From Hi to Apply:
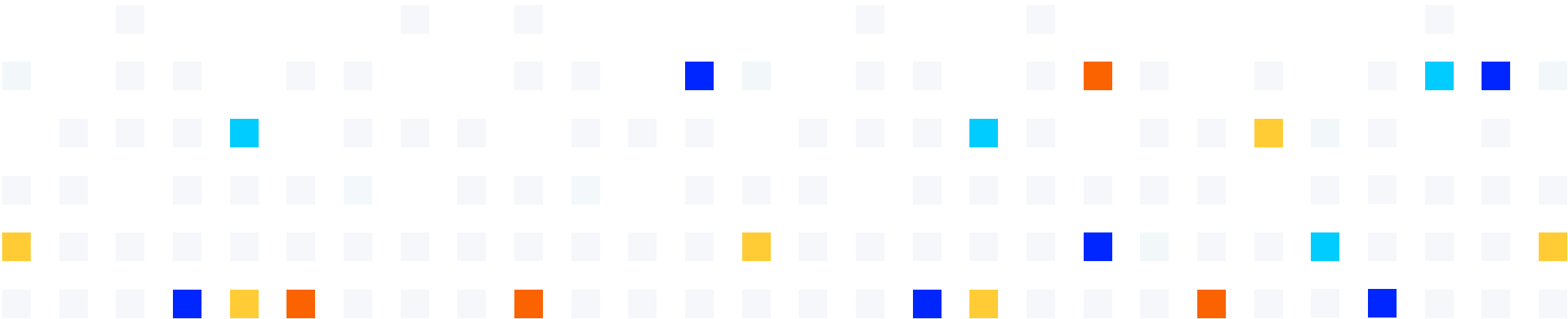
The Talent Acquisition Platform Guide

How to Simplify Your Hiring Tech, Data & Processes

radancy®

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Introduction

The Evolving Landscape of Talent Acquisition

Talent acquisition (TA) is in an era of enormous transformation thanks to the convergence of many large-scale shifts: a rapidly changing job market, historic talent scarcity, the evolution of candidate demands, and a new generation of talent entering the workforce – just to name a few. To keep up with the demands of a global and competitive job market, talent acquisition teams are increasingly relying on numerous point solutions to address their hiring challenges. This creates additional limitations, as enterprises seek to leverage advanced technologies such as artificial intelligence (AI), machine learning and big data analytics to attract, engage and hire top talent.

The explosion of TA technology solutions has left many enterprises managing a fragmented ecosystem of disjointed data and processes that lead to insufficiencies and wasted valuable resources. Teams that use an integrated TA platform are more likely to benefit from AI, which can help drive the next phase of talent acquisition innovation. On the other hand, teams with disconnected systems may struggle to keep up.

In this ebook, we'll explore the importance of simplifying the TA technology stack for global enterprises. By integrating and streamlining disconnected TA systems, companies can improve hiring efficiency, enhance candidate experiences and achieve significant cost savings. This guide provides senior decision-makers with the key insights they need to examine their current TA tech stack, understand potential gaps and issues, identify opportunities to streamline and take the next steps in simplifying their TA tech stack with a single, integrated platform.
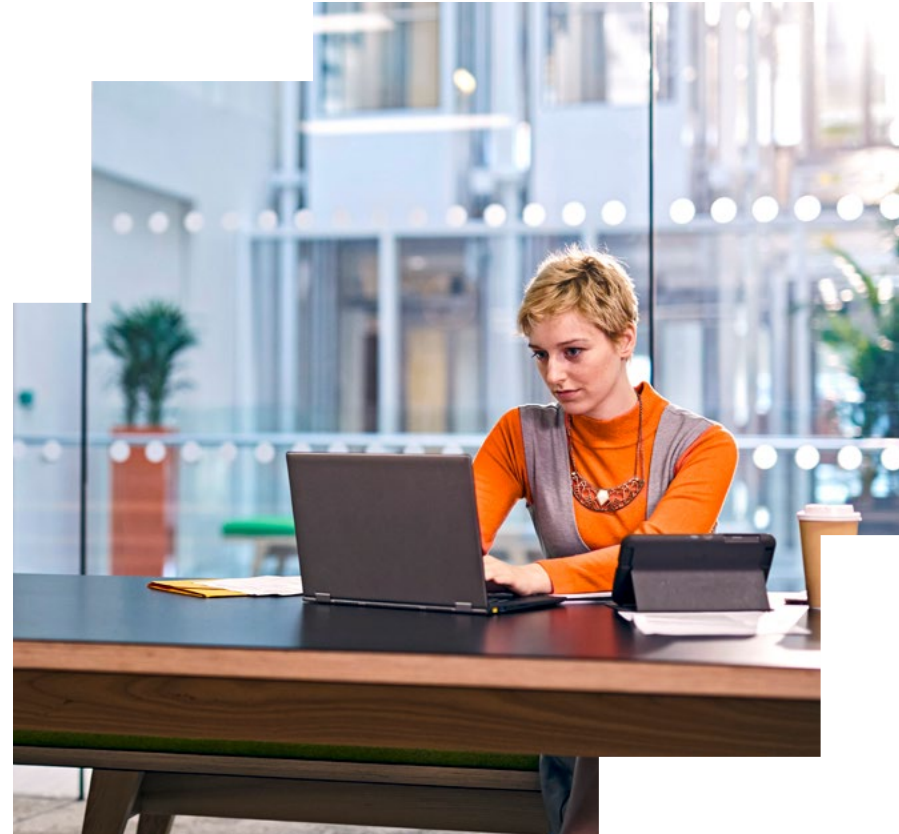
The Challenges of Talent Acquisition in Today's Market

