THE SEAMLESS HIRING PROCESS PLAYBOOK

LEVERAGE EASY TECHNOLOGY TO SUPPORT
AN ENGAGING CANDIDATE EXPERIENCE

INTRODUCTION

Given the tight labor market, there are currently more open roles in the U.S. than available job seekers. This enables candidates be more selective than ever before when applying to jobs and considering career moves. If your team has a lengthy and complicated hiring process, top applicants won't hesitate to look for their next role elsewhere.

Recent data found that in today's competitive hiring market, the best employees are *off the market within 10 days.* To speed up hiring and keep top talent engaged it's critical to have an efficient hiring process and the right technology in place.

In this playbook, we've outlined several ways your team can tap into recruitment marketing and hiring technology to offer a top-notch candidate experience – and secure quality candidates who will drive productivity and profitability at your organization.

THIS PLAYBOOK WILL INCLUDE AN OVERVIEW OF:

- Common hiring manager frustrations
- What today's job seekers expect from the hiring process
- Key tools to leverage throughout the hiring process and keep your employees engaged

COMMON HIRING MANAGER FRUSTRATIONS:

Between manually reviewing each applicant, keeping track of all candidate information and related tasks, time and resources spent on hiring add up quickly. But with effective technology in place, your team can speed up the hiring process, securing top talent sooner.

Read through the following list of common hiring frustrations and check off whether or not your team currently faces each one. If you find you're dealing with one or more of these frustrations, it's time to take action and improve your hiring process. Later in this playbook, we'll outline specific technology you can leverage to do so.

I spend a significant amount of time and resources on manual processes

HR leaders spend an average of *12 hours each week* – the same as 30 percent of a typical 40-hour work week – on routine tasks such as posting to job boards, answering calls, responding to emails and updating spreadsheets. The more time you spend on these tasks, the less time you have to build relationships with candidates and spend on more strategic efforts to grow your business.

☐ Yes

☐ No

I find myself reviewing applicants who aren't a fit for my team

Hireology data found that hiring managers take an average of 10 days to review and respond to job applicants. In many cases, this is because too much time is spent manually reviewing unqualified applicants. By only focusing on qualified applicants, you can speed up your overall time to review and keep top talent engaged.

☐ Yes

☐ No

It's difficult to keep track of candidate information

If your team relies on paper applications or collects all applications via email, it can be time consuming to keep track of all candidate information and efficiently communicate with candidates. This can lead to overlooking top candidates or missing out on key information from your most qualified applicants.

☐ Yes

☐ No

I've missed out on top candidates because my hiring process is too slow

With most of today's top talent getting taken off the market within 10 days, your team needs a quick and efficient hiring process in place. Otherwise, you'll risk losing top talent to competing job offers from employers with more streamlined hiring processes in place.

☐ Yes

☐ No

WHAT TODAY'S JOB SEEKERS EXPECT FROM THE HIRING PROCESS:

Today's job seekers have countless job opportunities at the tips of their fingers and will quickly lose interest in your open roles if you don't support an ideal candidate experience.

Read through the following list of job seeker expectations and check off each item you have in your process today. If you're falling short when it comes to meeting the demands of job seekers, this means it's time to take proactive steps to improve the candidate experience.

A compelling career site that answers "What's in it for me?"

Today's most engaged job seekers apply to open roles on career sites, rather than simply clicking "apply" on job boards. This is because they take the time to research if the company is a right fit for them before applying.

Your career site needs to answer the "What's in it for me?" question for job seekers. To answer this question, outline key benefits of joining your team, career paths, employee success stories and testimonials, and an overview of your company culture.

☐ Yes

☐ No

Easy job applications

Most job seekers – especially those in younger generations – are not willing to spend a lot of time on long, complex job applications. Recent data found that *more than 60 percent* of Generation Z job seekers are only willing to spend 15 minutes or less on a job application.

Keep your job applications simple by only requiring job seekers to include their name, email address, telephone number and resume, with an option to add a cover letter explaining their interest. You can discover other relevant information about qualified candidates during the interview process.

☐ Yes

☐ No

A quick and efficient hiring process

If your team takes too long to move forward with hiring steps, job seekers will quickly get frustrated, and either think your team is disorganized or you're not interested in considering them for your open roles. The sooner you get back to candidates and move forward with each hiring step, the better. You can streamline steps in the hiring process with such technology as automated prescreen surveys, interview scoring, reference checks and background checks.

