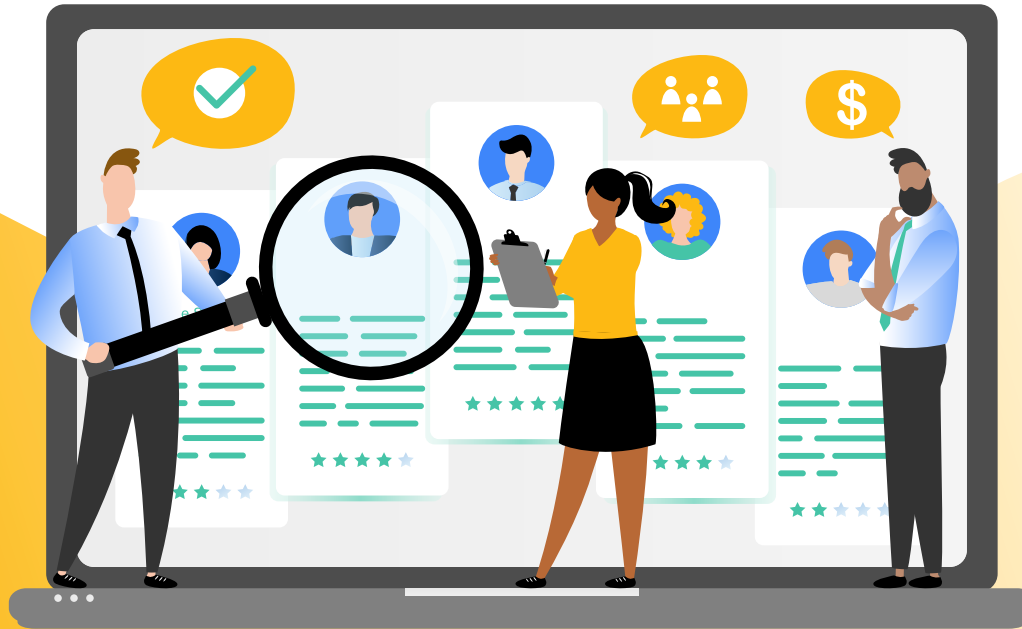


How to Make Sure Your Hiring Process Doesn't Turn Away Great Candidates



JOBVITE

The challenges employers face today have been intensified by an unprecedented labor market. The U.S. Bureau of Labor Statistics reports two open jobs for every unemployed worker. With an estimated [11 million job openings](#), competition for talent is fierce. This increasingly difficult hiring landscape makes talent acquisition a strategic imperative for all businesses. And your organization cannot afford to turn away great candidates at any stage of the talent journey.

Connecting the right candidates to the right job, providing an engaging career site experience, offering an easy application process, and ensuring obstacles are removed is essential in streamlining the hiring process. Talent teams who are not agile, who are unresponsive, or who respond too slowly face an uphill climb in filling roles and hiring top talent for their business.

The challenge and opportunity to succeed in talent acquisition requires delivering a standout candidate experience by flawlessly engaging with candidates at every touchpoint in your hiring process. Because when you make it as easy as possible for candidates to interact with your employer brand and apply for your open roles, you can elevate your talent acquisition function and ensure you deliver a high quality of candidates that outpaces your competitors.

Two of the most important areas to optimize for candidates are your career site and application process. These are key areas within your control to inform, engage, and convert candidates into applicants. In this eBook, you will learn about the importance of converting candidates, better understand how to leverage your application process as a tool for conversion, and discover how to better engage candidates on your career site through four strategic practices. Find out how your career site may be unknowingly turning away great talent and learn how you can better delight candidates today by making it easier for them to apply to your open positions.



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A Deeper Look at Candidate Conversion

Candidate conversion is the process of transitioning a career site visitor into a known candidate or applicant. This is what transforms the casual browser into your next great hire. Converting candidates into applicants is a critical function within talent acquisition. And it requires your attention, especially in a difficult hiring landscape.