While organizations, markets, and industries may differ, most enterprise TA teams worldwide face similar challenges. These challenges force organizations to continually revisit their TA strategies to meet changing staffing needs and market constraints. From high turnover rates and competitive job markets to talent shortages and disconnected systems, companies must evolve their TA strategies to keep up. The rapid transformation of the workforce, paired with fragmented technology, impacts both hiring efficiency and the candidate experience. Let's explore these key challenges and their effects on today's TA landscape:

Accelerated Workforce Transformation

High turnover rates, tight labor markets, the rise of virtual hiring and a widening skills gap are forcing companies to continuously adapt their TA strategies to meet evolving workforce demands.

Disconnected Systems & Tools

Many companies rely on a mix of outdated and modern systems that don't integrate well, leading to inefficiencies in the hiring process. These disconnected systems often require manual tasks like data entry, which slow down hiring and increase time-to-fill. As a result, costs rise, key positions remain unfilled, and overall productivity and revenue are impacted.

In addition, using multiple systems throughout the candidate journey makes it difficult to gather complete or reliable recruitment data. This hinders data-driven decision-making and makes it challenging to evaluate the effectiveness of talent acquisition strategies.

By the Numbers

Talent Shortage
#1 Most Damaging Factor Impacting Business Outlook
In a Gartner study of CEOs and senior executives, when asked to rate the severity of 6 key factors to damage their overall business outlook, the Talent Shortage topped the list, followed by inflation, recession, supply chain problems, rising interest rates and energy costs.

Poor Candidate Experience

A fragmented TA tech stack can lead to a poor candidate experience, characterized by difficulty and inconsistency. To attract and retain top talent, TA teams must make sure that the end-to-end journey of candidates is on par, and they want speed, information, communication, transparency, accessibility, feedback, user-friendly technology and respectful processes. And your TA tech impacts nearly every aspect of the candidate experience, for better or worse.

An AI-Driven Technology Disconnect

When recruiting systems and data aren't connected, it becomes difficult to fully utilize technologies like AI and automation. If different tools can't share data seamlessly, companies lose out on the advantages AI offers—such as making smarter hiring decisions, streamlining processes, and reducing costs.

High Costs

Maintaining and managing multiple talent acquisition tools can be expensive, both in terms of financial resources and the time needed to train staff and ensure the systems work together.

By the Numbers

40% Increase in Candidate Resentment
Frustrations with Candidate Experience Reach an All-Time High
Candidate resentment, defined as the negative feelings that job candidates develop after experiencing real or perceived poor treatment during the recruitment process, has been increasing dramatically, this year reaching an all-time high. The latest data shows that 60% of candidates have reported having a bad candidate experience.

By the Numbers

In response to talent scarcity in 2024, 66% of talent leaders report having invested in AI tools for talent search and matching, a significant increase from the last year.

This reflects a broader trend of organizations seeking to improve their TA processes through technology.

The Complexity of Talent Acquisition

A typical TA tech stack includes many tools and systems that help manage different parts of the process, from those that post job listings to those that handle applications and manage the hiring process itself. When these tools operate in silos and lack proper integration, it often compounds pressing TA challenges.

Some of the most common include:

- Resume Databases
- Career Site
- Search & Social
- Interview Scheduling
- Employee Referrals
- Chatbots
- CMS
- AdTech
- CRM
- Hiring Events
- Branded Experiences
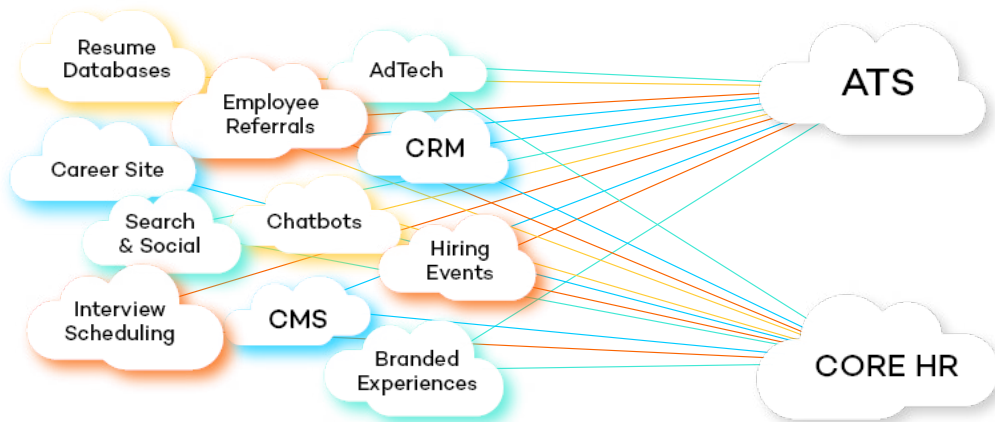
Fragmented Systems & Lack of Integration Create Compounding Issues

A fragmented TA technology system causes several problems that slow down the hiring process. Different tools lead to inconsistent processes, as each may have its own way of tracking candidates or using automation. This makes it harder for teams to work together smoothly and often leads to confusion or extra work. The lack of integration also creates data silos, where important information gets stuck in separate systems, preventing a clear view of the overall hiring process. This scattered data makes it difficult for teams to analyze performance, track progress, and make informed decisions.