☐ Yes

☐ No

Transparency into each step of the hiring process

In addition to moving the hiring process along quickly, today's job seekers want to know what to expect throughout the process. On your career site, in your job descriptions or through communication with candidates, outline each step of your team's hiring process. This might include a prescreen survey, a few rounds of interviews, a skills test, a reference check, a background check, and more. By ensuring candidates know what's coming next – and when – you can keep qualified talent engaged and excited about joining your team.

☐ Yes

☐ No

Streamlined communication along the way

Since most of today's top job seekers are already employed, they might overlook emails or miss phone calls from your team. And no job seeker wants to play phone tag with a hiring manager. To streamline candidate communication, consider tapping into candidate text messaging. Recent data found that *90 percent of job seekers* would find it helpful to receive text messages during the application and hiring process.

☐ Yes

☐ No

A seamless transition from the hiring process to new hire onboarding

Even if you already offer a top-notch candidate experience, this doesn't mean engagement should stop there. Onboarding can make or break a new hire's first impression of your organization. To keep new hires engaged after they sign an offer letter and leading up to the first day, consider implementing digital onboarding to kick off the process before they even walk in the door.

☐ Yes

☐ No

NOTES:

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LEVERAGE TECHNOLOGY TO BUILD YOUR BEST TEAM

Now that you've assessed key frustrations your team faces during the hiring process and have a better understanding of job seeker expectations, the next step is to implement smart technology that can help you improve the hiring process and support an ideal candidate experience.

Below, we've outlined how you can leverage easy technology to attract top talent, hire qualified employees and keep employees engaged post-hire.

ATTRACT TOP TALENT:

CAREER SITE

A strong career site is often the top source for quality hires. In fact, Hireology data found that 80 percent of career site applicants are high quality and *career sites drive 30 percent of eventual hires.* Additionally, career sites are 7x more cost-effective than relying on job boards alone.

Embrace your career site to showcase your company's employer brand, workplace culture, career paths and overall benefits to excite top talent about joining your team.

TARGETED ADS

In today's tight labor market, job boards alone aren't enough to fill your open roles with qualified talent. You need to supplement your recruitment marketing strategy with targeted advertising to reach potential candidates where they are spending time. Targeted ads enable you to reach qualified candidates across a network of hundreds of local, national, social and organic channels.

Targeted ads enable you to attract 10x more quality applicants than job boards alone. With Hireology's targeted ad solution, Applicant Engine, recruitment campaigns are managed for you, driving cost savings, boosting quality candidates and driving a return on investment across recruitment marketing channels.

HIRE QUALIFIED EMPLOYEES:

APPLICANT TRACKING SYSTEM

Rather than collecting paper applications or losing track of candidate data in a crowded inbox, you can stay organized with an applicant tracking system (ATS). An ATS lets you centralize all candidate information and communication, maintain compliance and easily transition from the hiring process to new employee onboarding.

PRE-SCREEN SURVEYS

Hireology data found that **hiring managers take an average of 10 days to review and respond to job applicants**. One way to speed up the initial review process is by leveraging prescreen surveys.

With prescreen surveys, as soon as applications are submitted, emails are sent to candidates with a link to the survey. The typical format for these surveys is a series of true/false questions, which only take candidates a few minutes to complete.

Applicants who score well on the surveys can quickly move forward with next hiring steps, while those who are not a fit will be automatically removed from the hiring process and sent a rejection email. Prescreen surveys save your team a significant amount of time that would have otherwise been spent reviewing applicants who aren't a fit, and save applicants from the frustration of waiting to hear back after applying.

INTERVIEW GUIDES AND SCORING

Recent data found that *70 percent of job seekers* lose interest in an open role if they don't hear back within a week of an interview. And it often takes hiring managers a few days – or longer – to follow up with interview feedback because interview questions aren't the same for each candidate and team members take handwritten notes throughout the process.

Instead of having your hiring managers and other team members run interviews off-the-cuff and take handwritten notes, your team can benefit from leveraging interview guides that are automatically scored post-interview. This enables you to run compliant, impactful interviews and get back to candidates quickly with interview feedback and next steps – keeping top talent engaged.

CANDIDATE TEXT MESSAGING

Hireology data found that **text messaging can save up to eight days on your total time to hire.** Rather than emailing or attempting to call candidates during the hiring process, you can turn to text messaging to schedule interviews, share directions to your workplace, follow up with feedback post-interview and remind candidates of actions they need to take – such as completing prescreen surveys. Text messaging will save your team time and help you support continuous communication with candidates.

