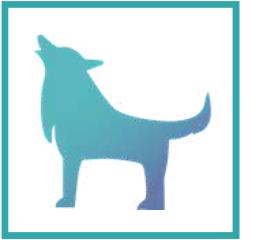
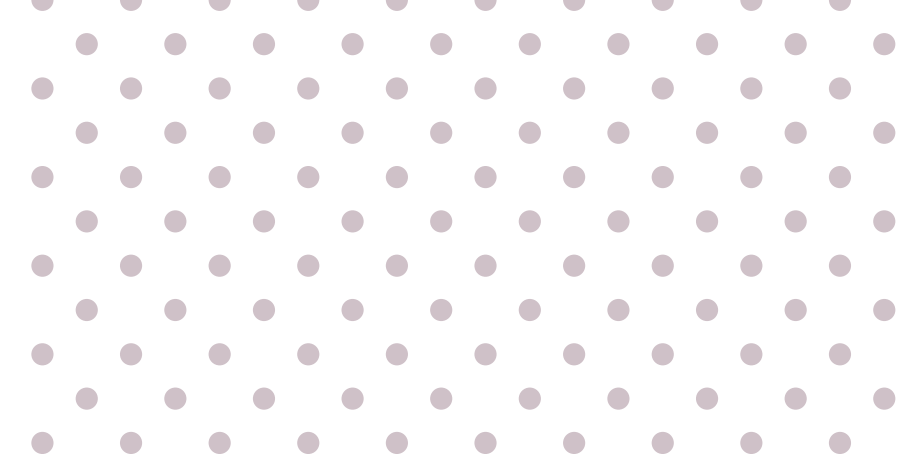


01.

# THE COMPLETE GUIDE TO BUILD YOUR TALENT MARKETPLACE



02.

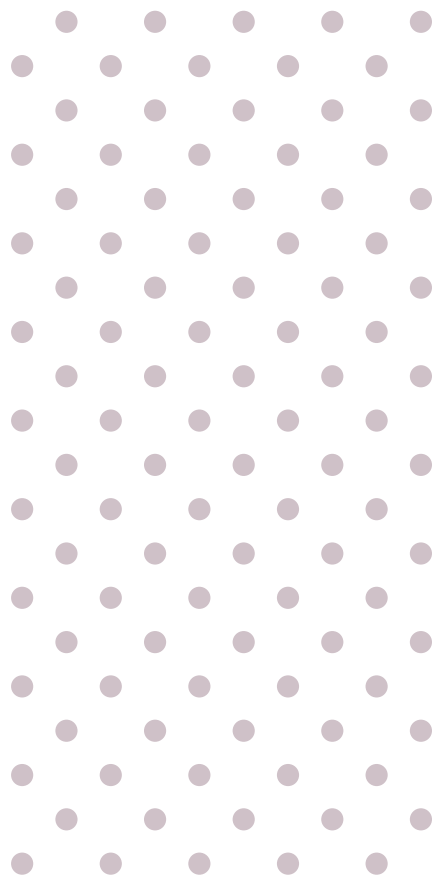


# Wondering how to **start** Talent Marketplace for you Enterprise?

Don't worry. We've got you covered with the **essential** info.

03.

# INDEX



- ✓ An Introduction to Talent Marketplace
- ✓ Why do enterprises need a talent marketplace
- ✓ Case Studies: Brands using talent marketplaces

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04.

# An Introduction to Talent Marketplace



Matching employees with the right job profiles that align with their skill sets like a jigsaw puzzle can be a tough nut to crack. A [Gartner research](#) shows that about 40% of workers go on to complete tasks that are out of their job description. Needless to say, workflows followed by employers need to transcend to better accommodate employees and help them grow in their fields with relevant skills. Managing your human resource the traditional way doesn't leave any room for improvements. Following a set process of hiring and expecting people to work on a certain task in a predefined way creates managerial gaps that can be hard to overcome by employers. As the times progress, departments managing human resources have switched to newer and better ways of efficiently recruiting and equipping the right people with the right skills.

One way of leveling up your human resource management is by starting a talent marketplace for your company.

## WHAT IS A TALENT MARKETPLACE?

In today's highly competitive world, hiring new talent is both a cost-intensive way to get work done that has its fair share of logistical shortcomings. This is far from efficient and can often weigh the enterprise down. Talent marketplace is a strategy that allows enterprises to look for talent within their employees and mobilize them through upskilling and training. For on-demand jobs that can't be done by in-house employees, enterprises can choose to hire freelance professionals that work on a gig or contract basis. Statistics show that the gig economy contributed \$1.28 trillion to the US economy in 2018 alone. This should give you a fair idea of how promising the future of the gig economy looks.

