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Paradigm shift in recruiting

New technologies, new requirements

1. Introduction
2. Active sourcing - targeted use of social networks
3. Event-oriented recruiting
4. Dealing with employer rating portals
5. Quick Apply - the end of the classic application process
6. Employee Referral Management
7. Content Recruiting
8. KPIs - Key figures as the basis for success in recruiting
9. Conclusion and outlook

Introduction

Recruitment Funnel - Candidate Journey Stages

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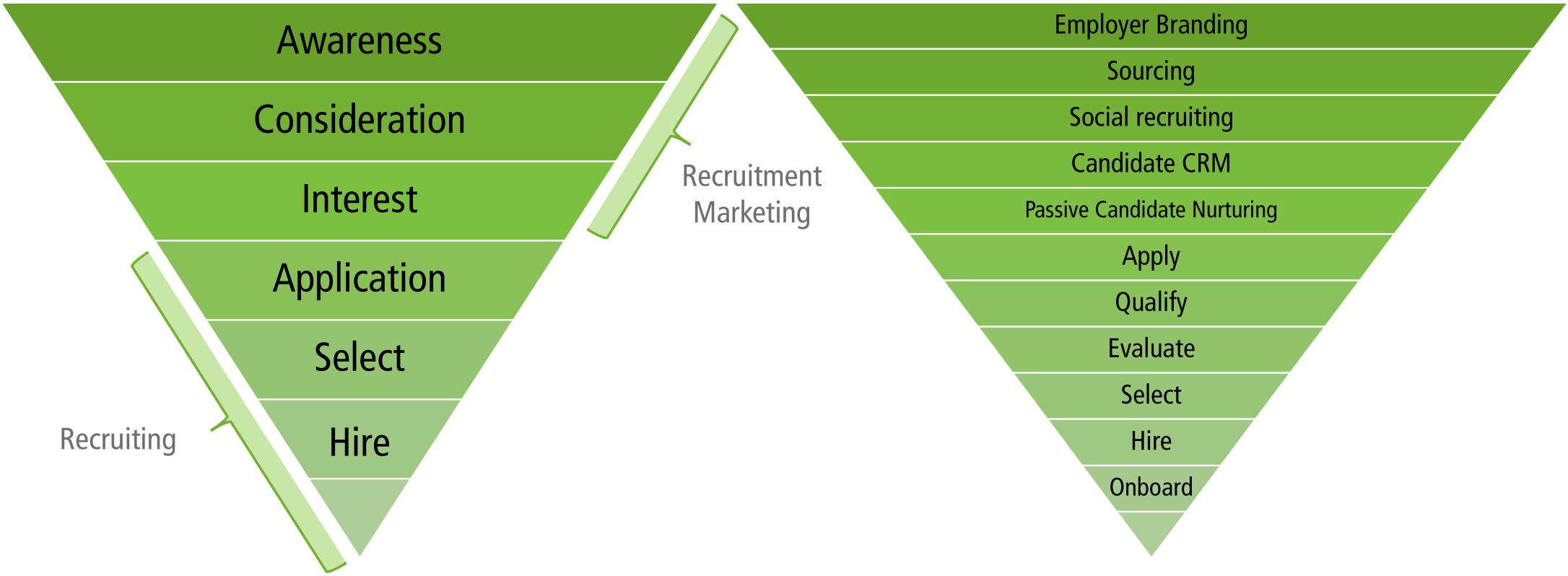