Additionally, manual data entry is often needed to bridge the gaps, which increases the chances of mistakes and wastes time that could be spent on more important tasks. Managing data across multiple systems also increases the risk of compliance issues, especially with strict rules like GDPR. All of these challenges put extra pressure on teams and make it harder to focus on improving the candidate experience and speeding up the hiring process.

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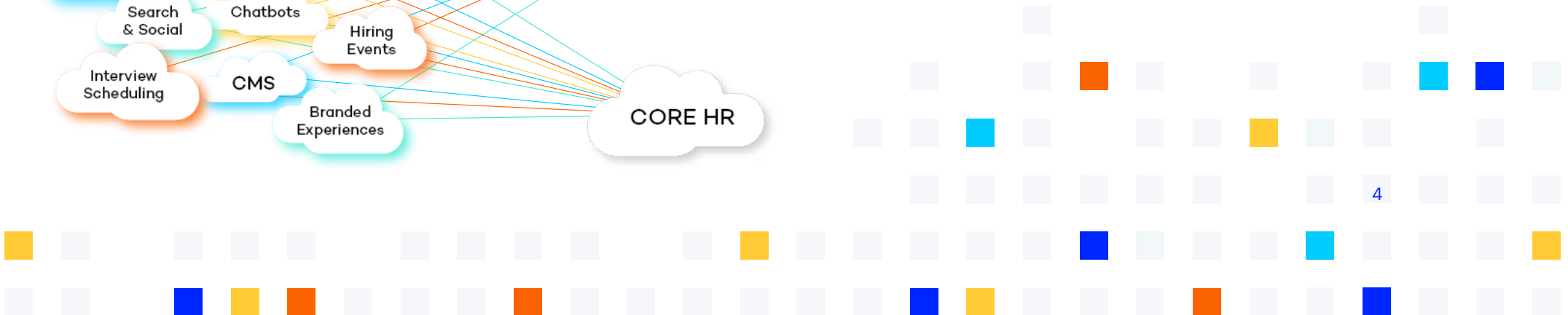
The Need for a Simplified & Integrated TA Tech Stack

Impact on Candidate Experience & Hiring Efficiency

For candidates, behind-the-scenes gaps in TA tech can surface across the candidate journey, negatively impacting their experience. It may start with a difficult-to-navigate job search experience or a confusing ecosystem of off-platform job microsites and official career site pages. It may look like inconsistent communication, redundant requests for information, disjointed interactions or extremely long delays, which all add up to a negative experience that can tarnish the employer's brand and push top talent to look elsewhere. These issues not only affect how the organization is perceived but also hinder its ability to attract and retain high-quality candidates.

Additionally, fragmented systems contribute to hiring inefficiencies and can impact your core TA metrics. Taken as a whole, the compounding issues created by a disjointed TA tech stack – from time invested in unnecessary manual processes to gaps in the candidate experience that often increase candidate drop out – could be slowing your TA process down in the long run. Delays in the candidate journey can be costly, as the prolonged hiring process increases the risk of losing top candidates to more agile competitors who can offer faster responses.

Addressing these challenges with a more integrated approach will significantly improve both the candidate experience and hiring efficiency.

Point Solutions vs. Talent Acquisition Platforms: Considering the Cost of Ownership

There's also the bigger picture to keep in mind when it comes to navigating the complexity of your TA tech stack – and that's the matter of managing it all from a business perspective as well as understanding the very real costs of implementing and maintaining your tech stack.

Managing dozens of point solution systems means managing multiple contracts, procurement processes, renewals, integrations, security and compliance audits and more. Enterprise TA leaders cannot calculate the cost of their TA tech stack by simply tallying dozens of licensing and administration fees on a spreadsheet. It's important to document and identify the real but often invisible costs of everything that's required to manage a large number of separate tools, develop the right strategy and processes for your team to follow for each one, ensure your team is fully trained on all of them, manage relationships with a large list of tech vendors and make sure you're getting the most out of every point solution on a regular basis. Consolidating essential TA tools into one platform helps simplify and reduce the total cost of ownership for your TA tech stack, freeing up time and resources to reinvest elsewhere in your strategy.
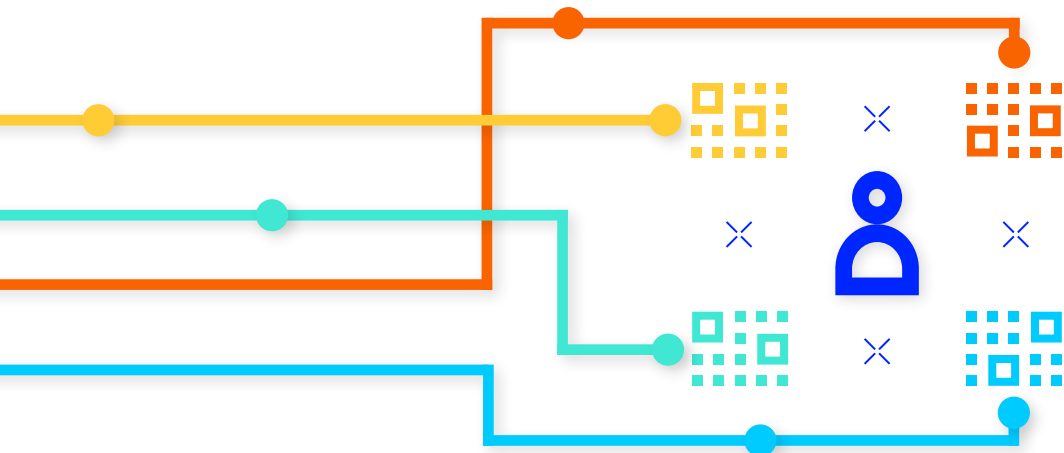
The Right Tech for the Right Processes

