

JOBVITE

How Recruiters are Adapting to a World of Remote Recruiting

A RESEARCH REPORT

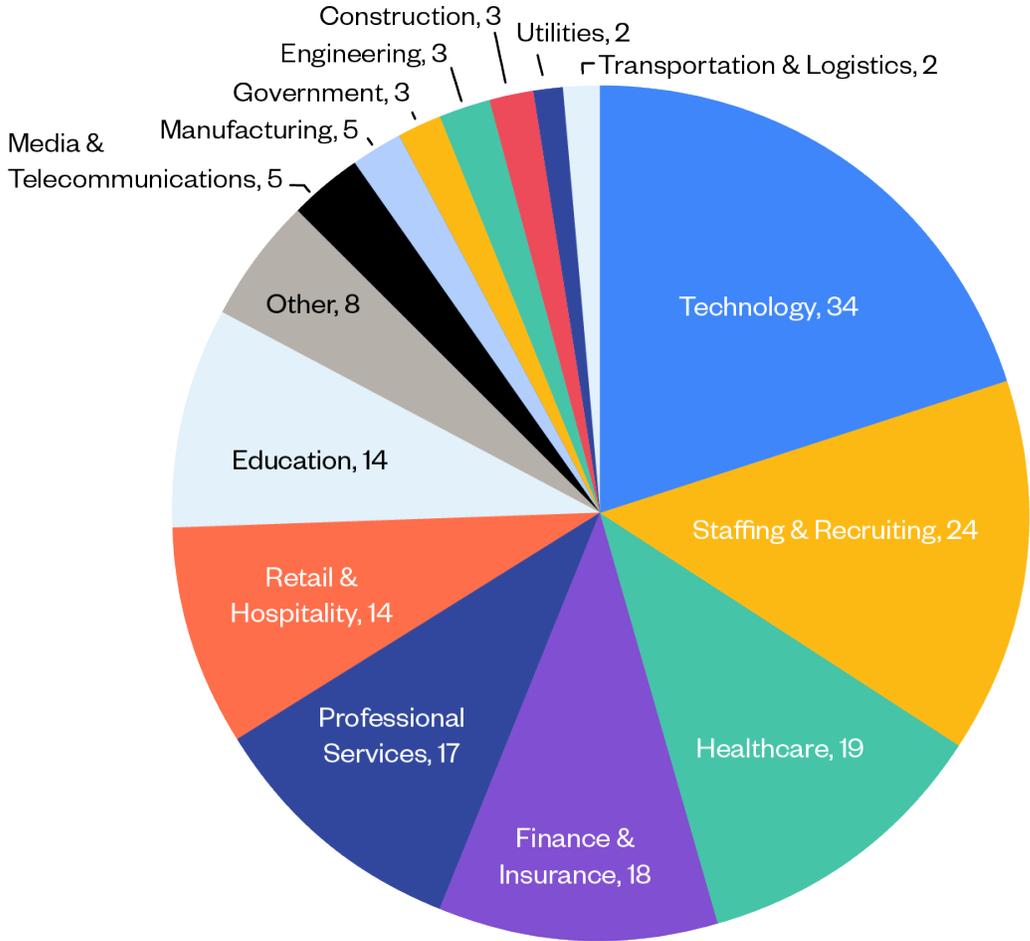


A Research Report

Today’s recruiting environment has never been more challenging. In this time of uncertainty, many recruiters are still required to source, engage, and hire candidates to build businesses and drive outcomes.

While some recruiting activities must be done in person, many of those activities can, in fact, be completed remotely. This is crucial for many reasons. First and foremost, the shift to remote processes keeps your employees and candidates safe. Whether it’s to support the current situations or prepare organizations for future crises, the most prepared teams will be the most successful. Talent acquisition leaders have a responsibility to guide teams in times of crisis and change.

For this reason, Jobvite’s research team surveyed over 200 recruiters the first week in April, 2020 from a variety of industries. The team set out to discover how talent teams are adapting their recruiting processes for a remote world. These recruiters were from a variety of industries, but the majority were from Technology, Staffing & Recruiting, Healthcare, Finance & Insurance, Professional Services, Retail & Hospitality, and Education.

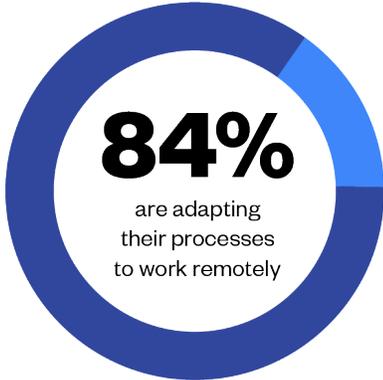


Following are the questions and results from that survey as well as tips to ensure successful remote recruiting.