Introduction

Paradigm shift in recruiting - VUCA world needs VUCA recruiters

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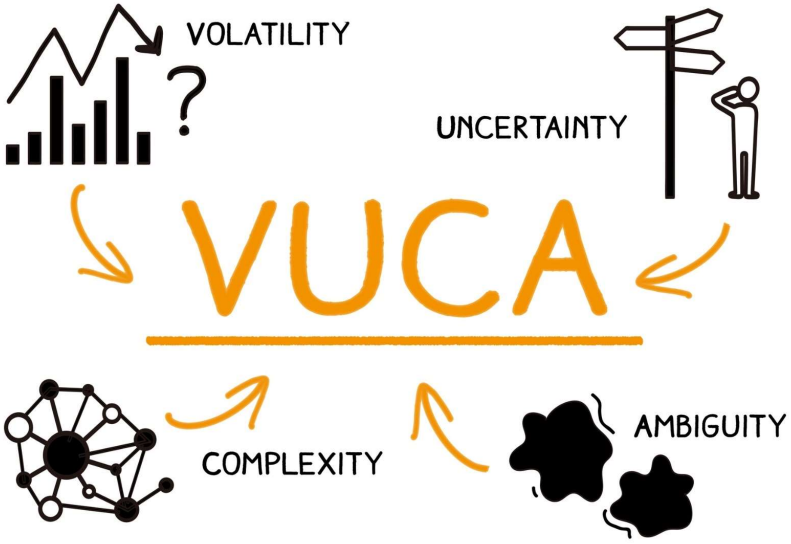

- Requirement of a Premium Candidate Experience
- Shift in recruiting towards relationship recruiting
- Rethinking the interview process in the direction of Agile Recruiting
- Strengthening diversity and inclusion
- **Vision, Understanding, Clarity, Agility**

Paradigm shift in recruiting

Overview of the topics

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Active Sourcing - Targeted use of social networks:

- How do we approach potential candidates directly and arouse their interest in our own company? Find out with us!

Event-Oriented Recruiting:

- Immerse yourself in the world of event recruiting and discover why the future of HR lies in people-to-people encounters.

Dealing with employer review portals:

- Get tips and tricks for dealing with employer review portals, such as kununu.

Quick Apply - the end of the classic application process:

- Goodbye to classic application documents! The resume as a starting point.

Paradigm shift in recruiting

Overview of the topics

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Employee Referral Management:

- Here's why you shouldn't miss out on employee referral management.

Content Recruiting:

- Imagine a world where our recruiting strategy not only attracts candidates, but excites and inspires them. Learn why content recruiting is the key to attracting and retaining top talent.

KPIs - key performance indicators as the basis for success in recruiting:

- Numbers, data and facts are boring? No way! Here you can find out why KPIs are the basis for successful and sustainable recruiting.

Active sourcing - targeted use of social networks

What is Active Sourcing?

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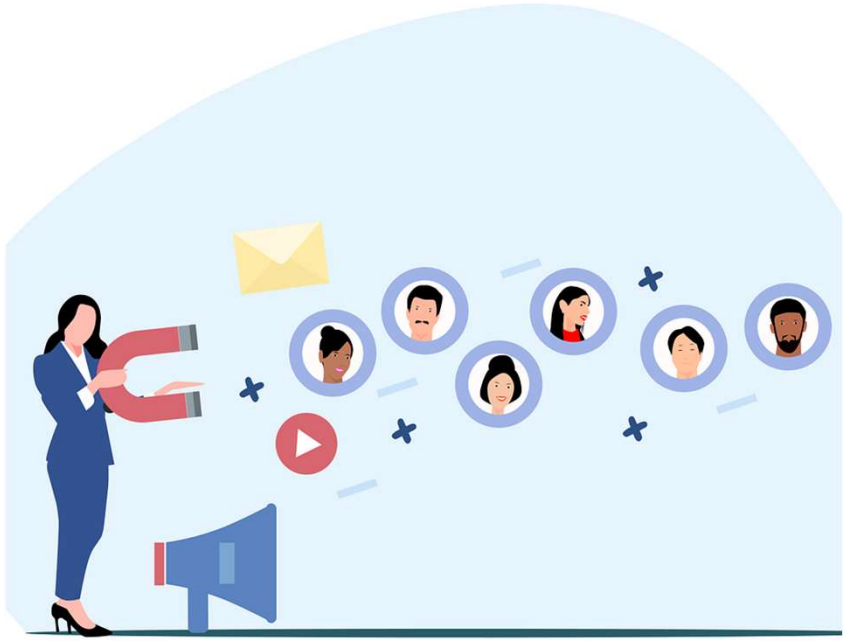

- **Targeted and proactive method** of identifying and approaching suitable candidates for open positions

1. **Research and identification:** Targeted search for potential candidates on various platforms
2. **Contact:** Direct contact via e-mail, direct message or telephone
3. **Relationship building:** Attracting and retaining sustainable talent

Active sourcing - targeted use of social networks

What are the benefits of active sourcing?