For most enterprise TA teams today, there is a clear area of opportunity to simplify the list of tools they are managing in a way that creates maximum efficiency across the entire candidate journey. Shifting from a large group of fragmented TA tools to a robust, optimized, integrated platform that offer the most effective tools across hiring journey enables TA leaders to focus on how their teams can use the right tech for the right processes to drive the right results.

The Role of an Integrated Talent Acquisition Platform in Optimizing the Candidate Journey

In the TA tech landscape, most talent acquisition teams have a well-established relationship with an ATS as their core platform, primarily focusing on the candidate journey after they apply, alongside their core HR technology. However, with a sophisticated platform designed to manage, optimize, and centralize the entire hiring process, TA teams can fully leverage integrated technology across the candidate journey—from attracting and sourcing top talent to converting and advancing applicants.

A key part of this process is creating a branded candidate experience. By maintaining consistent messaging and branding across all touchpoints—from job postings to interviews and onboarding—companies can reinforce their identity and values, ensuring candidates have a cohesive and professional experience throughout their journey.

Overcoming Your TA Challenges with One Integrated Talent Acquisition Platform

To overcome hiring challenges, organizations should adopt a single AI-powered Talent Acquisition Platform which enables them to simplify their talent acquisition by:

- Responding swiftly to market changes, adapt to new TA trends and maintain a competitive edge in the talent market

- Integrating disjointed talent acquisition functions to enhance the experience for both recruiters and candidates

- Eliminating redundancies, such as duplicate data entry and repetitive candidate outreach, to improve operational efficiency and enhance the overall talent acquisition strategy

- Strengthening data accuracy, enable more strategic decision-making and realize improved results

- Leveraging the benefits and potential of automation and AI that are made even more powerful with real-time, integrated systems and data

- Speeding up time to hire, streamline costs and maximize ROI

Identifying and addressing the complexities of your current talent acquisition systems (tech, data and processes) creates a tremendous opportunity to unlock significant value and drive better hiring outcomes for your organization, but it's just the start. The next step is to address those issues.
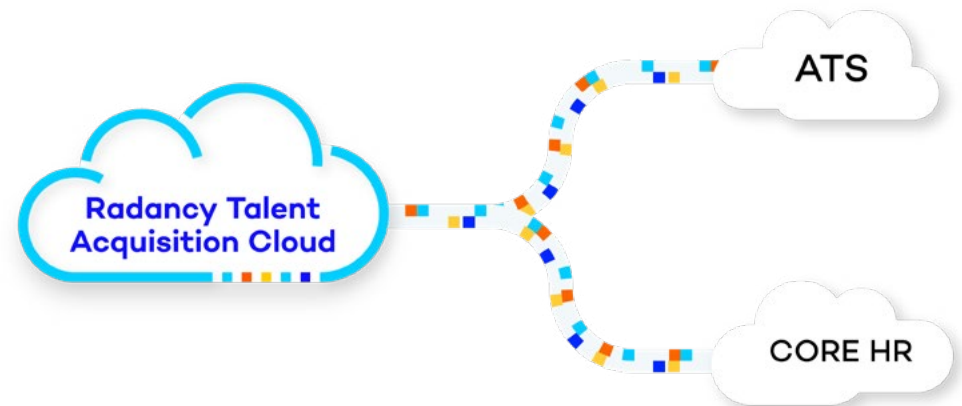
Steps to Simplify Your Talent Acquisition

Streamlining your TA tech stack can significantly maximize efficiency and effectiveness in your hiring processes. As you approach the process, make sure you consider these key steps as you build a plan:

1

Conduct a Current State Assessment:

Review your existing systems to find problems and areas for improvement.

2

Define Clear Objectives & Requirements:

Set specific goals and identify the features you need in a new Talent Acquisition platform.

3

Evaluate & Select the Right Talent Acquisition Platform:

Research and choose a platform that meets your company's needs.

4

Implement & Integrate:

Plan and carry out the deployment, ensuring it works smoothly with your current systems.

5

Ongoing Optimization & Support:

Continuously improve processes and provide support to maintain long-term benefits.

By carefully assessing your current systems, setting clear goals, choosing the right platform and working with a provider that enables smooth integration and ongoing support, you can speed up time to hire, reduce costs and maximize ROI.

So far, we've explored the challenges TA teams encounter and how an integrated Talent Acquisition platform can address them. Now, let's take a closer look at the key features a Talent Acquisition platform should include.