In examining your own candidate conversion rate, it's important to identify the number of obstacles a visitor encounters on their journey to becoming a known applicant. Remember, your candidate conversion rate is the percent of candidates or visitors who convert into applicants. And it's a strategic lever you have in winning over top talent for your business.

If there are too many hurdles on your career site or application process, potential applicants will abandon their efforts to apply for open roles within your organization. In fact, according to a recent Job Seeker Nation Report, 45% of job seekers consider an easy job application process a fundamental element when it comes to their candidate experience being positive. The key takeaway to candidate conversion then is to ensure you remove barriers to application. Let's dive into best practices so you can see the strategies to help you do this.

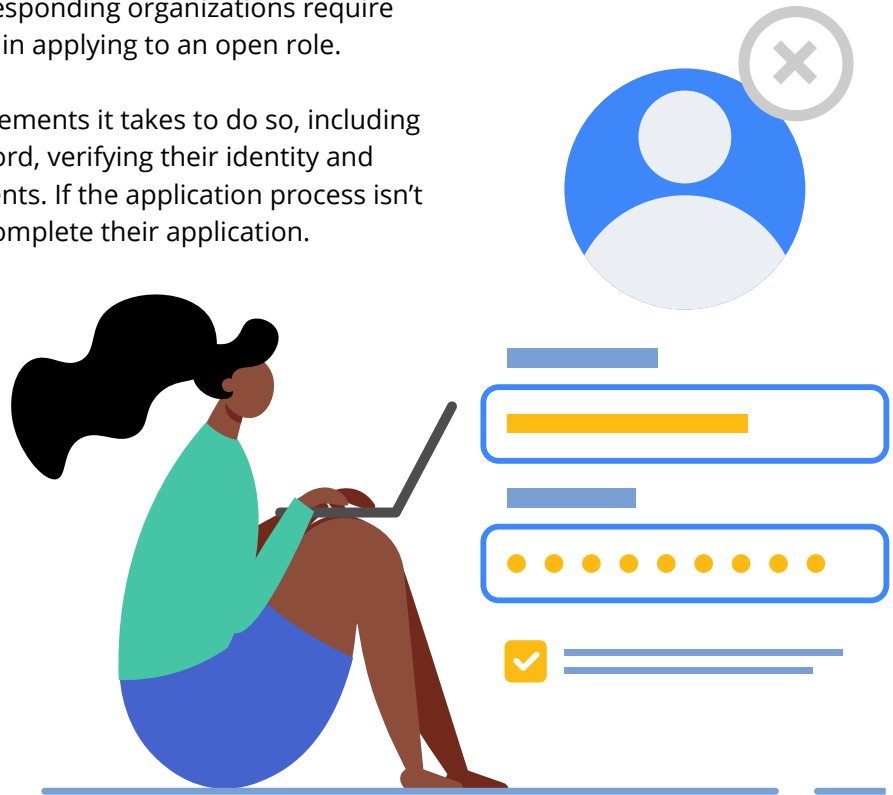


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Best Practice #1: Skip the Required Registration

Requiring candidates to register on your career site when applying for roles could single-handedly be the biggest reason candidates are lost during the hiring process. A [recent survey](#) showed a staggering 83.3% of responding organizations require would-be candidates to register as the first step in applying to an open role.

This deters applicants with the volume of requirements it takes to do so, including creating a user ID, developing a complex password, verifying their identity and email address, and other registration requirements. If the application process isn't quick and straightforward, candidates will not complete their application.



Industry averages show that [only 30% of applicants](#) who start the application process actually complete it. That means 70% of the candidates you worked hard to attract in the first place are choosing to walk away from the application process before you even know they were interested.

Successful organizations should break down the barriers of entry for job seekers. Eliminating the dreaded registration requirements as the first step when a candidate applies is an easy way to increase your candidate conversion and give your employer brand a boost while you're at it.