It is estimated that the gig economy is expanding thrice as fast as the entire workforce of the US. With freelancing here to stay, hiring workers on a freelance basis can end up saving the firm a lot of money and resources. The increased adoption of talent management strategies across companies like American Express and IBM has given rise to talent marketplace platforms that allow businesses to assign and allocate jobs to employees or freelance workers more efficiently, without the logistical and geographical limitations that the enterprise would suffer from such a solution.







# Why do enterprises need a talent marketplace?

Optimum utilization and augmentation of talent are one of the top perks of getting a talent marketplace for any enterprise. It opens up new avenues for employees to best utilize their talents and offers them a space for sufficient and agile mobility within their workplace. For you, it offers a space to execute the redeployment of workforce in high-demand areas and fill the skill gaps within the organization. Talent marketplaces, though a new concept, have proven to be helpful for enterprises looking to shift their focus on priority tasks requiring proficient human resources.



06.





## SHARP SKILL-BASED TALENT PLANNING HELPS IN EFFICIENT REDEPLOYMENT

A talent marketplace lets you offer a seamless platform for your employees to level up their expertise with skill adjacencies that are relevant to their job. For enterprises to thrive in ever-evolving times, identifying and fulfilling skill deficiencies is one way they can adapt to a transitional market with dynamic requirements. A talent marketplace gives employees access to job opportunities within an organization that they are already adept at. It also equips them with cross-functional skills that can be applied across various job roles and departments within the organization.







## BOOST EMPLOYEE ENGAGEMENT AND RETENTION

As a younger and more progressive workforce comes into action, employees are looking for better and more self-actualizing gigs at their workplace. A talent marketplace can help you come up with a focused and stronger human resource. With AI-powered recommendations, employees can weigh in the myriad of skills that they can pick up on the platform that can help them further their careers. Such a marketplace also prepares them for the changing job market. A talent marketplace presents a forum for you to reconfigure your talent to be more flexible across divisions.



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# Reduced recruitment costs and self- reliance



Not only does a talent marketplace improve employee experience, but it can also significantly reduce the costs incurred while recruiting new employees. As a platform that employees can use to pick up the right and relevant skills that can be applied to jobs that are out of their daily scope, the need to hire new talent lessens. The idea lies in building a workforce that is self-sufficient and can be utilized its potential to the threshold. Vertical and horizontal growth in the organization gives the employees the freedom of movement and better career development options.

# Case Studies: Brands using talent marketplaces

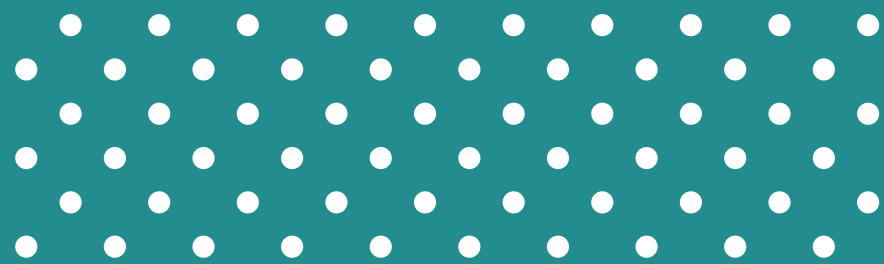
Talent marketplaces are the gems big brands across the globe have invested in to reap desirable results by fine-tuning their workforce in today's times. Here are how some of them did it.

## CASE STUDY 1 : NASA

The National Aeronautics and Space Administration, colloquially known as NASA believed in developing and providing learning opportunities for a lifetime to their employees. By developing and implementing an internal job listing and candidate selection platform, NASA aimed at offering a broad spectrum of career development and progression opportunities. Managers can bring the right talent to jobs across the agency. They can create such opportunities based on a variety of factors such as skills, location preference, grade, and more. As an initiative under NASA's Future of Work, the Talent Marketplace has helped the space agency reallocate their workers with the required skills.



# 10.





# Deloitte



The professional services Big Four worked towards optimizing its workforce by launching an internal talent marketplace for its employees across the globe. Taking on a new meaning to acquiring, mobilizing, and managing the talent, Deloitte’s talent marketplace aims on connecting its apt workforce with flexible learning assignments and gigs, within or outside the organization alike. As an initiative to cultivate a more satisfied, skillful and content workforce, Deloitte promoted cross-application of expertise by breaking down tasks for workers who are qualified to perform but might not necessarily work in the same field. Nurturing and encouraging pertinent skills using an interactive marketplace, Deloitte has been able to move away from a one-size-fits-all approach and create leaner and more supple teams. Using the four Ps concept - Purpose, Plan, Program, and Platform, Deloitte equipped its talent marketplace to render new entrepreneurial opportunities, better cross-functional development, and internal recruitment.