Key Features of a Talent Acquisition Platform

Capabilities to look for in an integrated platform:

- Branded Candidate Experiences
- Programmatic AdTech
- Career Sites
- Employee Referrals
- Hiring Events

- CRM
- End-to-End Insight
- Network Benchmarks
- Performance Data
- Quantifiable Metrics

A centralized talent acquisition platform connects directly with your ATS, streamlining your hiring process. Key features of this platform include programmatic advertising technology and intelligent career sites, which collaborate to attract candidates through both paid and organic methods. Employee referral tools also speed up hiring by making it easier for current employees to recommend people they know. With hiring event tech, you can connect with candidates through online or in-person events, making the screening process faster and more efficient. These features improve the candidate experience while saving time and money.

In the later stages of hiring, an integrated platform helps you evaluate and move candidates forward with features like video chat for interviews, easy event scheduling, and centralized data. It also provides real-time data, detailed analytics to track things like job site performance and candidate feedback. An integrated platform also allows you to track important marketing metrics and measure ROI performance, giving you clear insights into the effectiveness of your campaigns. All of this allows recruiters to make quick decisions and adjust their strategies as needed. These key features help attract the right talent, improve results and streamline the hiring process.

The Benefits of a Talent Acquisition Platform

As mentioned earlier, a single, integrated Talent Acquisition Platform offers numerous advantages, improving various aspects of the hiring process and aligning with organizational goals. In this section, we will take a more in-depth look at a few of the benefits that come with adopting a Talent Acquisition platform.

Improved Candidate Experience

An integrated TA platform connects directly with your ATS, streamlining your hiring process. Key features of this platform include programmatic advertising technology and intelligent career sites, which collaborate to attract candidates through both paid and organic methods. Additionally, by ensuring consistent messaging and dynamic experiences across the entire candidate journey, the platform can provide more informed and qualified talent.

Enhanced Recruiter Efficiency

Streamlined workflows and integrated systems allow recruiters to focus on strategic activities rather than only administrative tasks. Automating routine processes and centralizing information helps recruiters manage applications more efficiently, track candidate progress easily, and collaborate better with team members. This efficiency speeds up the hiring process and allows recruiters to spend more time on important tasks like talent engagement and strategic planning.

Better Data Integration & Analytics

Having all data in one place gives a comprehensive view of recruitment metrics and candidate interactions. This integration improves data accuracy and provides a comprehensive perspective on TA performance. Organizations can use this consolidated data to gain valuable insights and make informed, data-driven decisions. With an integrated approach to data analytics, companies can better track key performance indicators, identify trends, and assess the impact of their TA strategies. This improved visibility supports continuous improvement and alignment with organizational goals.

Cost Savings

Adopting a single end-to-end Talent Acquisition Platform can lead to significant cost reductions by eliminating redundant tools and optimizing processes. By consolidating technology investments, organizations can cut expenses related to licensing, maintenance, and training on multiple systems. The efficiencies gained from streamlined operations and reduced manual tasks further contribute to lower overall hiring costs. Better resource allocation and operational savings enable organizations to invest in other strategic areas, maximizing ROI in their talent acquisition efforts.

Fewer Third Parties

An integrated platform can handle the entire TA process without the need for extra third-party tools. By bringing the TA tools you need into one place, it simplifies workflows and reduces the need for outside software. This leads to increased efficiency, allowing hiring teams to focus more on strategic tasks rather than managing multiple systems.

The ROI of a Simplified TA Tech Stack

Cost-Benefit Analysis

Simplifying your TA tech stack by adopting a talent acquisition platform can help your team save money by reducing the need for multiple software licenses, support fees and integration costs. For example, optimizing job ad campaigns and budgets, enabling your team to source talent directly from an engaged talent community and creating a better candidate experience that lowers drop-outs – these are just a few ways a talent acquisition platform can help optimize results and lower costs. It also helps your team realize significant savings in key areas such as time to hire, time to fill and cost per hire. Here's a look at some of the key elements to consider in calculating the ROI of simplifying our TA tech stack.

Metrics to Measure Success

It's important to track these key metrics when evaluating ROI:

- **Cost per Hire:** Total recruitment costs divided by the number of hires. Lower numbers mean better cost efficiency.

- **Time to Fill:** The time from posting a job to hiring someone. Shorter times mean a more efficient process.

- **Candidate Satisfaction:** Measured through feedback surveys. High satisfaction means a better recruitment process.

Enhancing Results, Maximizing ROI

Using a talent acquisition platform offers many long-term benefits that help maximize ROI:

- **Enhanced Productivity:** Faster hiring means less downtime, helping maintain productivity levels

- **Improved Talent Quality:** Better targeting helps improve quality of hire metrics

- **Strategic Alignment:** Supports company goals by helping teams hire top talent quickly and efficiently

- **Business Agility:** The flexibility of a robust Talent Acquisition platform allows quick adaptation to changing needs

- **Data-Driven Decision Making:** Analytics and reporting help make better TA decisions, improving ROI

A Real-World Example

We partnered with Forrester Research, a top market research company, to study how the Radancy Talent Acquisition Cloud sped up time to hire, streamlined costs and maximized ROI for a Fortune 100 enterprise customer. And their results are impressive. Here's an overview of what this study found.