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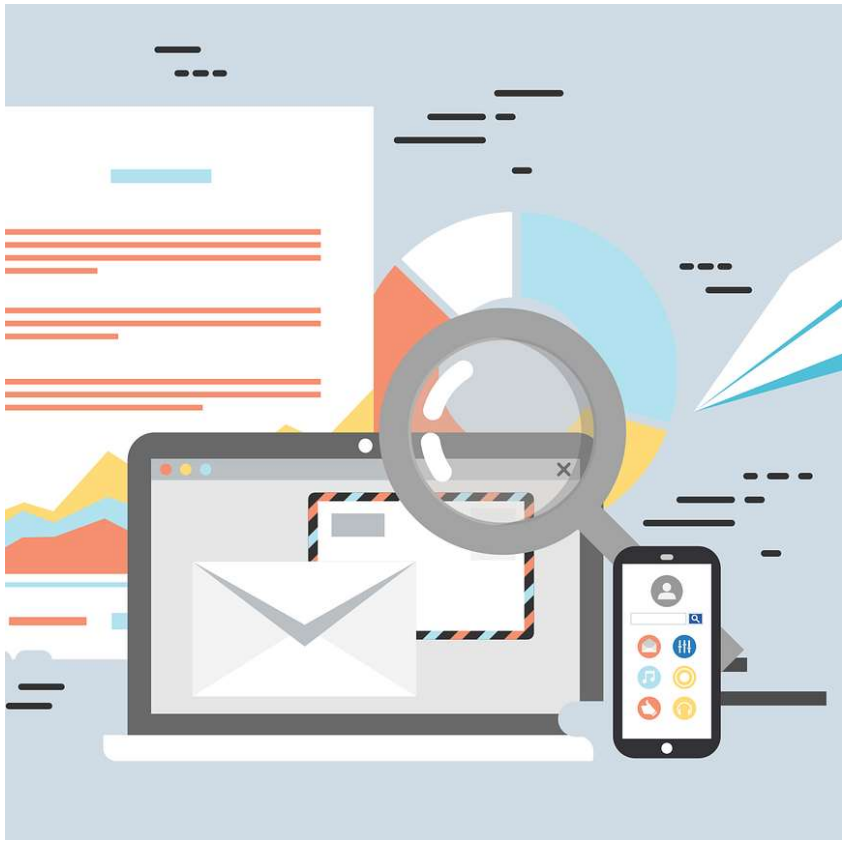

- **Access passive candidates:** Address candidates directly, even if they are not actively looking for a job
- **Accuracy of fit and quality:** Concrete search for requirements of the open position and higher quality of recruitment
- **Building talent pools:** Contact candidates who are not available or interested at a later date
- **Insights into the company**: Direct and personal reference to the company by the recruiter

Active sourcing - targeted use of social networks

What are the disadvantages of active sourcing?

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- **Time required**: Finding suitable candidates requires a lot of time and patience
- **Low success rate**: no guarantee that the candidates approached are interested in changing jobs
- **Competition**: Many other recruiters or headhunters active
- **Negative reaction:** candidates may feel disturbed by unsolicited contact
- **Invisible talents:** candidates are overlooked who are not present online

Active sourcing - targeted use of social networks

Best Practice

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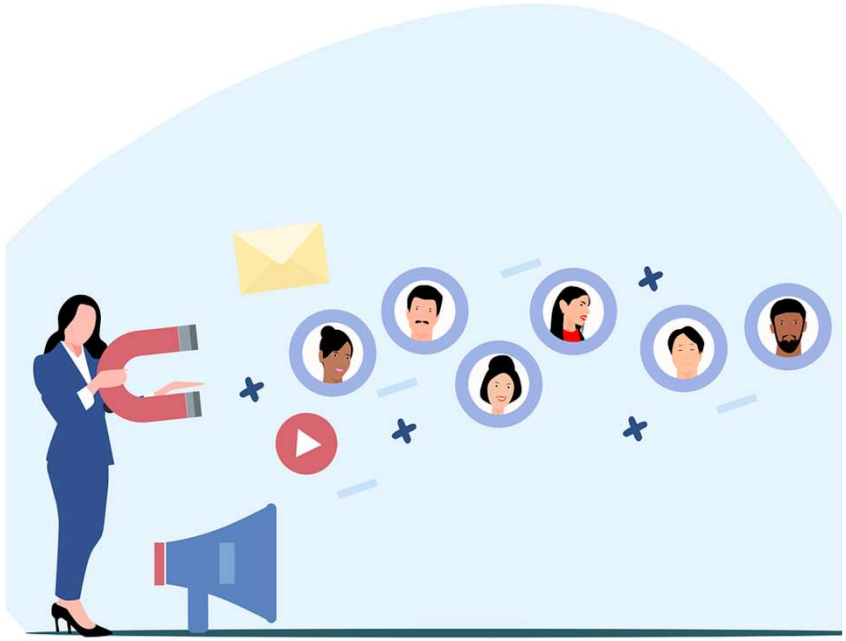