Remote Recruiting Processes

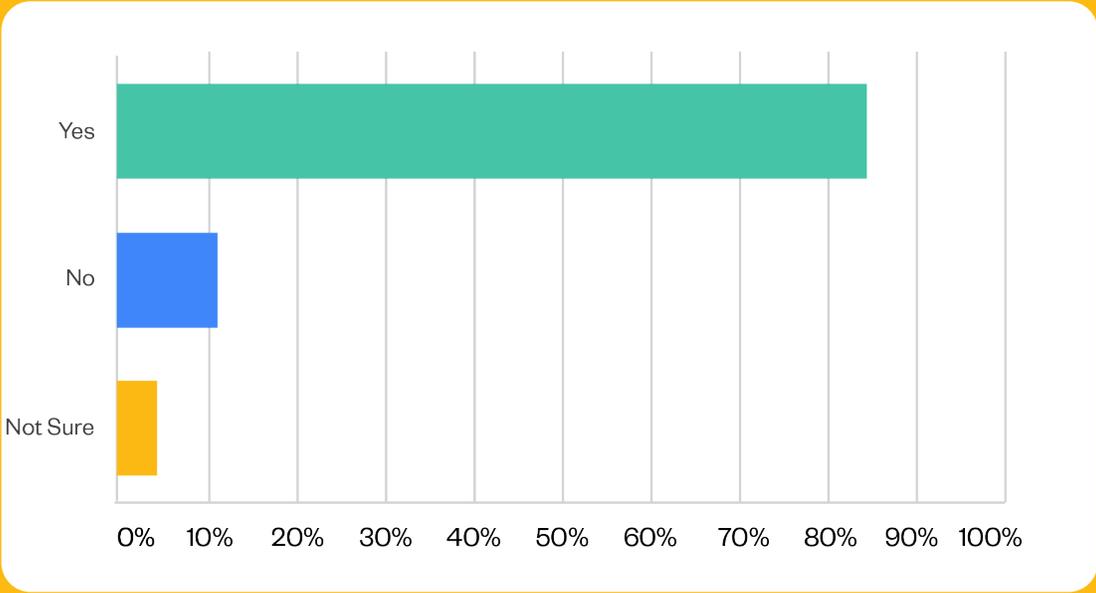
Is your organization changing your current recruiting processes to accommodate more remote processes and candidates?

An overwhelming majority of talent acquisition teams, 84%, are adapting their processes to work remotely. This demonstrates the agility of talent acquisition teams, the leadership, and their commitment to deliver candidates to their companies in order to help build the business, even in times of adversity.



Q3 Is your organization changing your current recruiting process to accommodate more remote processes and candidates?

Answered: 203 | Skipped: 1



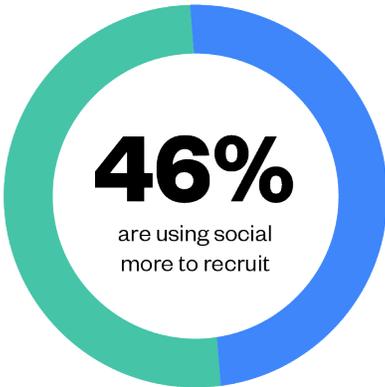
Timely Tip: Adapt the overall recruiting process to be remote

Map out your recruiting process. Identify which steps within the process could be done using tools such as social media, email, text, chatbots, video, etc. List out the technologies available in place today and create another list of technologies that could further accommodate remote recruiting if available. Get commitment from senior leadership to begin making changes to the most impactful processes in order to maintain the positive candidate experience with a remote slant.