The Impact of the Right TA Platform

"For talent acquisition resources, Radancy provided time savings from automations in areas such as marketing and email campaigns as well as by supporting different areas of TA operations with technology and tech-enabled services. Leaning on Radancy in these instances allowed the organization to grow and expand its talent acquisition operations without expending resources and adding headcount." - Forrester

Key Challenges

Before adopting a single, integrated platform, this enterprise struggled with many common challenges TA teams face today:

- **Decentralized HR Functions:** Different TA work streams and technologies slowed down processes.
- **Obscured Costs:** Difficulty tracking HR technology, TA operations and advertising expenses.
- **Lack of a Digital Strategy:** Reliance on external agencies without an integrated digital plan.
- **Resource Intensive Processes:** Managing TA activities required a lot of resources.

Solution

The organization searched for a TA platform that met their needs – from a career site and content management system, programmatic adtech, CRM and automation tools, insights and analytics, employee referral software, candidate experience surveys, and ATS process overlay – to name a few. They discovered the Radancy Talent Acquisition Cloud and implemented it using a data-driven approach focused on doing more with their resources without sacrificing the results they needed to meet their goals.

Results

Forrester worked with this enterprise to develop a set of modeling criteria to measure the impact of this solution in driving key results across a three-year period. The value of adopting the Radancy Talent Acquisition for this enterprise represents:

↓25%

Reduced Time to Hire

A reduction in time to hire of 25% represents savings of $42 million in potential revenue loss. A 14-day faster start date reduces time to hire from 56 to 42 days.

↓30%

Lower Cost Per Hire

Integrated technology and processes contributes to a projected 30% reduction in hiring costs.

↓75%

Decrease in Third-Party Spending

Reducing technology redundancies decreases third-party spending by $1 million.

459%

ROI

The financial analysis calculated an overall 459% return on investment, with a payback period of less than six months.

Additional Benefits

In conducting this study, Forrester also identified significant additional benefits such as:

- **Increased Operational Efficiency:** Automations save time, allowing recruiters to focus on candidate experience.
- **Better Decision Making:** Insights and analytics improve decision-making and planning.
- **Higher Quality Applicants:** Improved processes lead to fewer but better-quality applicants.
- **Strategic Advantage:** Better data helps TA leaders take on more strategic roles and build a strong business case for needed resources.
- **Flexibility in Changing Markets:** Insights of an integrated platform equips the organization to adapt to market changes.
- **Growth Without Additional Headcount:** Automation and optimization features enable expansion without increasing staff or relying on more providers.

Implementing the Radancy Talent Acquisition Cloud represents significant improvements in cost savings, hiring speed, strategic capabilities and operational efficiencies for this organization, equipping them to excel in a today's talent market.

"I'd say we've spent both less - and more intelligently - with Radancy."

- Senior Talent Acquisition Manager

The Total Economic Impact™ Of Radancy

The Importance of a Global & Trustworthy Provider

Choosing a trustworthy provider for your TA platform is just as important as selecting the right features. The reliability, service quality and support provided by the vendor can greatly impact the success of your hiring strategy. Here are the key factors to consider when selecting a provider for your end-to-end TA platform:

Reliability & Stability

A trustworthy provider ensures the TA platform is reliable and stable, minimizing downtime and disruptions in your hiring processes. Consistent performance is vital, especially during peak hiring periods, as it maintains seamless operations and fosters confidence among recruiters and candidates.

Expertise, Experience & Strategic Partnership

Experienced providers bring industry-specific expertise to the table. They understand the unique challenges of talent acquisition and offer configurable solutions. Their deep knowledge helps in designing and implementing efficient, effective and scalable systems, keeping your organization competitive in the talent market. Better yet, their technology comes with the expertise of a team that partners with you to deeply understand your organization's goals and objectives, your employer value proposition and employer brand, your challenges and roadblocks and more – so you can create a strategy that makes the most of the technology at hand.

Comprehensive Training & Support

Excellent service includes comprehensive support that goes beyond troubleshooting. It involves proactive maintenance, regular updates and continuous improvements to keep the platform running smoothly. Reliable providers offer ongoing training and resources to help your team fully utilize the platform's features, maximizing your investment.

Data Security & Compliance

Handling sensitive candidate data requires a provider who prioritizes data security and compliance with regulations like GDPR. Trustworthy providers implement robust security measures to protect data and ensure compliance, reducing the risk of breaches and legal issues. Their high standards of data protection foster trust with candidates and safeguard your company's reputation.

Enhanced Candidate Experience

A reliable provider enhances the candidate experience through user-friendly, responsive and efficient end-user features. Candidates benefit from an easier-to-navigate tech experience, opportunities to get the information and conversations they need and positive interactions with your brand, which can reduce candidate drop-off, boost your employer brand reputation online and increase the likelihood to apply.

Improved Recruiter Efficiency

With excellent provider support and a platform that is built to reduce tedious, repetitive tasks, recruiters can focus on strategic activities rather than technical issues. A provider committed to exceptional service ensures the platform is intuitive and efficient, reducing administrative burdens and allowing TA teams in every role to engage more meaningfully with candidates.

Scalability & Innovation

Leading TA platforms strike the right balance of continuous improvement and stability for their core technology and ongoing enhancement and innovation across their feature set. Trustworthy providers invest in regular development, offering new features and capabilities that keep your TA processes on the cutting edge. Their ability to scale solutions as your organization grows ensures long-term value and adaptability.

Finding the Right Talent Acquisition Platform Provider

Choosing a trustworthy provider that is reliable, secure and well-supported is crucial for the success of your TA strategy. Look for a platform provider that also works with you as a partner and deeply understands how TA technology can work to drive a better recruiter and candidate experience – along with better results – across the entire candidate journey.

