

# The *Ideal* Recruitment Workflow

Find the best candidates AND save time.

The majority of employers underestimate the effect of the candidate experience during the application process. Here is the example of a smooth recruitment process to simplify your life as a recruiter and enhance the candidate experience.

## 1 Brand it

Know your assets to be able to **showcase your employer brand**. Develop an understanding of where you, as an employer, stand in relation to the competition.

## 2 Make a wish

The right candidates do not only have the right qualifications. They are also the perfect cultural fit. **Produce a detailed check list** – including personality and behavioural traits.

## 3 Involve the team

**43% of skilled workers complain about job adverts not corresponding to the actual position.** Ask hiring managers for help in finalising the job description.

## 4 Be active

**70% of permanent employees are open for new challenges.** Search your company talent pool or external sources for candidates – and fill your position quicker.

## 5 Ask for feedback

**Forward suitable profiles from your database to your colleagues** in the relevant department and ask for feedback. This will help you minimise the risk of making the wrong recruitment decision.

## 9 Send a confirmation

**53% of applicants would like to receive a personal email confirming receipt of their application.** To meet minimum expectations, send out at least an automatic email.

## 8 Spread it

**Candidates use up to 15 resources to find a job.** Analyse your target audience and develop a distribution strategy to generate the best response possible.

## 7 Ask for additional feedback

**Finalise the posting with the hiring managers** – especially if you offer their contact details for questions. Side effect: Eliminate typos - you don't like them, candidates feel the same.

## 6 Post it

If steps 4 and 5 did not do the job, go for a classical job advert. Use the ideal candidate profile developed in 2 and 3 – but make sure to **distinguish between 'must haves' and 'nice to haves'**.

## 10 Rank candidates

When screening applications, **start ranking candidates right away**: A for top candidates, B for promising ones, C for unsuitable for this position – but potentially eligible for your talent pool.

## 11 Meet candidates

Still the most popular among recruiters: **95% use structured interviews.** Consider recorded video interviews as an alternative. Re-viewing the recording can help deciding.

## 12 Maintain communication

**38% of candidates complained that they did not know the current status of their application.** Even if the decision has not been taken yet, provide an update and stay in touch.

## 13 Make an offer

**Send a formal job offer to your number 1 candidate as soon as possible.** If he or she is high profile, you might not be the only one... and speed helps to close the deal.

## 14 Welcome

Retention starts at the first working day. **Well-prepared onboarding measures will keep your new hires motivated** – and may even turn them into ambassadors.

Want the full picture?

We have prepared an e-book for you to guide you through and optimise the entire recruitment process.

Download E-book!