# 2.

## Schneider Electric

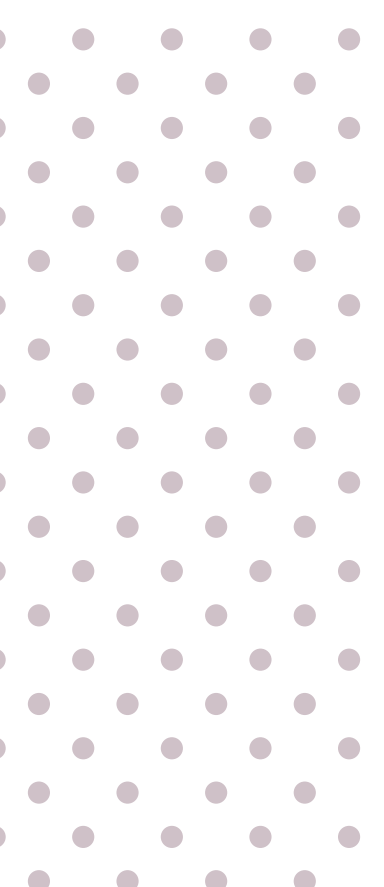


The French energy management behemoth launched its AI-powered Open Talent Market to give opportunities to its employees outside their regular work-shifts. The platform provides job listings, mentoring, part-time projects, and training. It removed policies that hinder internal mobility, and let their employees take up short-term tasks to encourage and foster the gig economy. Schneider Electric focused on readying its workers for the upcoming changes and took into account metrics to better understand how the talent marketplace can be refined to optimize the workforce.

## Unilever

Focusing on aligning employee aspirations with company goals, Unilever launched its talent marketplace - FLEX Experiences. Through the platform, Unilever encourages employees to take up short or long-term projects that can help them deepen their expertise or build new skills through immersive challenges. Revamping the way it develops and helps talent grow, Unilever used artificial intelligence to give direct access to off-the-job opportunities that fall in line with their personal targets. Using powerful workforce analytics, Unilever is has been able to identify organizational gaps where adept and proficient workers can pitch in. By optimizing and channeling its workforce to high-growth areas, the company went on to witness increased employee engagement and satisfaction across departments.

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# Steps to Build a Talent Marketplace For Your Brand



Building a talent marketplace for your brand can give you access to a large pool of skilled talent not only within your organization but also freelance professionals, all the while minimizing the transaction costs, eliminating managerial and logistical obstacles that are common with talent management.

Here's a general overview of how you can set up your talent marketplace for your business:

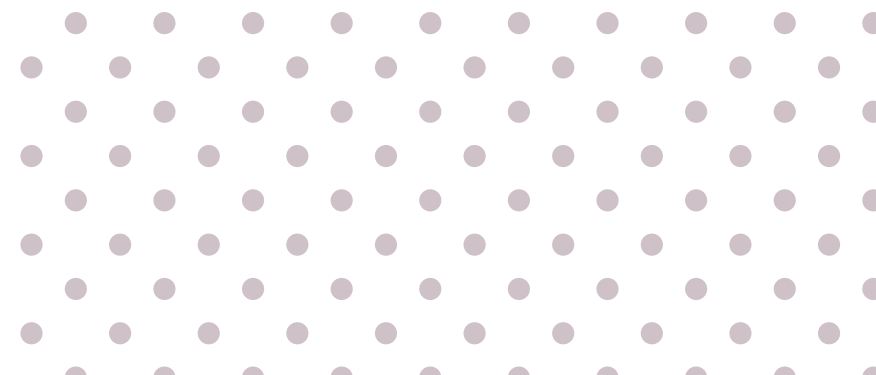
# 4.

## 1. Onboarding

The first step of setting up your talent marketplace is to initiate the onboarding process. This involves identifying and creating profiles of employees within your organization. The profiles should include the skills and talents of each employee. This will allow your in-house talent management team to allocate tasks and assignments to employees based on their skills, thereby increasing efficiency and boost productivity. The second phase of the onboarding process is to allow external freelancers to register for freelance gigs or contract-based work on your platform. This will allow you to easily scale projects and find the required talent for them much faster and easier while also being more cost-effective.

## 2. Update Store and Settings

The next step is to configure your settings from the marketplace admin dashboard. This will allow you to configure various parameters such as what filters can be applied when searching for talent. You can choose to filter by freelance professionals or by internal employees among many other things that allow for greater internal mobility while also preserving the ability to quickly hire freelance professionals on-demand for need-based projects.



## 3. Your Marketplace is Live!

Your talent marketplace is now live and ready to use. You're able to easily accept orders and assign talent to jobs. Customers can post their requirements and freelance professionals can bid on the platform allowing customers to quickly accept the best suitable option from the pool of talent.





# The Best Way to Build a Talent Marketplace – Husky



15.

