Don't Lose Out on Top Talent

5 Recruiting missteps companies
make when looking to hire

ARCORO
THE BRIDGE TO BETTER HR

Finding that perfect hire isn't always a walk in the park.

Getting great people in the door takes a good deal of effort and lots of things need to go right—from sourcing a candidate all the way through to agreeing on compensation. There are many steps that need to be done well and not much room for poor quality or mistakes.

This is especially true in today's environment when there's fierce competition for talent and prospective employees have options.

When they size you up as a potential employer, will your recruiting and hiring process help you or hinder you?

The employee experience starts with recruiting.

If you're hiring, you can't afford not to do it well.

One or more of the following five missteps in your recruiting process might mean you're losing star candidates to other companies.

1. Having a weak employer brand that isn't compelling.
2. Offering a complex application process.
3. Failing to create and use a talent pool.
4. Relying on one source for candidates.
5. Leaving candidates hanging with inconsistent communication.

Keep reading to find out more about these recruiting pitfalls and how to avoid them.

1. A weak employer brand doesn't bring in talent.

Your brand makes a first impression.

Prospective employees want to know who you are and increasingly, **what you stand for.**[1] Younger employees are especially focused on a company's purpose and its approach to environmental and social issues.

People may turn first to your website, so be sure you have public-facing information about your vision, values and culture that's easy to find...and also honest.

Highlight the great experiences of current employees and make sure if you include photos they represent a cross-section of your workforce. Candidates can get turned off and feel like they might not belong if they only see one type of employee. This can send an implicit message around who your ideal employee is, even if that's not reality. So, be very aware of the messaging you may be sending inadvertently.

Prospective employees are researching potential employers, and they're also looking at job-review sites. It's important to be aware of what people are saying about your company on these sites because it reflects on your employer brand.

5 sites candidates are likely to visit for company reviews

- Indeed
- Glassdoor
- Comparably
- Vault
- The Muse

Source: OnGig[2]

2. A complex application process can mean lost candidates.

Offer the path of least resistance for applicants.

The employee experience starts with job seekers, and they are looking for a quick and efficient way to apply.

When the application system isn't mobile-friendly, the process requires too many steps, is repetitive or if it takes too long, people often abandon ship. Some **studies**[3] put the application abandonment rate over 90%.

That's an awfully high rate of potential talent that's being funneled to employers with a better platform or process.

Here are two important ways to address some of the challenges of **abandonment:**[4]

1. Make sure your recruiting platform is mobile enabled.
2. Only ask relevant screening questions and save probing questions for the interview.

3. A talent pool can help you cultivate your next hire.

Don't start from scratch with each new requisition.

Hiring costs money so you want to hire as quickly, efficiently and effectively as possible. If you have to attract 100% of your applicant pool or sort through scores of new resumes every single time you hire, you're already behind.

That's where having a talent pool offers significant advantages.

Talent pools consist of previous strong applicants who weren't offered or didn't accept a position for any number of reasons. They've already expressed interest in your company by submitting their credentials. And, you may have already interviewed them for a past opening.

Think about all the people who were your second or third choice by just a hair…wouldn't you like to hire them now? Or maybe the job requirements have changed so that some of those previous applicants would now be an ideal fit.

Mine your talent pool for appropriate candidates and proactively communicate new openings to them and achieve the following objectives:

- **Reduce your time to hire.** If you don't have to source all candidates from scratch and review their credentials you're saving time.

- **Reduce your cost to hire.** It's not only time that's money, not having a person doing important work costs a company too. Addressing both issues is a win for both HR and budgets.