A platform that integrates the core technology you need should support each of these fundamental stages: attracting and sourcing, engaging and informing, capturing and converting, and evaluating and advancing candidates. A world-class TA platform should integrate with your existing systems and offer a user-friendly interface, advanced analytics and AI-driven automation.

With the right technology partner, you not only simplify your TA tech stack and reduce the complexity of managing it, but you are well on your way to seeing incredible results.
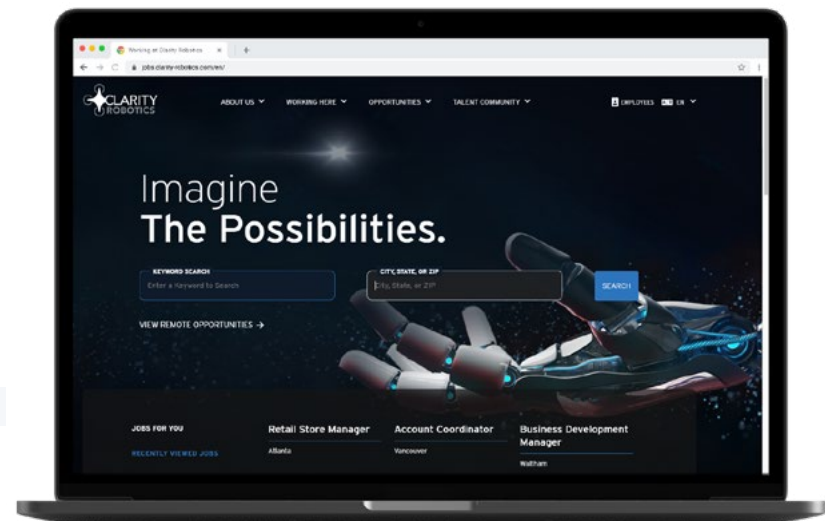
The Radancy Talent Acquisition Cloud

## From Hi to Apply: How to Simplify Your TA Tech Stack

Finding the right people for jobs can be tough, especially with limited candidates and tight budgets. Radancy makes it easier with the Radancy Talent Acquisition Cloud, a solution that helps you speed up hiring, reduce costs and maximize ROI by integrating the features you need into a single platform. This eliminates the need for multiple tools and ensures everything works together smoothly.

The Radancy Talent Acquisition Cloud also brings your employer brand to life through dynamic creative solutions backed by data-driven insights. Our expert team builds compelling, personalized that engage candidates across all channels, helping you attract top talent while maximizing your TA efforts.

Our integrated, AI-powered platform helps TA teams through:

- Personalized Candidate Experiences
- Automated Recruiter Workflows
- Skills-based Candidate Matching
- Data-driven Programmatic AdTech
- Actionable End-to-End Insights

This integrated approach delivers impressive results:

↓25%	↓30%	↓75%	459%
Time-to-Hire	Cost-per-Hire	Third-Party Spend	Delivered ROI
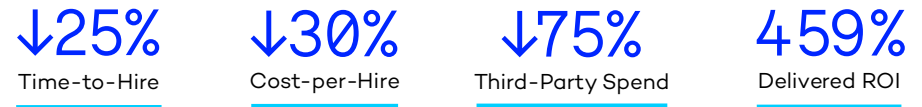
The Total Economic Impact™ Of Radancy

We stand out because we offer more than just software. As a trusted partner, we are dedicated to talent acquisition success. We provide a single AI-powered solution that integrates well with top ATS and ensures consistency across all parts of your hiring journey. Our expertise and dedicated support help strengthen your brand and enhance your TA strategy.