Social

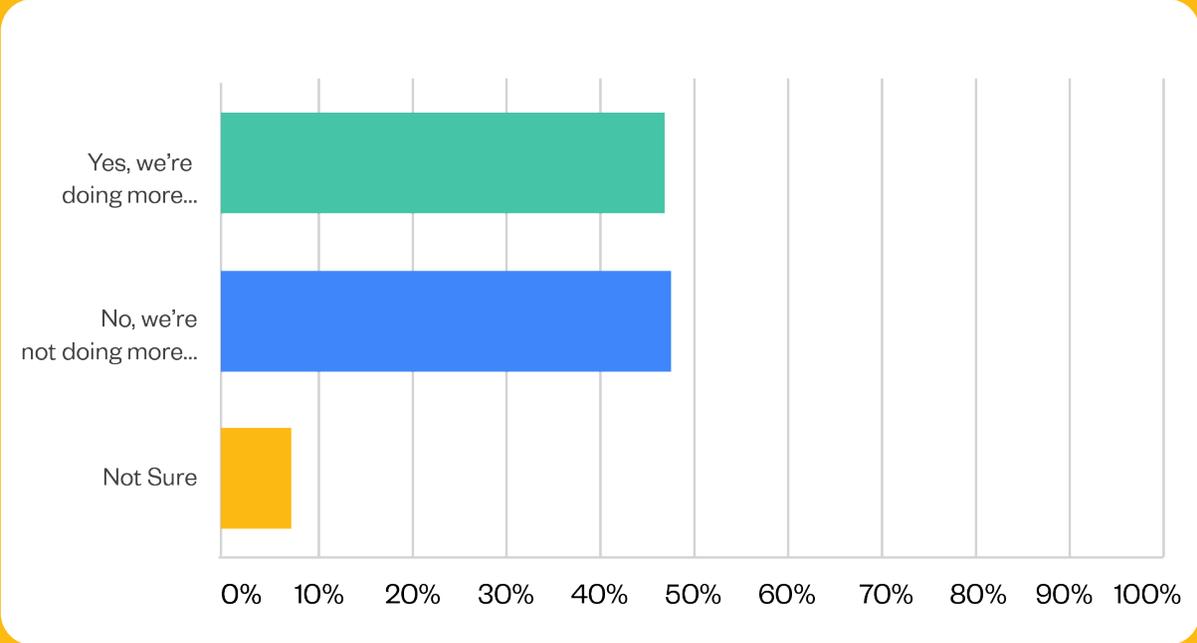
Is your organization doing more social posting to advertise jobs and recruit new talent?

46% of respondents said they were doing more social posting to advertise jobs to recruit new talent. Social would include major channels such as LinkedIn, Facebook, and Instagram.



Q4 Is your organization doing more social posting to advertise jobs and recruit new talent?

Answered: 204 | Skipped: 0



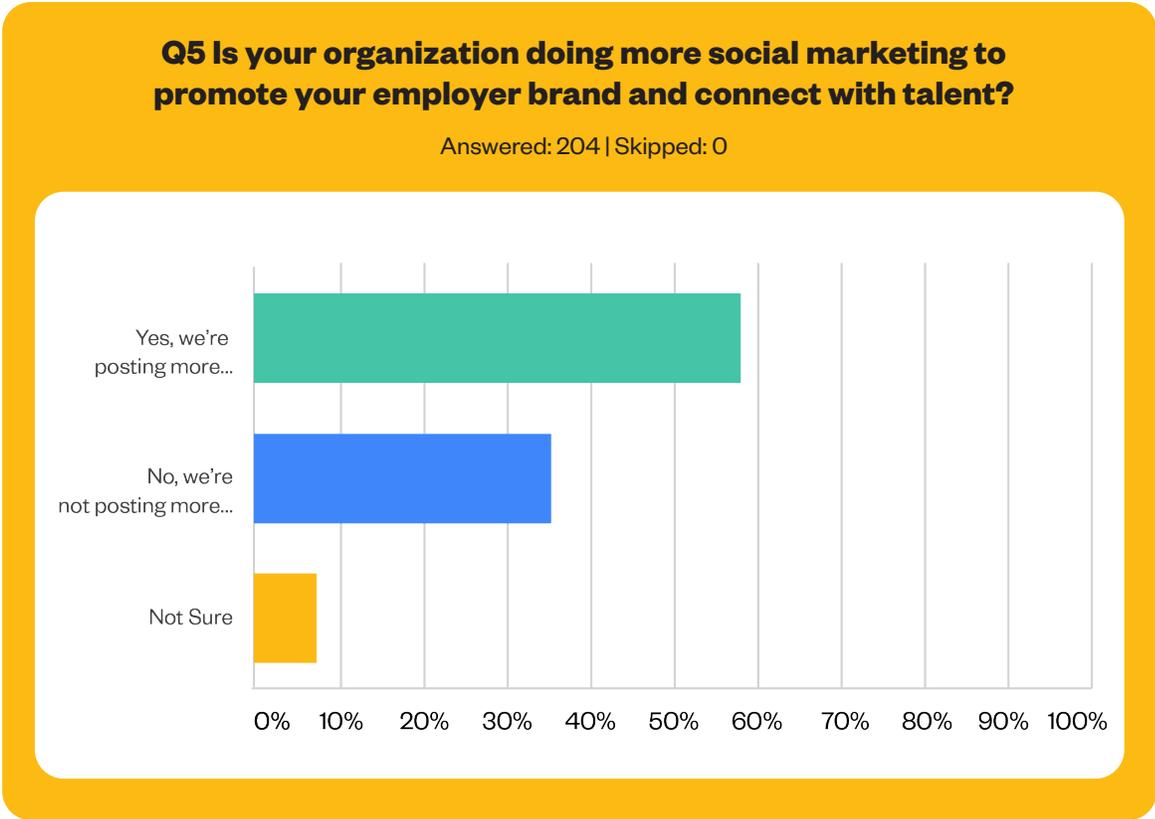
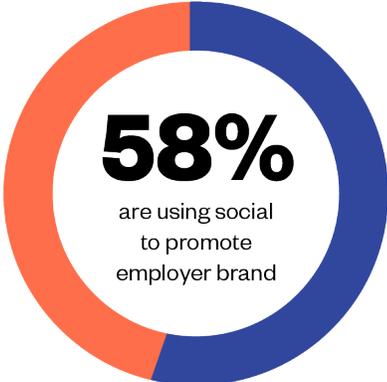
Timely Tip: Discover how to reach more candidates on social channels

