

Employee Referrals Become Big Business

Most organisations recognise that a good way to recruit staff is to offer an Employee Referral Programme - where current staff are offered incentives to recommend people they know to fill vacant positions. This arrangement suits both parties: one is offered a job and the other receives, usually, a monetary incentive. This exchange of information has now moved to another level in the form of JobTonic, a referral recruitment site.

JobTonic now has more than 30,000 referrers signed up and ready to tell their friends about jobs. A study, funded by Microsoft, gives the average number of friends of a person in the UK as 54 and gives the rise of social networking as key to helping people stay connected. By working off social networking, JobTonic succeeds in getting its vacancies in front of passive candidates. Passive candidates are those people that are satisfied with their jobs but don't typically read traditional recruitment adverts on the web or in print.

JobTonic rewards its referrers for successful recruitment matches with up to £2,000 in cash. Advertisers can set the level of reward given to the successful referrer which provides maximum flexibility.

JobTonic is the UK's first website to reward individuals for matching candidates with positions. JobTonic allows forward-looking employers to directly target passive candidates, considered the holy grail of recruitment. In March 2007, the site was the first in the UK to reward a successful referral hire.

So it pays to stay in touch with your friends. Both for recruiters and referrers the business of staying in touch has become easier and more lucrative. For more information, visit www.jobtonic.com.