



The *ideal* Recruitment Workflow

Find the best candidates
and save time

The 'Ideal' Recruitment Workflow:

Find the best candidates – and save time

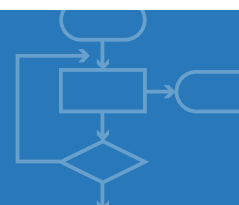
Today, small and medium-sized companies are having to cope with ever higher levels of staff turnover. This not only results in higher costs for the employer, but also in lower staff morale within teams. Above all, it means a lot of extra work and increased pressure on HR departments. In this situation it is not only necessary to provide a replacement as soon as possible, but also to ensure that, this time, the new employee remains loyal to the company for as long as possible. The majority of employers underestimate the effect of the 'candidate experience', i.e. what candidates experience during the application process. In this eBook we'll show you what constitutes a good recruitment process – and how intelligent software can help you achieve this. Why? Because if future candidates are to recognise you as an attractive employer, and if you are to fill your vacancies successfully as a result, all elements in the recruitment workflow need to be fully integrated with one another.

1 The product: evaluate your employer brand

For many recruiters, the search for a candidate begins with the job advert, but successful recruitment is more than just this. By looking at the job market you can develop an understanding of where you, as an employer, stand in relation to the competition, what other companies offer and what the jobs they have offer to potential candidates. For example, you can determine the average salary, or the market conditions, for a particular vacancy. See how your competitors position themselves in the market, what benefits they offer and how your job ad stacks up.

More on this topic:

- ➡ How authentic should an employer brand be?
- ➡ Smart ways to optimise your recruitment process
- ➡ HR Glossary: Employer Brand



2 Wanted: the ideal candidate

In searching for the right candidate, it is no longer just important that they do a good job, nowadays they must also fit in with your company culture and be an asset to your organisation. This is the only way to ensure that both parties - employee and company - are happy in the long run. As a rule, when there is a new vacancy, the first thing you do is produce a detailed job description and check list of the ideal candidate. If you are using an ATS (applicant tracking system), you create the vacancy directly in the system and trigger the approval process.

A practical tip: Ask your colleagues or customers to name an employee who embodies your company's culture best. Think about why this person's character is particularly suitable for your organisation, identify important personality and behavioural traits that the perfect candidate for your vacancy must also have, and include this in your description of the ideal candidate.

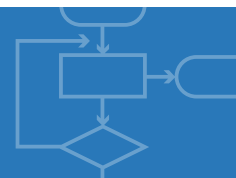
But what if you are unable to find someone exemplary in your own company? Then take a look at employees working for your competitors and analyse the profiles of key players in the industry or in a similar role.

3 Teamwork: agreeing things with the relevant departments

As a recruiter you may not always have the big picture in respect of a candidate's professional skills. Applicants notice this too: around 43% of skilled workers complain that job adverts often don't correspond to the actual position. Therefore, ask colleagues and managers for help when finalising the job description. If it involves replacing someone, if appropriate, also make sure that the current incumbent has an opportunity to add things or amend it.

More on this topic:

- ➡ 5 golden rules to reduce time to hire
- ➡ 3 tips for better collaboration in recruitment

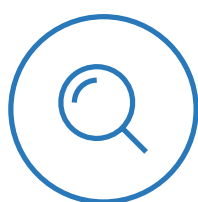
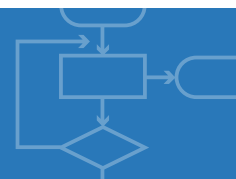


4 Active Sourcing: headhunting instead of waiting

Before publishing details of a vacancy, you should first search your company talent pool or external sources (e.g. social media networks) for suitable candidates. This may mean that you are able to fill the vacancy quicker than through a standard job advertisement - and save money at the same time. But what if you don't have time for active sourcing? In this scenario, you can use the services of an agency that will assume responsibility for the search.

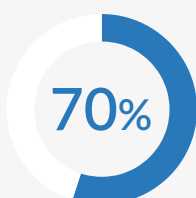
More on this topic:

- ➡ HR Glossary: Boolean Search
- ➡ HR Glossary: Social Recruiting



CV search: make recruitment smarter, not harder.

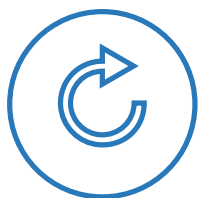
Good technology can make active sourcing easier: with professional search solutions you have access to valuable CV databases that include new profiles on a daily basis. Using filters you can then make quick searches for relevant information in numerous CVs – for an optimal selection process.