Most importantly, know where your candidates are on social and otherwise. Do they spend more time on LinkedIn or Facebook? If you don't know, maybe ask a quick survey question on your career site, or simply ask candidates. Once you know your candidates' whereabouts, you can reach out to them directly, create and share relevant content, and seek out the groups and networks to which they might belong.

Social to Promote Employer Brand

Is your organization doing more social marketing to promote your employer brand and connect with talent?

The majority, 58% of respondents, said they were using social to promote their employer brand and connect with talent. Social platforms are a wonderful channel to promote your employer brand and encourage employees to contribute and share. Particularly in times when people are home, they will turn to social media even more than normal to feel a connection with others.



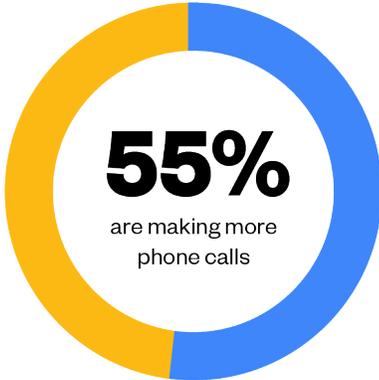
Timely Tip: Promote your employer brand and connect with talent on social channels

It goes without saying what important channels social platforms are today, both from a consumer and candidate perspective. Remember that if you don't define your employer brand, someone else will. With sites like Glassdoor, we can all investigate an employer's brand and get a sense of what it's like to work there. Create relevant content such as employee spotlight videos and share them on social to promote your team's unique expression of what it's like to be a part of your organization.

Phones Calls to Source and Nurture

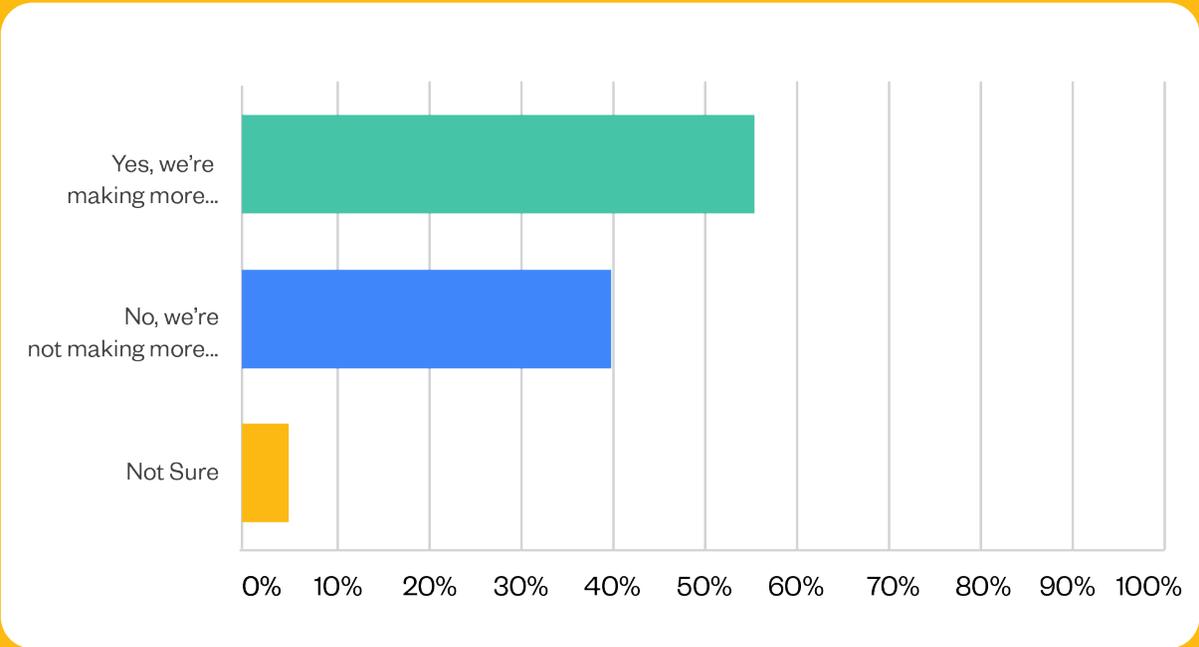
Is your organization making more phone calls to source candidates and nurture relationships during this time?