There are two ways you can go about building a freelance marketplace yourself:

1. Get ready to launch a marketplace that will allow you to get your talent marketplace up and running in no time. In less than 24 hours, you can have your marketplace up and running without the need for any coding or technical expertise. The simplicity and ease of use are the key reasons you would want to go this route.
2. The second option is more sophisticated and emphasizes the customer experience. This allows you to customize every aspect of the front-end development and ensures that your brand's vision is preserved throughout the platform.

Products like Husky offer you the ability to choose between both and also have a dedicated team that will guide you through the process from start to finish.

Husky is an all-around solution that has you covered right from the get-go. Here are some of the features that Husky offers:



## MULTI-RESPONSIVE WEBSITES AND APPS

Husky allows you to build ultra-responsive websites and applications that focus on user experience. This will allow your users to have the best experience regardless of which platform they're on. Whether it's a PC or a phone, you can be sure that your Husky-powered talent marketplace will perform just fine.



## CUSTOMIZABLE THEMES

The key to building a brand is to make sure that you're consistent with your branding and the vision of your brand throughout the ecosystem of your brand. Keeping the design of your talent marketplace is important to preserve your brand image. Husky-powered talent marketplaces allow you to customize the platform to your liking so you can make sure that the design and appearance of your platform are reflective of your brand.



## MULTIPLE PAYMENT GATEWAY INTEGRATION

Husky allows you to integrate multiple payment gateways with ease. This allows you to receive process and further payout to freelance professionals without any qualms. There are various modes of payment that you can choose to enable including debit cards, bank transfers, e-wallets, and net banking.



## REAL-TIME LIVE CHAT SUPPORT

Husky understands the need for a robust support system in a talent marketplace. The live chat feature offers real-time support to both the admin and customers, allowing them to resolve any queries or questions that might need a prompt answer and to carry on with business as usual. With a dispute-resolution mechanism built into the platform, any disputes can be settled on the site without much hassle. This ensures a smoother overall experience for all users.



## MULTI-LINGUAL SUPPORT

Husky offers support for various languages, allowing you to cater to audiences from varying demographics without a language barrier. Creating dedicated landing pages for audiences from specific geographical regions is easy with Husky. Expand your business by catering to customers from around the world.



## HOSTING SOLUTIONS

Husky also offers the ability to connect your custom domain name with the platform. You can rest assured that Husky is always up and running, even when you're not. Husky boasts of 100% uptime and 24/7 monitoring to ensure that your talent marketplace is always open for orders. This goes a long way in building trust and making your customers happy and satisfied with the experience they've had on your site, which means they'll be more likely to return to your platform.



## LOGIN THROUGH SOCIAL MEDIA

With seamless integration to services like Facebook, Google, and LinkedIn, users can log onto your platform without creating an account and directly linking their social media accounts. This allows for ease of use and helps to find the best possible talent a breeze. Simply log on to the site, log in through your social media account, and find the perfect match for your project.



## RATING AND REVIEW SYSTEM

The rating and review system rewards diligent freelancers who deliver the best results. The system is completely transparent, allowing verified ratings and reviews only from people who hired the freelancer. This allows customers to make the best decision and hire the best talent to get their job done just as they'd imagined. The rating and review system allows customers to vouch for trusted freelancers, which in turn helps them get more gigs and grow much faster.





## A PLETHORA OF INTEGRATION OPTIONS

Husky allows you to integrate your custom talent marketplace with some of the leading services such as Google Analytics to keep track of the performance of your platform, while support for over 100 payment gateways including PayTM, Stripe, PayU, and Razorpay allows for easy processing of payments. Husky also integrates seamlessly with Xero to automatically generate invoices for each order.

## A COMPLETE ENTERPRISE SOLUTION

Husky is an all-around solution that eases the workflow for your enterprise and helps you maximize the returns on your investment. The platform is fully customizable from the ground up, with skilled professionals manning the development process from start to finish, making sure your talent marketplace is truly yours.

That said, Husky is one of the best bets for all of your enterprise's talent marketplace building needs.

# 18.



# 19. Conclusion

Choosing a highly scalable and custom system to build your own online auction marketplace is possibly the best for your business. Husky has got you covered on all fronts. Getting into the online liquidation auction marketplace is a low risk and high reward scenario, especially because you are neither the buyer nor the seller. By simply providing the marketplace for both parties to come together and ply their trades, you automatically gain traction and become a go-between for most buyers and sellers. You stand a chance to become a crowd favorite by providing something the market badly needs and by doing so so effectively, your brand can stay on top. With Husky, you can make all of your ideas come to life because of its intelligent design and dependable interface. Make a real difference in your online marketplace with Husky.

Book a Free Demo Today!





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# Questions? Clarifications?

We'd love to help!  
[contact@huskyapp.co](mailto:contact@huskyapp.co)