AUTOMATED TESTING AND VERIFICATION

Once qualified candidates have aced your prescreen survey and interview steps, the last thing you want to do is lose top talent because of hold-ups in final verification steps. Up to *85 percent* of job applicants lie on their resumes, so it's critical to have confidence in each candidate's background and experience before extending an offer. With the right technology in place, testing and verification steps can be automated, saving your team time and keeping candidates engaged.

One step that can be automated is skills tests. An applicant might say he or she is an expert at Excel or has extensive sales experience, but skills tests can help you ensure this is truly the case. Skills tests ultimately help you ensure candidates have the skills they list on their resumes or discuss in interviews – before you extend an offer. These tests can be sent to candidates post-interview and are automatically scored to assess their qualifications for your open roles.

Reference and background checks can also be automated. To complete reference checks, candidates simply fill in their references' contact information and surveys are automatically distributed. References can fill out the survey on their own time and **automated reference checks take less than two days to complete, with an average response rate of 85 percent.** And for background checks candidates submit the required personal information and the rest of the process is taken care of automatically.

ACTIONABLE INSIGHTS

With the right hiring technology in place, you can continuously improve your recruitment and hiring efforts. For example, Hireology's analytics platform, Insights, features actionable Q&A analytics that answer questions such as:

- *How fast am I hiring?*
- *Is everyone following my hiring process?*
- *Which recruitment marketing channels are driving the most quality candidates and hires?*

Using this data, you can outline key steps to make the hiring process more efficient – saving your team time and money, and helping you hire top talent sooner. If Insights show that managers often skip a certain hiring step, you can hold them accountable to better following

your process. And if you notice a recruitment marketing channel – such as a specific job board – isn't driving many quality candidates and eventual hires, you can eliminate this channel and only invest in those that drive results.

KEEP EMPLOYEES ENGAGED AND BOOST PRODUCTIVITY POST-HIRE:

DIGITAL ONBOARDING

Rather than having new hires spend hours of their first day filling out paperwork, automated onboarding can make the process seamless for both your HR team and employees.

Digital onboarding enables you to send automated onboarding documents before the first day, keeping new hires engaged and excited to get started, and will save your HR team a significant amount of time during the employee's first day and week.

Automated onboarding tasks that can be completed before the first day include: filling out direct deposit information for automated payroll, completing tax forms, filling out benefits paperwork and signing the employee handbook.

When employees read through your employee handbook before they even get started, they'll get a chance to learn more about your company culture and core values, making them even more eager to contribute to your team. Recent data found that 69 percent of employees are more likely to stay with a company for three years if they have a positive onboarding experience.

PAYROLL & HR

Beyond onboarding, your team needs to have the right technology and processes in place to make HR-related tasks as user-friendly as possible. If employees can't find their pay stubs, or lose track of how many systems they need to log into – such as payroll, benefits, time and attendance and countless other systems – they might get frustrated with your organization and seek other job opportunities.

The right hiring, payroll and employee benefits provider can make HR processes seamless, keeping employees engaged and saving time that can be spent on their day-to-day responsibilities.

SCHEDULING PLATFORMS

Once you have new hires properly trained and processed through payroll, you should also have the option to quickly input employees into your company's scheduling system. By integrating new hiring data across scheduling and other HR systems, you can help get new hires in front of customers or clients faster. A direct integration between your hiring system and scheduling provider will provide a better new hire experience while reducing the time to input a new record into your system while eliminating the possibility for errors to occur as a result of manual data entry. As more organizations rely on centralized scheduling platforms, having an integration between your hiring platform and scheduling system will help new hires to contribute even faster.

TAKE ACTION

Now that you know about available technology, you can take action to improve your hiring process. Below, outline steps you can start, stop and continue to support an engaging candidate experience. We've included examples for each action and space to fill in your own.

START

Action 1: Automating steps in the hiring process that are typically manual tasks

Action 2: _____

Action 3: _____

STOP

Action 1: Manually reviewing every single job applicant

Action 2: _____

Action 3: _____

CONTINUE

Action 1: Improving my candidate communication efforts

Action 2: _____

Action 3: _____

CONCLUSION

The historically low unemployment rate has created an applicant-driven economy, meaning your team needs to support an engaging candidate experience – or you'll risk losing out on top talent. With the right recruitment marketing and hiring technology in place, you can keep quality candidates engaged and fill open roles quickly, setting the people side of your business up for success no matter the economic conditions.

Hireology is here for you so you can be there for your people.
Learn more about how Hireology can provide you with the right technology to attract, hire and integrate top talent.

SCHEDULE A DEMO TODAY