Remember the telephone? Remember when that was the primary channel to reach candidates? For 55% of recruiters surveyed, the phone call is back, and they are making more phone calls than before.



Q6 Is your organization making more phone calls to source candidates and nurture relationships during this time?

Answered: 204 | Skipped: 0



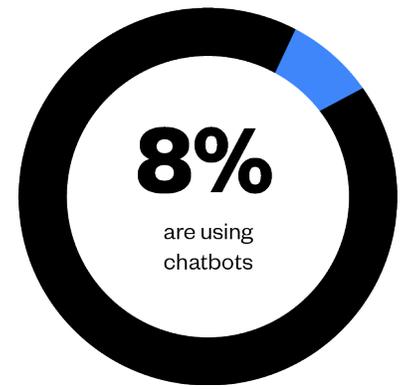
Timely Tip: Don't forget the importance of phone calls as a communication channel

We are suddenly back to having time to pick up the phone. Phone calls are a great way to source candidates and nurture relationships with existing candidates. Having a conversation with a candidate will give you great insights into the candidate's personality, communication skills, and background. Refresh the team's training on how to source efficiently with phone calls as well as how to nurture top talent with sincere phone calls to check in and express care and concern.

Chatbots for Initial Screening

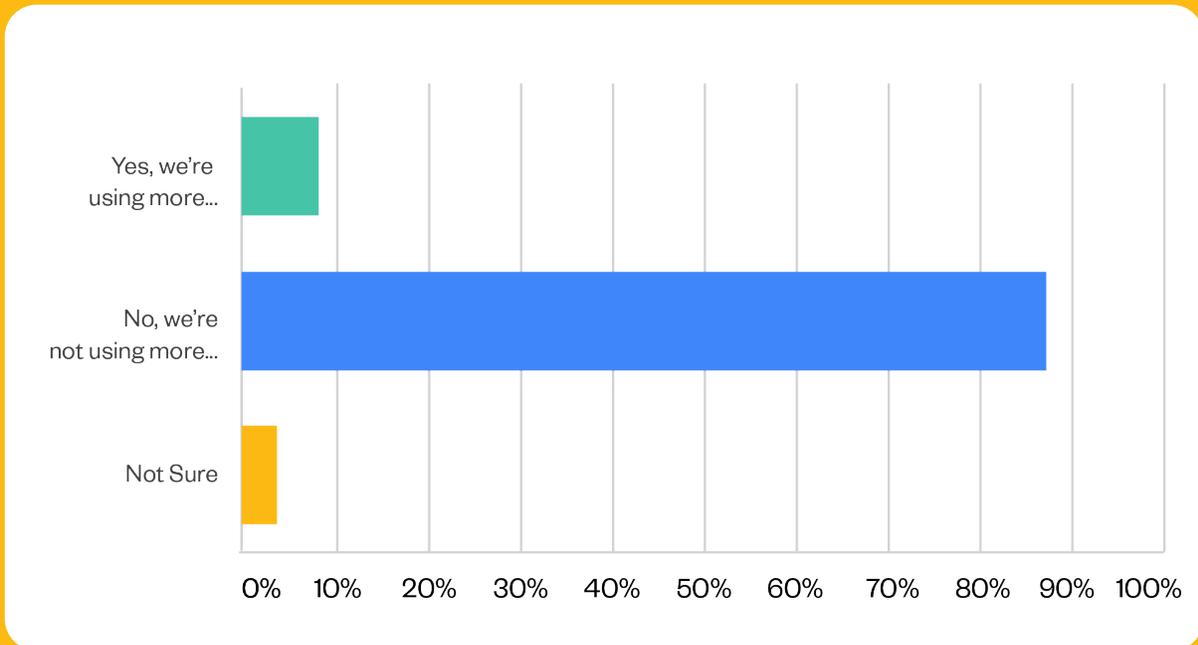
Is your team using chatbots to facilitate initial candidate screening during the apply process?

Astonishingly, only 8% of recruiters surveyed said their teams are using chatbots to facilitate initial candidate screening. With AI empowering them, chatbots are an automation mechanism to facilitate, speed up, and automate the screening process for many roles.



Q7 Is your team using chatbots to facilitate candidate screening during the apply process?

