WEBINAR

WHAT CANDIDATES WANT (IN A RECRUITMENT PROCESS)

EMPLOYMENT OFFICE

The revolutionary way to recruit

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HOUSE KEEPING

This is a Webinar, which means that your microphone will be on mute at the moment and we won't be able to hear you, however we would love your participation! If you have any questions please type them in the GoToWebinar Action Pane on the right side of your screen, and we will leave time at the end to go through them.

- Our Webinar will last approximately 20-30mins
- If you experience any technical difficulties at all, please let us know via the Action Pane and we'll happily help
- You will receive a recording of the webinar and the slides via email after this session.

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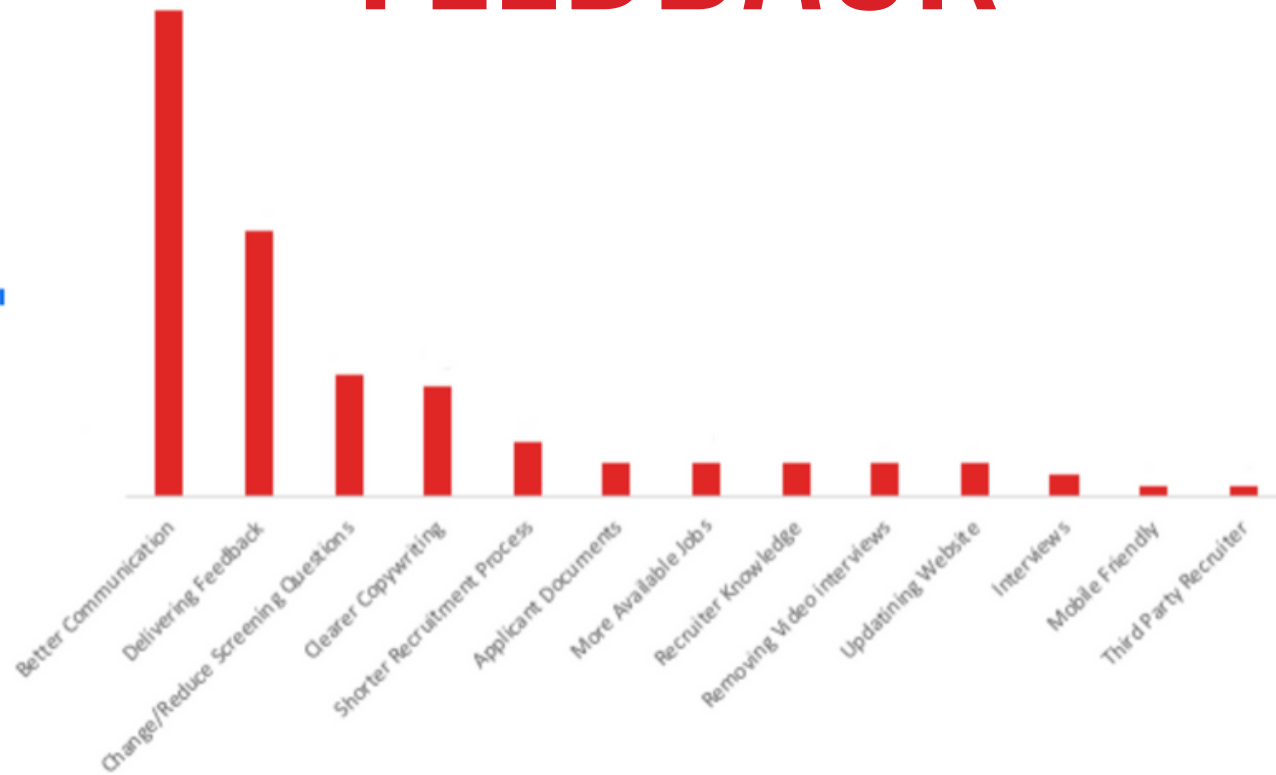
WHAT WE'LL COVER TODAY

- Research from our 2019 Candidate Experience Survey
- Expectations around communication & feedback
- Time to apply
- Tips for screening questions
- Mobile accessibility & optimal scheduling tools
- Benefits of Video Interviews

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HOW CAN YOU IMPROVE YOUR RECRUITMENT PROCESS?