- **Promote your brand.** Each time you communicate with candidates from your talent pool is an opportunity to promote your all-important employer brand.
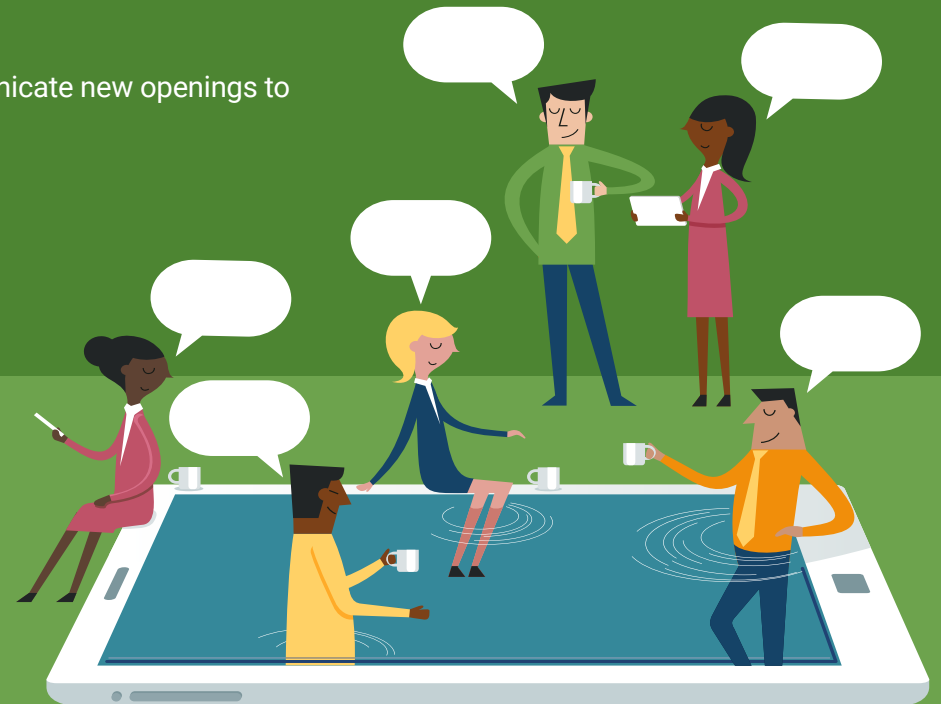
4. Cast a wider net when you have openings.

Leave no proverbial stone unturned when looking for talent.

If you were looking for buried treasure you wouldn't dig in one spot and then give up. Great employees are worth their weight in gold so you definitely want to look for them anywhere and everywhere.

You need as much exposure for your job openings as possible. So, in addition to the career page on your website, make sure your positions are posted in the following places.

- Online job boards – general and especially ones that are focused for your industry
- Social media sites
- Professional networks
- Industry associations

And don't forget that army of non-professional recruiters—your employees. Through professional networks and former working relationships, your people know other people they can recommend. **Employee referral programs**[5] with financial incentives can help you fill your pipeline with great potential new talent.

5. Keep candidates in the loop.

Silence is not golden.

While you're evaluating applicants, they're also evaluating you—and that includes assessing how well you communicate with them during the process. This goes for those who applied but didn't make the first cut all the way to people who have been phone screened and interviewed.

Poor communication **erodes your employer brand**[6] and it also makes it harder to create and cultivate a talent pool.

This lack of communication is called ghosting, and it's becoming increasingly common. According to research from **LinkedIn:**[7]

- 77% of job seekers report being ghosted by a prospective employer
- 10% indicated this happened after a verbal offer was made
- 27% of employers say they have not ghosted a job seeker recently

Even if you get hundreds of applications, it's important to respond to all of them. It doesn't have to be you typing or making high-touch phone calls; you're much too busy for that. Automated emails from your applicant tracking system or AI can do a lot of the heavy lifting with early-process interactions.

The further along you get with the candidate the more important it is for communication to be timely, appropriate and personalized, and the worse it is if you drop someone without letting them know. Don't lose potential hires because you don't have time to respond or you think it won't matter. It matters.

8 |

Be a lean, mean recruiting machine.

Recruiting and hiring is hard work but it can be even more challenging if you're not competing effectively with other potential employers. You can even the playing field by avoiding the pitfalls we've outlined and can move ahead of other employers who aren't doing the same.