- **Creative and personal approach**: pick up people directly and stand out from the crowd, he/she must recognize why he/she is suitable for the position in particular
- **Relationship building and long-term perspective**: once you have the first phone exchange, you need to build a "relationship" directly to include people in the talent pool
- **Candidate profile**: Recruiters need to know exactly what the candidate should bring to the table → What is a must-have, nice-to-have or no-go?

Active sourcing - targeted use of social networks

Systems

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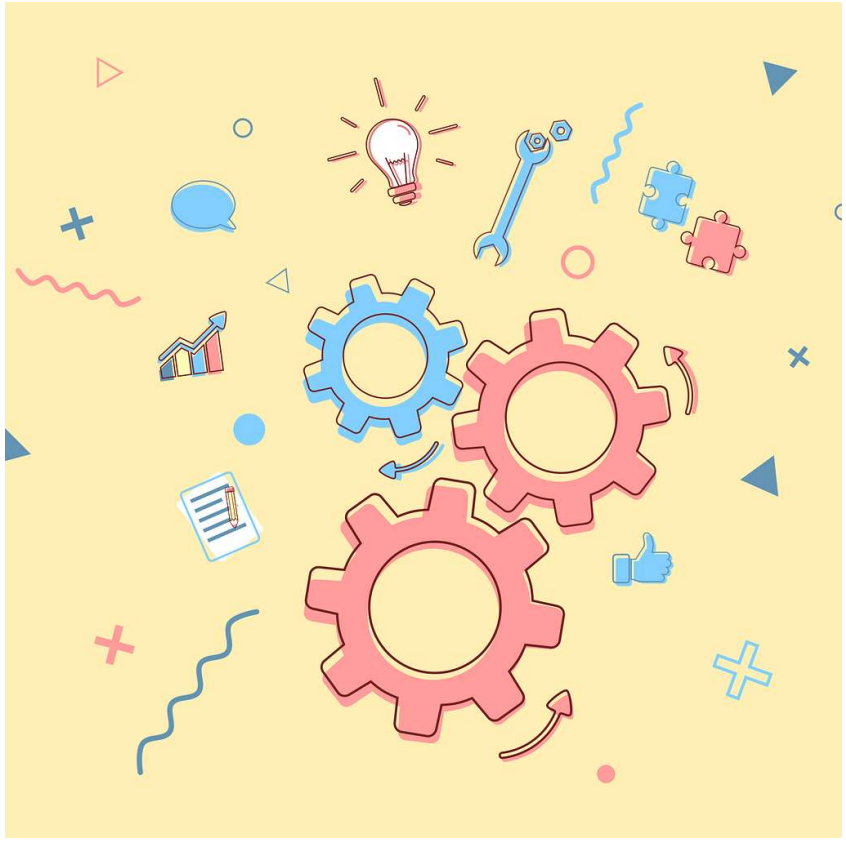

- **Xing Talent Manager:** Contact people who are active in the business network directly and personally
- **LinkedIn Recruiter:** Contact people who are active in the business network directly and personally
- **Indeed Resume Database:** Access resumes of registered users and contact matching people via Indeed

Event Recruiting

What is event recruiting?

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- Strategy for identifying and attracting talent via events
- Job fairs, career days, networking events, etc.
- Complement to traditional recruiting methods
- Social media platforms such as LinkedIn and Facebook can play an important role in networking and communicating with candidates before, during and after events.