Time is working against talent teams as candidates clamor for their next opportunity. Maintaining registration as a first step presents an unnecessary obstacle and increases the amount of time it takes a candidate to express their interest in your open roles.



“Get rid of your [career site] login. You don’t need it. The platform SAIC uses doesn’t require a login to make an application. Therefore, it takes three to five minutes on average to get people through, and we complete a huge amount of our applications. Our process is super-efficient.”

–Amy Butchko, Director of Talent Solutions at SAIC

Best Practice #2: Enable Quick Apply Options

Social media is about more than just sharing photos. With [71% of workers](#) likely to share job openings through social media, and [82%](#) likely to click on a job opportunity that someone in their network posts, it's clear that social media channels are effortlessly maintaining their importance within the candidate journey.

Social Apply

Allowing your candidates to leverage their social profiles like LinkedIn and Facebook to apply for jobs on your career site is now an industry best practice. Having the option for applicants to automatically populate relevant information from their social media profile is an effective way to convert your site visitors into applicants. Not to mention, it eliminates repetitive data entry for candidates who we know demand a fast application process.

Cloud Apply

Allowing your candidates to populate fields by leveraging existing files from applications, such as Dropbox or Google Drive, is another application process best practice. Similar to social apply, candidate profiles can be automatically populated with the relevant information from the applicant's cloud-based documents.

While the application process remains top of mind for candidates, so too does company culture. Enabling both social and cloud apply are great ways to modernize your employer brand, while moving more candidates into your active talent pipeline faster.



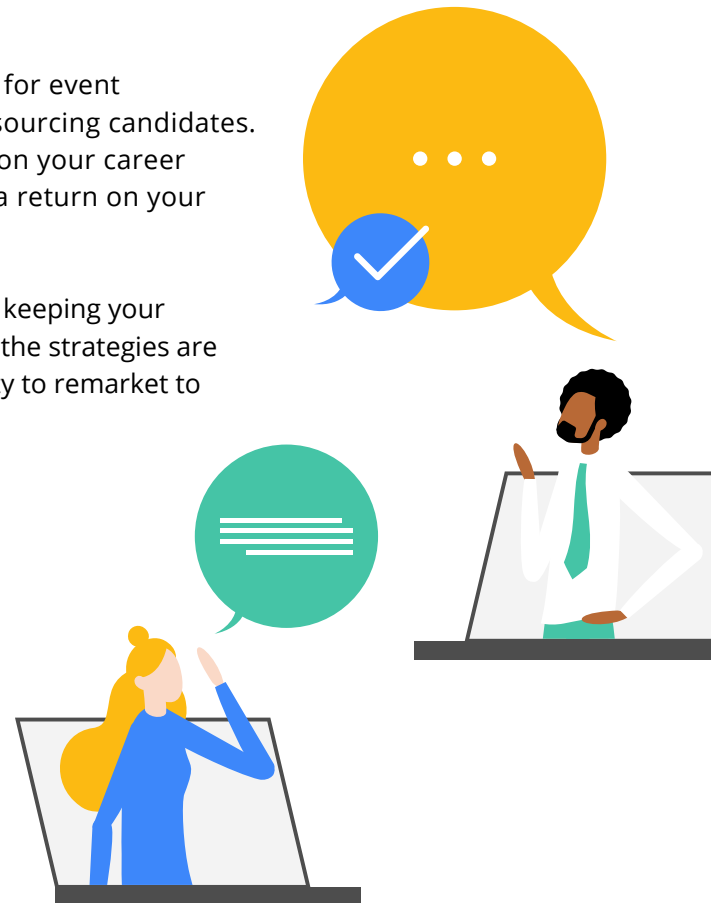
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Best Practice #3: Get the Most Out of Your Events

Event Registration

The rise of virtual events and video interviewing has changed the game for event registration. Talent acquisition teams have always relied on events for sourcing candidates. That's why it's essential to enable candidates to easily find information on your career site for upcoming events and then register for them to ensure you see a return on your investment from hiring events.