70% of permanent employees are open to a new challenge or are actively looking for a new job.

5 Two pairs of eyes are better than one: talk to the department

Forward suitable profiles from your database to colleagues in the relevant department, and ask for feedback. This will help you minimise the risk of making the wrong recruitment decision, for example, by inviting candidates to interview who only meet 60% of the requirements.



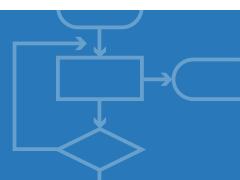
If you are using an ATS, you can easily forward CVs by email to the department concerned with just a simple mouse click. Feedback from colleagues is also automatically made through the system.

6 Your business card: producing the job advert

As an alternative to indirect "active sourcing", you can also choose the direct approach to finding suitable candidates, by posting a job ad. As a rule, recruiters are happy to make direct use of the job description and ideal-candidate profile developed when creating the vacancy. But you should take care to distinguish between requirements that are 'must haves' and those which are 'nice to haves', and make this clear in the job ad. This way you can ensure that you receive applications that best fit the job, without discouraging candidates who do not meet the nice-to-have criteria.

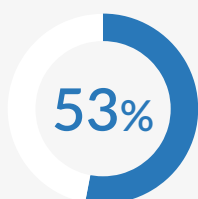
More on this topic:

- ➡ [How to Write a Winning Job Advertisement](#)
- ➡ [e-Book: The perfect job advertisement](#)



7 Correction loop: clearance by the department concerned

Just like the job description and creation of the vacancy, the ad also needs to be agreed with the relevant department. This is particularly important if you are publishing the name of a contact person from the department, as they will receive calls from prospective candidates once the job ad has been published.

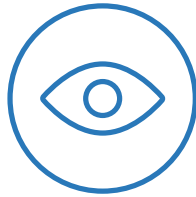


53% of applicants would like to receive a personal email confirming receipt of their application.

8

Advertise yourself: posting your job advert

Once your job ad has been finalised, you will probably want to develop a distribution strategy. Why? Because it's not only the content of the job ad that will determine the success of your recruiting, but also a question of where it will generate the best response. At this stage, bear in mind which target audience you want to reach with your job posting. You may need to make small changes to the wording depending on the specific platform.

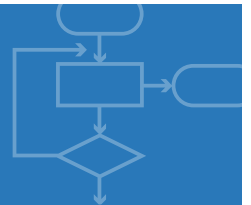


Show what you have: your career website

You will probably want to post your vacancies on your own company career website, where you can present the job in your own corporate design. However, make sure that your career site is optimised for mobile devices, so that your job posting is easily available to interested candidates at all times – ideally it needs to have a 'responsive design'.

More on this topic:

- How mobile recruitment strengthens your employer brand
- HR Glossary: Job Distribution
- How to get the most out of your advertising budget



Optimum visibility: tailor-made coverage for your job posting

No doubt you wish to reach as many candidates as possible. That's why one job platform is generally not sufficient. However, do you know how to make the best use of your advertising budget? In this scenario, you can benefit from using a professional distribution solution that not only supports you to quickly and efficiently post your job ads on numerous international job platforms, but also offers comprehensive tracking.

9

Minimum effort – maximum effect: acknowledging the application

Today's applicants expect significantly more than employers often think. For candidates, an automatic message confirming receipt of their applications is essential. As a recruiter, you should think about the far-reaching effects that the candidate experience can have on your organisation as a whole. According to the latest Candidate Behaviour Survey from CareerBuilder, 53% of applicants said they would probably stop buying things from a company where they applied for a job and failed to receive a reply.

10 Screening: Viewing, ranking and comments

As soon as the first applications arrive, you will no doubt start viewing, evaluating and making comments or notes about applicant profiles. Ideally, you should have already produced an ABC ranking at this stage – in close cooperation with the department concerned:

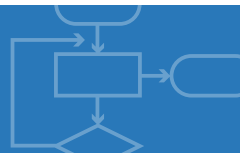
A: Top candidates; definitely invite for interview

B: Promising candidates; send status notification (update) and, if appropriate, invite for interview at a later stage

C: Unsuitable candidates (with regard to the position); reject and include in your company talent pool.