Event Recruiting

What are the advantages of event recruiting?

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- Direct, personal contact with candidates
- Presentation as an attractive employer, networking
- Opportunity to show corporate culture
- Effective relationship building, gaining first impressions of applicants and their skills
- Increasing visibility as an employer

Event Recruiting - Best Practice

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Job Speed Dating - Long night of the application over Chamber of Commerce Upper Austria

Event Recruiting - Best Practice

Upper Austria Job Week - Chamber of Commerce

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Event Recruiting - Best Practice

Sponsoring events

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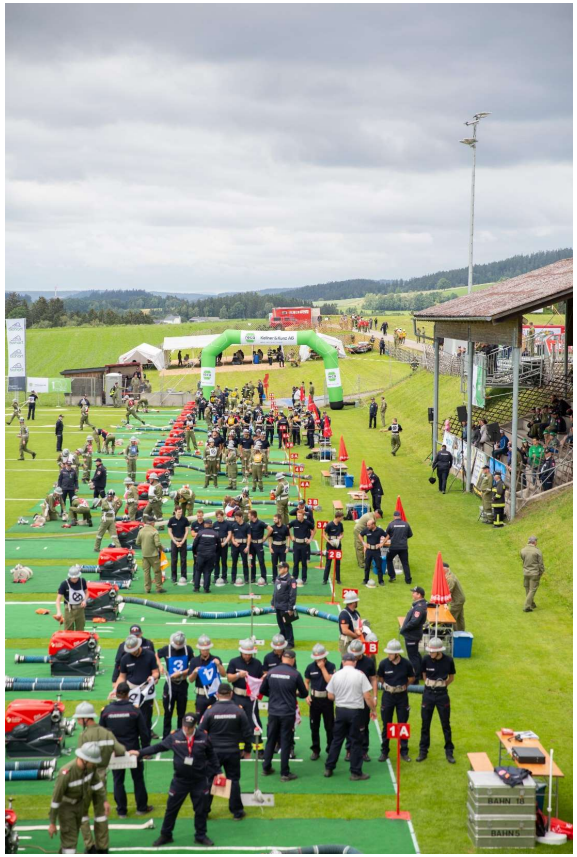

- Public Viewing Event Football
- Music festivals
- Business Run
- Company sports league volleyball
- Fire department competition Upper Austria
- Handicraft fair

Event Recruiting - Best Practice

Fairs in schools / universities

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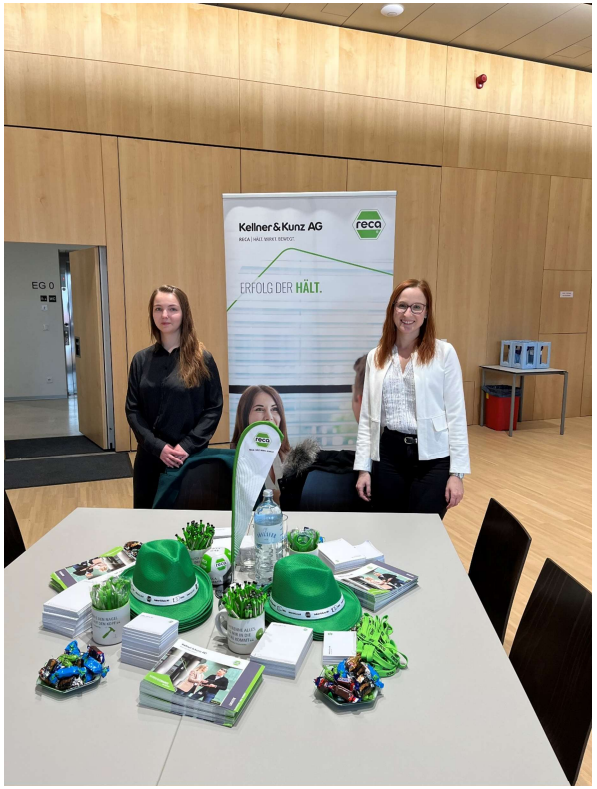
- HAK meets business
- HBLA - Day of the economy
- JKU Career Fair



Dealing with employer rating portals

Why do employer review portals exist?

