

Employer Branding ?? (End-to-End Recruitment Process)aa

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????????? "?????" ??? Employer Brand
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"?????????" ???
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"?????????????????" ??? (End-to-End Recruitment Process) ????????????? "NPS Recruitment Experience"
??
? ??? (Candidate Experience)
?? Employer Brand?
?? '????????????????'
?? (Brand Advocate)
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? End-to-End Recruitment Process: 4 ??

? Phase 1: ATTRACT – ???

- ??
- ????????????????????????? (Employer Value Proposition):
?? – ?????????????????????????
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 - ???
?? (Employee Spotlight) ???
 - Careers Page ??? Video Testimonial
????????????????????????, Virtual Office Tour

? Phase 2: ENGAGE – ??? '????????????????'

- ??
- ???? ?????????? ??????????: ???, ???