More on this topic:

➔ 6 benefits you can expect from an efficient ATS



Automatic reading of CVs

A high performance ATS can help you sift through applications. Incoming CVs are automatically imported into standard profiles and any duplicates merged with one another. This not only makes things easier, it also significantly shortens the application process and improves the candidate experience.

11 Almost there: Interviews

Traditional methods of selection are still the most popular among recruiters: 95% use structured interviews and 68% conduct telephone interviews. A further 37% like to rely on work samples or case studies, and 30% use on assessment centre techniques. So-called "killer-questions" are used by 10% of recruiters to test a candidate's ability upfront.*

Recorded video interviews can also be a good alternative. As a recruiter, you have the opportunity to view the recording as often as you wish. This can help you make an even better informed decision.

*Source: www.wuv.de

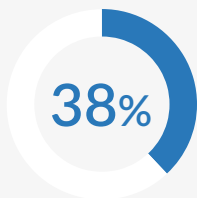


All appointments at a glance

Useful: a high-performance ATS can not only show you all upcoming appointments on the homepage, but can also be easily linked to a digital calendar such as in Outlook. Subject to your approval, colleagues can automatically add interview appointments to their own calendars – saving valuable time and tiresome admin.

12 At the finish line: the decision

After all interviews have taken place, you should have a list of top candidates and noted your personal favourites. Consult those responsible in the relevant department and ask for a final decision.



38% of candidates complained that they did not know the current status of their application.

13 Closure: producing a job offer and sending the contract

Once a successful candidate has been chosen, you should send a formal job offer as soon as possible, because highly qualified and sought-after professionals often receive more than one job offer – and may therefore quickly disappear from the job market.

Moreover, send a short status update about the interview to your B candidates, because the same rule applies here - a bad candidate experience may result in an applicant suddenly choosing a competitor, rather than waiting for your reply. Offer C candidates, which you have to reject on this occasion, the opportunity to be included in your talent pool, and also subscribing to your company news. Once the A candidate has signed a job contract, you will naturally need to send rejections to all remaining B candidates in the same way.

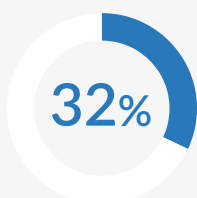
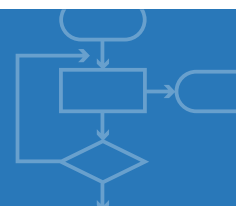


Investing in the future: the talent pool

An applicant that you reject today could be the perfect candidate for a future vacancy: add CVs and contact details for interesting applicants to your ATS. Making notes against candidates will make them easier to find. It also allows you to contact suitable candidates again at a later date, for example as part of a targeted remarketing campaign for a new vacancy.

More on this topic:

- [How to turn your talent pool into a useful HR instrument](#)
- [How to minimise the risk of making a bad hiring decision](#)
- [HR Glossary: Talent Pipeline](#)



32% of candidates said they would like to receive email updates about the status of their application.

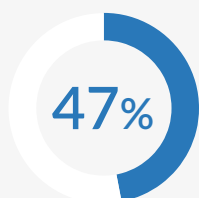
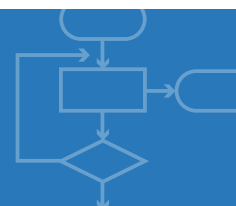
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Look forward to a successful relationship: Employment & onboarding

The experience that a candidate has with you as an employer after signing the contract also has a big impact on whether the new employee remains loyal and motivated – and, ultimately, whether they really drive your organisation forward. Manage the new employee's first impression through well-prepared onboarding measures, an official contact person for the first few weeks and a detailed induction plan. Your new employee will not only thank you for this, but also hopefully even recommend you to friends and acquaintances.

More on this topic:

- ➡ [HR Glossary: Onboarding](#)
- ➡ [HR technology for busy professionals \(and cost optimisers\)](#)
- ➡ [5 Ways to make your onboarding experience... amazing!](#)



47% of candidates would like to hear from the employer when they have not been short-listed for interview.

Source statistics: Candidate Behaviour Study 2015, CareerBuilder.

Get started

Don't waste any more time (or money) — learn more about how our recruitment platform Talentstream Recruit can boost your recruitment strategy. It can help you tick all of the above consideration on your checklist, and you'll wonder how you ever spent a single day without it.

[Request a demo](#)