



# Applicant Relationship Management (ARM)

Applicant Relationship Management (ARM) is the continuation of an effort in support of the OPNAV N1B6 Accessions Information Technology (IT) Roadmap objectives to modernize and consolidate command IT systems and networks. In support of Navy Recruiting Command's (NRC) RF2025 goals, ARM provides prospecting functionality for more than 4,000 recruiters in multi-mission recruiting stations by providing the ability to recruit across all mission areas anytime and anywhere.

ARM is an applicant prospecting tool that allows recruiters to more effectively manage an individual through the Navy recruiting process, from lead to prospect to application submission, by providing transformational change in the areas of Contact Management, Application Management, Time Management, and Delayed Enlistment Program (DEP) Management. It expands on the existing functionality of Web R-Tools (WRT) and interfaces to Personalized Recruiting for Immediate and Delayed Enlistment Modernization II (PRIDE Mod II) system, which integrates active and Reserve, Officer and Enlisted processing.

## Current Business Process

Due to the sheer magnitude of program specific information, codes, and data entry requirements, NRC's current prospecting processes are manual and error prone. In general, the current application process shows a rework rate approximately 30% depending on the program and designator. In addition, a large portion (30%-50%) of a field recruiter's time is spent completing paperwork that could be maintained by an integrated application that links leads, contacts, and applications.

When deployed, ARM replaces two legacy recruiting systems, WRT, and Command Integrated Recruiting Information Management System (CIRIMS), increasing integrated prospecting and analytical capabilities across all mission areas.

## Benefits

ARM enhances these fundamental capabilities of recruiting:

- *Prospecting* - providing recruiters a means to evaluate contacts, a place for accurate data submission, and an application preparation approach that supports the needs of the Navy.
- *DEP Management* - activities that support keeping applicant records up-to-date while awaiting shipping to active and reserve, officer and enlisted training pipelines.
- *Analytics* - performing analysis of Active and Reserve and Officer and Enlisted statistics for reporting.

### ARM by the Numbers:

- Estimated total cost avoidance to the Navy exceeds \$32 million over the projected life cycle
- Provides prospecting functionality for more than 4,000 recruiters in multi-mission recruiting stations by providing the ability to recruit across all mission areas anytime anywhere
- The current recruiter to processor rework rate is approximately 30%
- The projected recruiter to processor rework rate after the implementation of ARM is approximately 5%

## Applicant Relationship Management

The ARM system achieves this by:

- Implementing the integration of contacts from all sources while providing a consolidated view across all sales activities (e.g., Local Effective Accession Delivery System (LEADS), prospecting, direct sales, delayed entry, and special warfare)
- Increasing productivity of recruiters by providing contact and time management tools
- Allowing direct applicant input via web services to improve data quality and providing immediate feedback on applications improving the selection process for personnel
- Providing enhanced analytical capabilities allowing managers to correlate activities with marketing initiatives in order to determine effectiveness and return on investment (ROI).



Recruiters from Navy Recruiting District San Antonio speak with students.

It is estimated that total cost avoidance to the Navy from ARM exceeds \$32 million over the projected life cycle. ARM results in significantly improved processes, which in turn allows recruiters to find and recruit higher quality applicants more efficiently. This results in more successes and fewer losses, which improves the efficacy and efficiency of the prospecting processes and recruiting and accessions overall. Ultimately, ARM provides recruiters improved processes together with a feature-rich tool set that improves productivity and maximize recruiters' most scarce resource – time.

*The Sea Warrior Program (PMW 240) manages a complex portfolio of information technology (IT) systems to support Navy human resource management, criminal justice, fleet support, afloat business applications, Navy and DoD portfolio management, DON administration, and joint aviation aircraft scheduling. The PMW 240 program is part of the Navy Program Executive Office for Enterprise Information Systems (PEO EIS) which develops, acquires, fields, and sustains enterprise network, business, and fleet support IT systems for the warfighters of the Navy and Marine Corps.*

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