However, by not integrating event registration into your career site, you're keeping your talent acquisition strategies in silos and overlooking visibility into which of the strategies are producing the best candidates. Worse yet, it becomes a missed opportunity to remarket to those candidates.



Talent Network Registration

Talent networks give candidates an opportunity to opt-in to an organization's network to receive information about employment opportunities and company news. Candidates opt-in from the career site or apply process, giving permission to recruiters and talent acquisition teams to provide them with relevant updates.

As a recommended best practice, you don't want to force candidates to opt into your talent network before they complete an application. This creates an unnecessary obstacle, distracts your candidate from applying, and most often leaves them frustrated with the need to provide duplicative information in sequential steps. A forced talent network registration could easily reduce the number of completed applications.

Your talent network gives candidates the opportunity to stay engaged, so that they are ready to apply when the right job becomes available at the right time. This is also a great recruitment marketing practice and essential to building robust talent pipelines.



“A forced talent network registration could easily reduce the number of completed applications.”

Best Practice #4: Integrate Candidate Texting & Automation

Engaging with candidates to create a positive candidate journey is critical for talent acquisition teams to get right. And given the rapidly changing talent market, many organizations are turning to automation to ensure it. What can automating communications do for your recruiting function? The answer is simple: it will give back time so you can better connect with and nurture candidates.

Chat Bot

Activating chatbots to reduce time-consuming interactions on a recruiter's to-do lists will free up time to build better experiences for the future employees of your organization. Chatbots shoulder the weight of answering frequently asked questions: covering benefits packages, routing prospects to the correct talent communities, and providing general company information.

This simple automation allows candidates insight and access to the recruiting process 24 hours a day. And quicker access to your company means you can speed the hiring process and outperform competitors in time-to-hire.

Texting Automation

Of the candidates who have experienced texting in the hiring process, [69% of them preferred texting](#) over email or phone calls. Texting has a [98% read rate](#), making it a no-brainer for modern talent acquisition teams to use in the approach for connecting with candidates.

While candidate texting may not be a fit for every open position, high-volume roles are often very successful when leveraging this additional avenue for adding applicants to the talent funnel. Examples of roles that succeed by leveraging text-to-apply and automation include retail workers, restaurant employees, and many other entry-level roles.

Mobile Apply

If your application process isn't optimized for mobile, you're most certainly losing out on candidates. Although most organizations have incorporated this tactic, there are still some career sites that do not render well on mobile devices.

Career sites accessed via mobile should include reformatted content and graphics that are built to be easily navigated. Mobile optimization also means that you offer candidates the opportunity to take advantage of existing social profiles and cloud-based storage for completing their resume or work history information. This increases the amount of time your candidates will spend on your site and increases the likelihood that they will complete an application.



“Being able to text message my candidate is gold. It helps me stay connected to them and if they need me they can also text me.”

– Violetta A.,
Senior Talent
Acquisition Full
Cycle Recruiter, Utah
Transit Authority

Start Bolstering Candidate Conversion

With the labor market continuing to favor candidates, each moment counts in the fight to convert candidates into applicants. Leveraging the right tools, having the right strategy, and ensuring you follow best practices when it comes to your career site and application process can increase your candidate conversion rates significantly.

In fact, those organizations using strategic recruitment marketing platforms have seen a 40% increase in their applicant conversion rate. Remember, your career site experience and application process are two strategic levers you control in the hiring process. Make sure they are optimized for speed and contribute to the success of your recruitment process, rather than impede it.



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About Jobvite

Jobvite, an [Employ Inc.](#) brand, is leading the next wave of talent acquisition innovation with a marketing-centric approach to recruiting. Jobvite's Evolve Talent Acquisition Suite offers more breadth and depth in functionality than any other talent acquisition technology available in the market, addressing the entire hiring lifecycle. To learn more, visit jobvite.com or follow the company on social media @Jobvite.