Choosing Radancy means partnering with a team that understands your needs and helps you succeed. Our system grows with your company, allowing you to adapt to changes and stay competitive. With Radancy, you can hire the right people more easily.
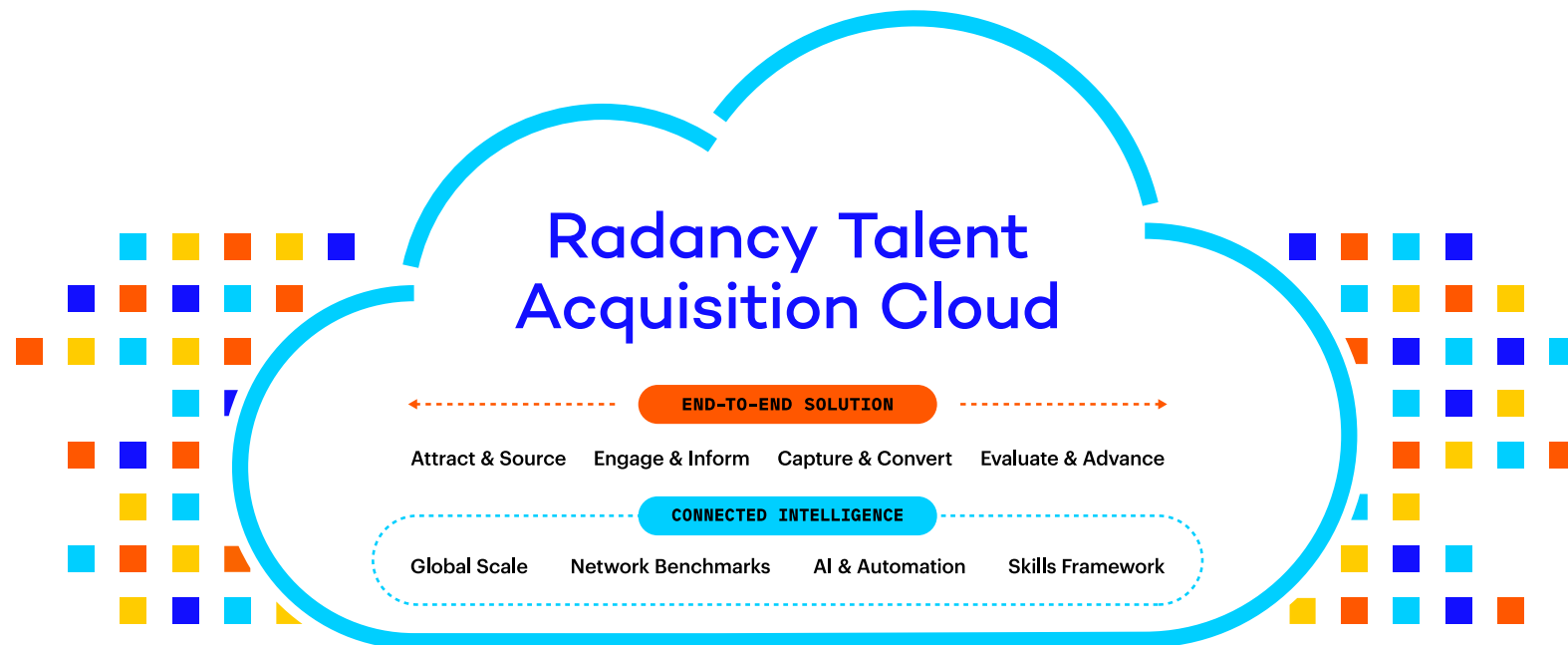
Radancy Talent Acquisition Cloud

Conclusion

For global enterprises, streamlining the TA tech stack is essential to maximize their hiring capabilities. By using a single AI-powered TA platform, companies can gain significant efficiencies, save costs and gain strategic advantages. Talent Acquisition Leaders should start this simplification process to remain competitive in the talent market.

The Radancy Talent Acquisition Cloud provides an integrated solution that can lead to faster hiring, significant cost reductions and maximized ROI. Talent Acquisition Leaders should take steps to assess their current TA systems, define clear objectives and select the right platform to meet their needs. By doing so, companies can stay competitive in the job market and ensure they attract and retain top talent.

Start simplifying your TA tech stack today and unlock the full potential of your talent acquisition efforts.

Don't miss out on the opportunity to streamline and optimize your talent acquisition approach - contact us to schedule an appointment with our experts and discover how we can help you achieve your hiring goals.

Radancy Talent Acquisition Cloud

END-TO-END SOLUTION

Attract & Source   Engage & Inform   Capture & Convert   Evaluate & Advance

CONNECTED INTELLIGENCE

Global Scale   Network Benchmarks   AI & Automation   Skills Framework

radancy®

Get Started

with our experts and learn how the Radancy Talent Acquisition Cloud AI-powered platform can optimize your talent acquisition journey "From Hi to Apply."
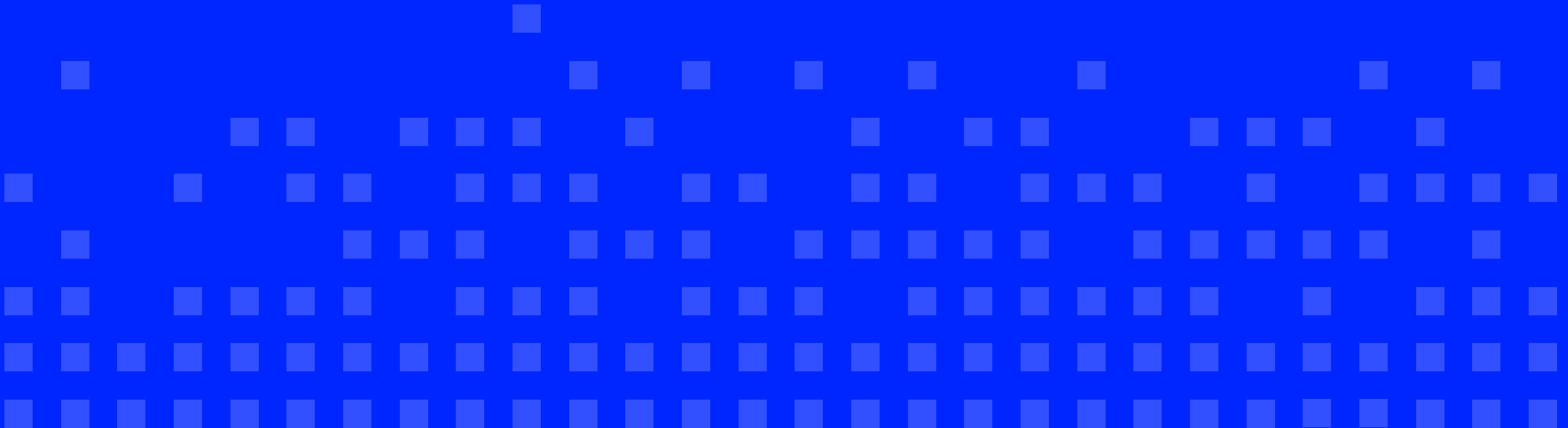
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