COMMUNICATION & FEEDBACK

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POLL

Do you provide unsuccessful feedback to all of your candidates?

Yes
No
Sometimes
Not sure

CANDIDATE CARE PROCESS

- Issue feedback at the 2 week mark (via email) to let candidates know you're still assessing applications

- Notify them on when they can expect to receive an update on the status of their application

- Send communication to *everyone* in your talent pool, not just your shortlisted candidates.

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DELIVERING FEEDBACK

- Create branded, standardised email templates to send communication to multiple candidates

- Keep communication warm and personal to build a positive impression of your employer brand

- For all shortlisted candidates who progressed through to first-round and second-round interviews, we recommend personalised phone calls.

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THE REAL BENEFITS OF A CANDIDATE MANAGEMENT SYSTEM

- All candidates from different advertising channels drop into one system

- You can maintain communication with candidates and gain oversight over both successful and unsuccessful candidates

- Create branded templates to send communications to candidates at the click of a button

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FUTURE CANDIDATES

- The more structured and efficient your processes are, the better your chances are of finding your ideal candidates

- Millennials will comprise 75% of the workforce by 2025

- Understand the needs of millennials to inform your recruitment processes

- 75% of millennials avoid answering phone calls from numbers they don't recognise.

Do you use video interviewing in your hiring process?

Yes

No

Sometimes

VIDEO INTERVIEWS

Pros:

- Two-way conversation with your candidates
- Pick up on body language and presentation
- Reduce scheduling time
- Meet with candidates in remote/long-distance locations
- Save candidates' time
- Record interviews for other decision makers.

Cons:

- Possible connection issues
- Candidate can be interrupted
- Candidate may not have used the software before.

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SCHEDULING TOOLS

An online scheduling tool allows you to:

- **Make bookings digitally** by sending email invitations for candidates to view available time slots

- **Accommodate candidates** by giving them adequate time to assess their schedule and choose an opening that suits their availability

- **Provide candidates with information they need** via an email invitation, outlining the structure of the interview, the role they applied for and instructions on how to prepare for their interview (e.g. creating an account on Skype)

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TIP ✓

- In progressing candidates after their initial video screen, follow up with a face-to-face interview

- Ask different questions to drill into areas you haven't asked previously

- Having more than one interviewer can reduce bias and allow you to make a more informed decision.

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WAYS TO OPTIMISE COMMUNICATION

THE FUTURE OF MOBILE

- Our survey shows that 32% used a mobile or handheld device to apply for a role

- 70-80% of candidates use their mobile to search and view jobs BUT there's a significant drop in mobile users who submit applications

- If you're wondering how your ad looks on a mobile, press Command + Option + J (or Ctrl Shift J on windows)

APPLICATION TIME

- 82% took 30 minutes or less to apply for a role through Employment Office

- Applicant pools shrink as applications take longer to complete - ideal application time is 20 minutes

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SCREENING QUESTIONS

POLL

Do you think candidates like screening questions?

Yes
No
Not sure

SCREENING QUESTIONS

- 76% of applicants actually enjoy answering screening questions when applying for a role

- Our screening questions are specifically aimed at the role and written for the individual organisation

- It gives them an opportunity to showcase their skills and experience, expanding further than just their resume

- Note: screening questions reveal a candidate's motivation and level of interest in the position

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WHAT TO INCLUDE

- 5 questions mix of Radio-button questions and long-form questions

- Design the questions around your key selection criteria and ask for examples

- Target key information to get a good combination of qualitative and quantitative data without impacting application drop off rates

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EMPLOYER BRANDING

- Ensure there's congruency between your recruitment process and the brand you present to the market

- How you act during the recruitment process is a reflection of your organisation

- 57% of candidates that have a bad experience will be less likely to buy a product or service from the organisation and encourage friends and family to act in a similar manner

- Candidate wants differ between specific organisations and industries

QUESTIONS

Type questions into action pane on the right hand side.

THANK YOU!

Continue the conversation with us on LinkedIn:
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You will receive a recording of this webinar via email.

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CONTACT US

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