Answered: 204 | Skipped: 0

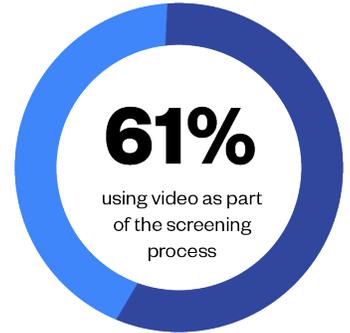


Timely Tip: Build chatbots to facilitate screening

AI-driven chatbots are a great tool to collect information from candidates such as resumes and contact info, screen candidates about their experience and skills, answer FAQs about job postings and the apply process, and even schedule an interview. Ensure your chatbot solution is integrated with your great recruitment marketing platform or talent acquisition suite for optimal usage and effectiveness.

Video as Part of Screening & Interviewing

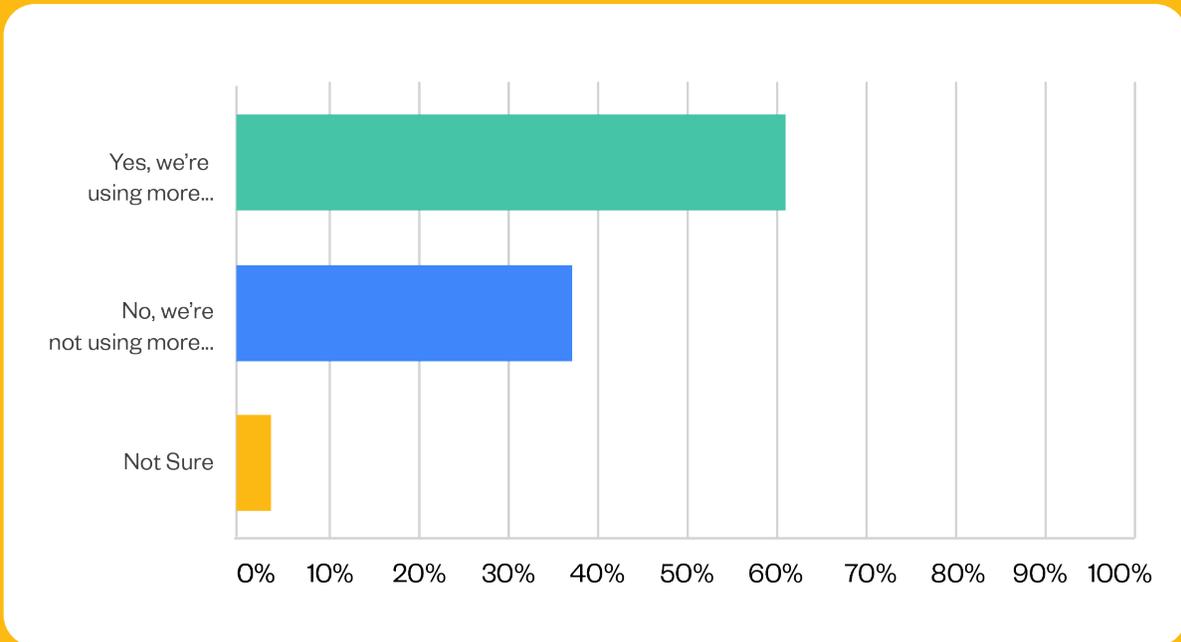
Is your team using video as part of the screening & interviewing processes?



61% of the recruiters surveyed indicated that they are using video as part of the screening process, and 80% are using it in the interview process. Using video to screen candidates can eliminate unqualified candidates quickly, and accelerate connections with the best candidates even more quickly.

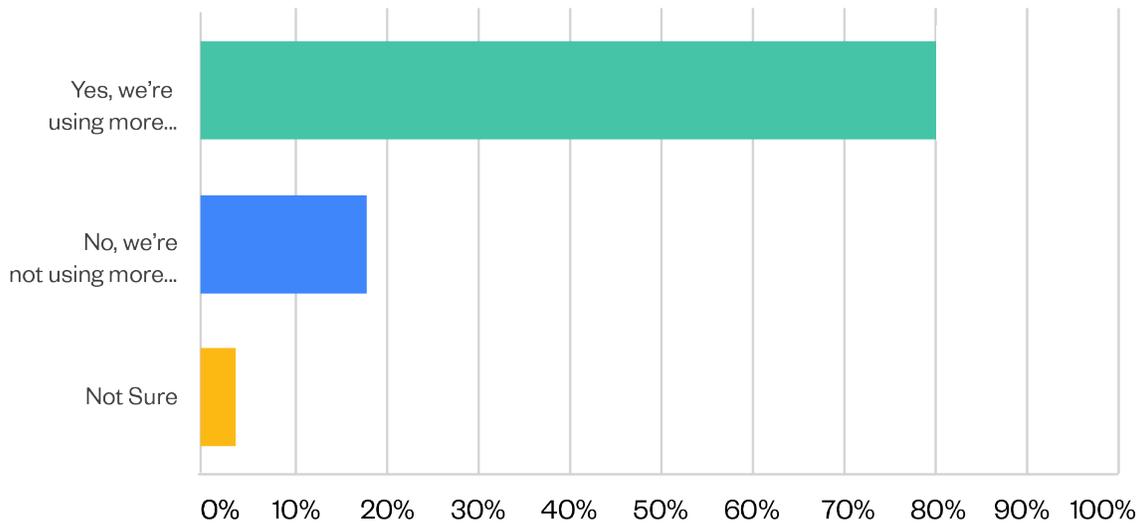
Q8 Is your team using video as part of the screening process?