Technology is a strong enabler of best-practice recruiting and hiring, so if you're not using the right applicant tracking system (ATS) it might be challenging to avoid recruiting mistakes. Rely on an ATS to support your recruiting and hiring efforts.

- Streamline the application process including offering mobile access.
- Build and maintain a searchable applicant pool.
- Distribute job openings to multiple channels to reach more people.
- Automate communication with active and pool candidates using AI technology.

Research shows that leveraging an ATS enhances the recruitment process.

94% of recruiters and hiring professionals
say that using recruitment software has positively impacted their hiring process.
Source: G2[8]

78.3% of recruiters
say that an ATS improves the quality of candidates they hire.
Source: LinkedIn[9]

Good talent is harder to find and hire if you don't have the right tools.

Arcoro's suite of HR technology suite includes the full range of tools for today's HR professionals including an easy-to-deploy ATS.

Get more insights for effective recruiting in this **blog** or **schedule a demo** today and take your recruiting and hiring to the next level.
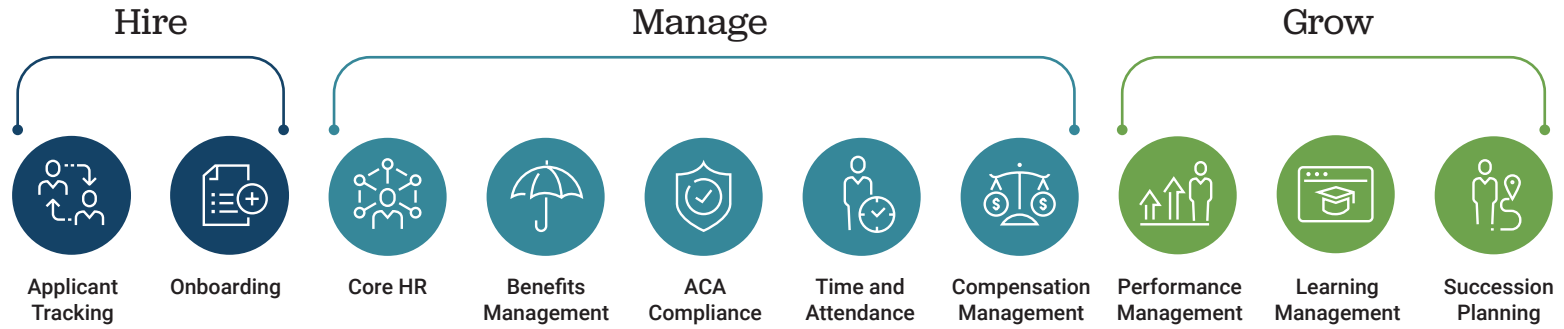
Source

1. The Power Of Purpose: The Business Case For Purpose (All The Data You Were Looking For Pt 2), Afdhel Aziz, Forbes, March 2020.

2. Ongig. Top 17 Company Reviews & Rating Sites (2021)

3. Do This to Keep Candidates From Abandoning Your Application, David Creelman. ERE, Feb. 2021.

4. 5 reasons job seekers abandon the hiring process. Careerbuilder, Feb. 2021.

5. How Employee Referral Programs Work, Alison Doyle. The Balance Careers, Oct. 2019.

6. How Ghosting Affects Employee Recruitment, Suzanne Lucas. The Balance Careers, Nov. 2021.

7. Employer Ghosting: A Troubling Workplace Trend. Kristy Threlkeld, Indeed.com, Feb. 2021.

8. 62 Recruitment Statistics Every HR Professional Needs to Know. Mara Calvello, G2, Nov. 2020.

9. A Buyer's Guide to Applicant Tracking Systems, LinkedIn.

Arcoro delivers modular HR & people management solutions to help companies hire, manage and grow their workforces.

Hire

Applicant Tracking

Onboarding

Manage

Core HR

Benefits Management

ACA Compliance

Time and Attendance

Compensation Management

Grow

Performance Management

Learning Management

Succession Planning

ARCORO
THE BRIDGE TO BETTER HR

arcoro.com |