

MODERNIZE YOUR RECRUITING OR LOSE TO THE COMPETITION

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Companies are facing unprecedented competition for skilled labor. The retirement of Baby Boomers is outpacing hiring, and employers are running low on their talent inventory. This phenomenon, often referred to as the Silver Tsunami, is occurring across industries, geographies, roles and functions.

Today's job candidates have high expectations of the recruitment process. Finding and successfully enlisting the talent needed to replace retiring workers and meet the demand for future growth

will require new sourcing and hiring methods. To stay relevant and competitive, employers must modernize their recruitment processes. Here are five strategies to that end.



1. Focus on the "Candidate Experience"

The "candidate experience" is the applicant's overall perception of a company's recruiting process and the most decisive indicator of an employer's success in hiring. It is based on the feelings, behaviors and attitudes that candidates experience during the entire process, from sourcing and screening to interviewing, hiring and then onboarding. Candidates who have a positive candidate experience in the recruiting process will more likely accept a job offer and refer friends to the company. Conversely, a negative candidate experience will cost an employer the applicant as well as the company's reputation in the industry, community and marketplace.

2. Get Serious about Online and Mobile Recruitment

Online recruitment has become the primary way applicants look for jobs, yet the "careers section" of most websites are static pages with vague company and contact information. They leave job seekers with a poor impression of the company and discourage candidates from engaging further. Websites and online application processes that are not mobile-compatible also reduce an employer's likelihood of attracting and hiring talent. To be successful, recruiters must view their websites as marketing tools that vividly, and interactively demonstrate to candidates what opportunities are available and why they should want to work at the company.

3. Learn "Social Recruiting" Methods

"Social recruiting" refers to the different methods of using social media (Facebook, Twitter, LinkedIn, etc.) and websites (blogs, forums, job boards and websites like Glassdoor.com) to find, attract and hire employees. Successful recruiters understand that social recruiting goes beyond posting jobs on a company's social media accounts. It means using social media to *proactively* search for potential candidates, build relationships with them and encourage them to apply for open positions.

4. Leverage Applicant Tracking Systems

More and more companies are using Applicant Tracking Systems (ATS) to manage the hiring process. These software systems provide data-centered insights on applicants, automated tasks and touch-points, and industry specific features. Included in many systems is the ability to post jobs across multiple platforms - from job boards to social media - and to track candidate engagement electronically in real-time. Most importantly, these platforms create a more engaging and insightful relationship with the candidate from beginning to end.

5. Adopt Predictive and Skill-Based Assessments

Savvy employers use predictive assessments such as behavioral-based interviewing to predict candidate success on the job. Behavioral interview questions are situational, open-ended questions that ask candidates how they have responded to various circumstances that have occurred in the past, thus predicting how they will perform in the job for which they are applying. They provide hiring managers with a realistic understanding of a candidate's competencies, knowledge and experience. Employers are also adopting new skill-based assessment techniques such as virtual reality. With VR, companies can safely assess applicants' skills, ranging from problem solving to welding, in a simulated environment without having to tie up costly production resources, staffing and raw materials for screening. The assessments are engaging and deliver instantaneous feedback and proficiency scores to hiring managers.

Running Out of Talent Inventory and Time

Companies are running out of skilled labor and time to recruit new employees effectively. Their ability to successfully fill positions now will mean the difference between sustainability and extinction for the future.