Answered: 204 | Skipped: 0



Q9 Is your team using video as part of the interviewing process?

Answered: 204 | Skipped: 0



Timely Tip: Use video as part of the screening & interviewing processes

Video will be a tool for the recruiter to learn if they want to move forward with a candidate. Know the questions you want to ask in preparation and prior to the video screen. Send the video login information to the candidate with plenty of time for them to prepare. And make your candidate feel comfortable on camera with conversational questions to start. Ensure your hiring managers are prepared for video interviews by providing them guides or cheat sheets. Ensure candidates are comfortable with video interviews by scheduling introductory video calls. And, if important, be sure to record video interviews for future reference.

Text as a Communication Channel with Candidates

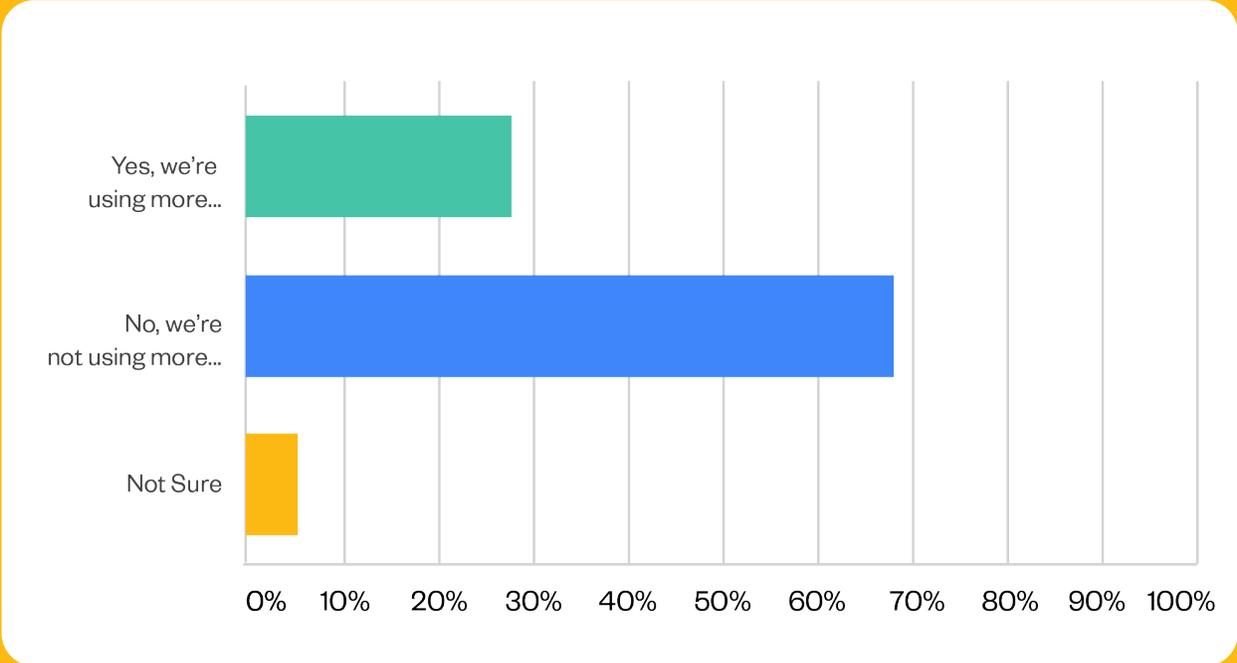
Is your team using text to send quick notes to candidates following offer letters?

Only 27% of the recruiters surveyed indicated that they are using more texting to communicate with candidates following an offer letter. Texting is an easy, quick way to communicate with candidates. And, on average, candidates see a text within 90 seconds, as opposed to an email, which is 90 minutes on average.



Q10 Is your team using text to send a quick note after an offer letter is sent?

Answered: 204 | Skipped: 0

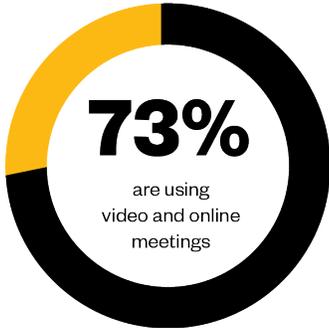


Timely Tip: Text candidates to maintain close, timely communication after sending the offer letter

Texting for candidates ensures consistent communication, nurtures relationships, and keeps your organization top-of-mind. Create a library of text messages that have been proven effective and reflect your employment brand. This is a great way to easily share videos, brand resources, and status updates. Bonus points for utilizing a texting solution that is inherent in your talent acquisition platform.

Use Video and Online Meetings to Facilitate the Onboarding Process

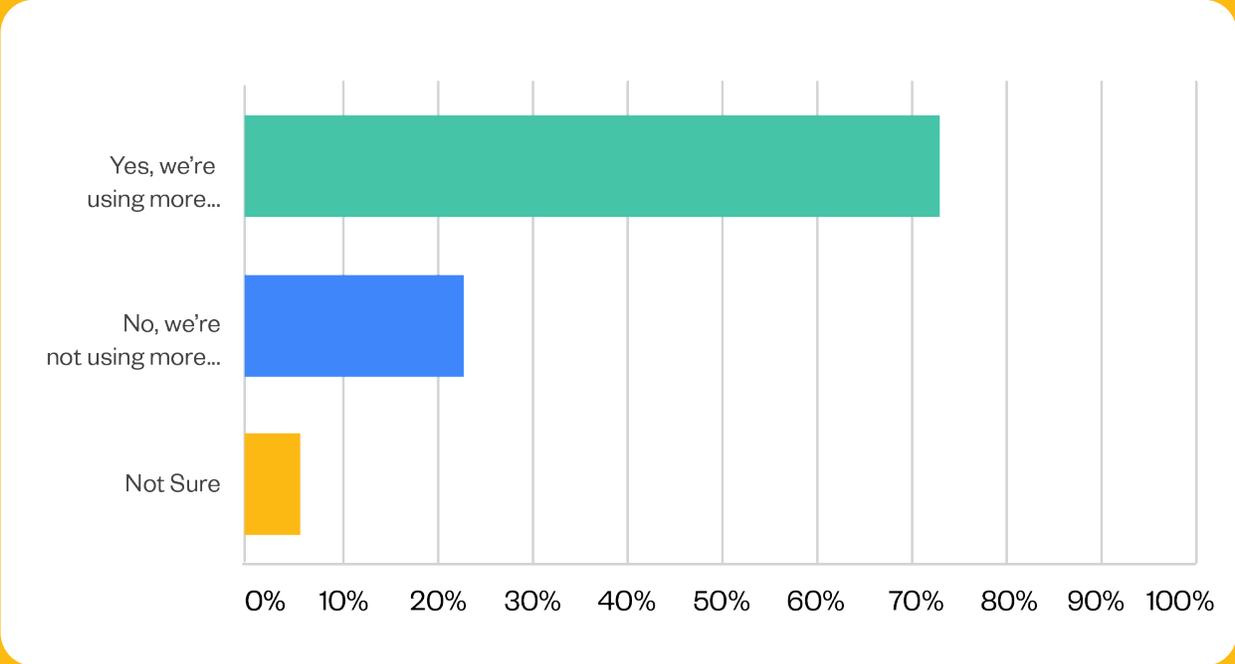
Have you adapted the onboarding process to incorporate video and online meetings?



73% of those surveyed indicated that they are using video and online meetings to facilitate the onboarding process. Online meeting and video tools, either as part of the talent acquisition suite or as standalone tools, can provide great efficiencies to the onboarding process.

Q11 Is your team using video and online meetings to facilitate the onboarding process?

Answered: 204 | Skipped: 0



Timely Tip: Use video and online meetings to facilitate onboarding

The video and online meeting technology available to us today is unprecedented. Whether meeting in offices, from home offices, or anywhere in between, there is nothing stopping recruiters from onboarding candidates when it comes to distance. Schedule trainings, facilitate meetings with key team members, and ensure consistent communication during the initial weeks for a new hire.

It's time to adapt

Today's recruiting world is giving talent teams no other choice than to adapt. Some industries are hiring more than ever. Others are hiring less. Even within specific industries, the open roles may be changing. Fortunately, new technologies are empowering recruiters to keep building businesses as they continue to source, engage, and hire the best candidates with confidence.

About Jobvite

Jobvite is a comprehensive talent acquisition suite that offers a marketing-inspired approach to recruiting by intelligently attracting your dream candidates, automatically screening for the highest quality, engaging employees invested in their futures, and retaining the people who care the most about your organization by combining the power of data and the human touch.

JOBVITE