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An opportunity for applicants and former and existing employees to share their **experiences about** the **employer.** It has two main functions:

1. It serves as an **orientation and decision-making aid for** users to assess the potential new employer.
2. It offers employers the opportunity to strengthen their **employer value proposition** and respond to public reviews.

Dealing with employer rating portals

What are the advantages of employer rating portals?

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- Employer branding and image cultivation
- Increase transparency and credibility
- Comment functions to show appreciation for reviews
- Answering questions
- With low brand awareness a possibility to convince of the company
- Possibility to give a positive impression to interested parties even before contact is made

Dealing with employer rating portals

What are the disadvantages of employer rating portals?

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- Dealing with another portal
- Incorrect information / damage to reputation in case of false statements and / or missing answers
- Low significance of individual ratings
- Time required for maintenance, monitoring and formulation of responses

Dealing with employer rating portals

Best Practice

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- Until a few years ago, negative entries were simply ignored - avoid at all costs
- Responses to reviews shows transparency, appreciation and company perspective
- Pick up individual points and formulate them individually - no copy-paste
- Propose solutions and offer exchange
- Be sure to reply with employer signature - rating is anonymous - we are not
- In case of insulting or simply untrue statements - refrain from replying and request deletion

Dealing with employer rating portals

Portals

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- Kununu
- Stepstone
- Indeed
- Google My Business
- Glassdoor - originally from USA
- Jobvoting
- my internship

Quick Apply

What is Quick Apply?

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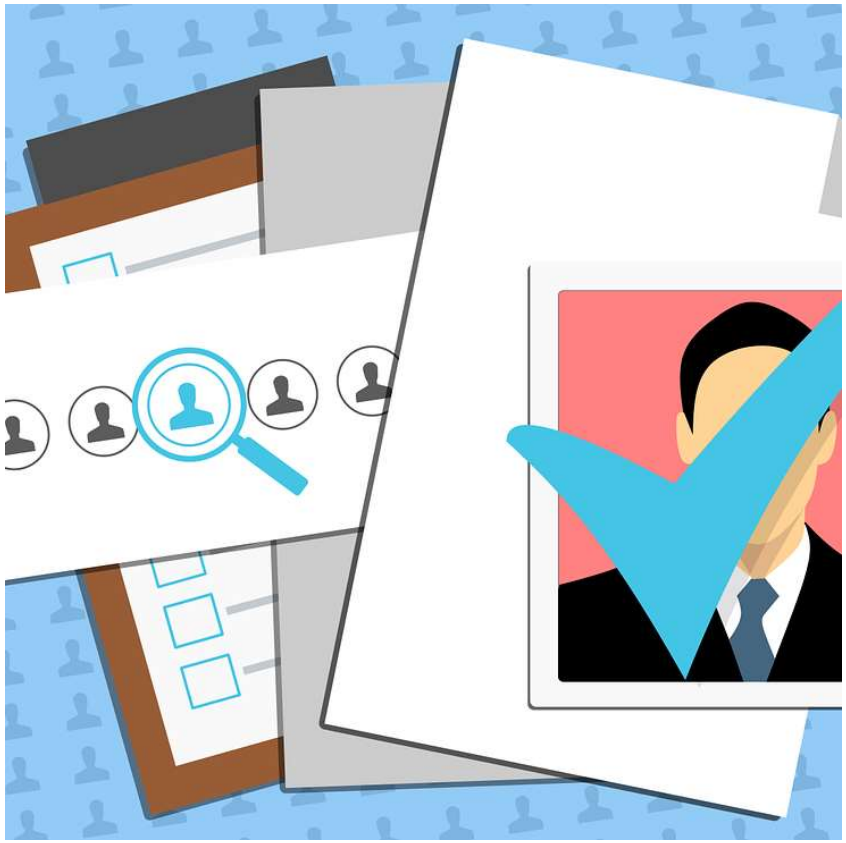

- **Easy and accelerated application**
- **Preset profiles:** Creation of a profile with basic information about the applicant
- **Fast application:** application with mostly one click without filling out forms
- **Integration into platforms:** Quick Apply is often available in online job boards and can be directly connected to the ATS

Quick Apply

What are the advantages of Quick Apply?

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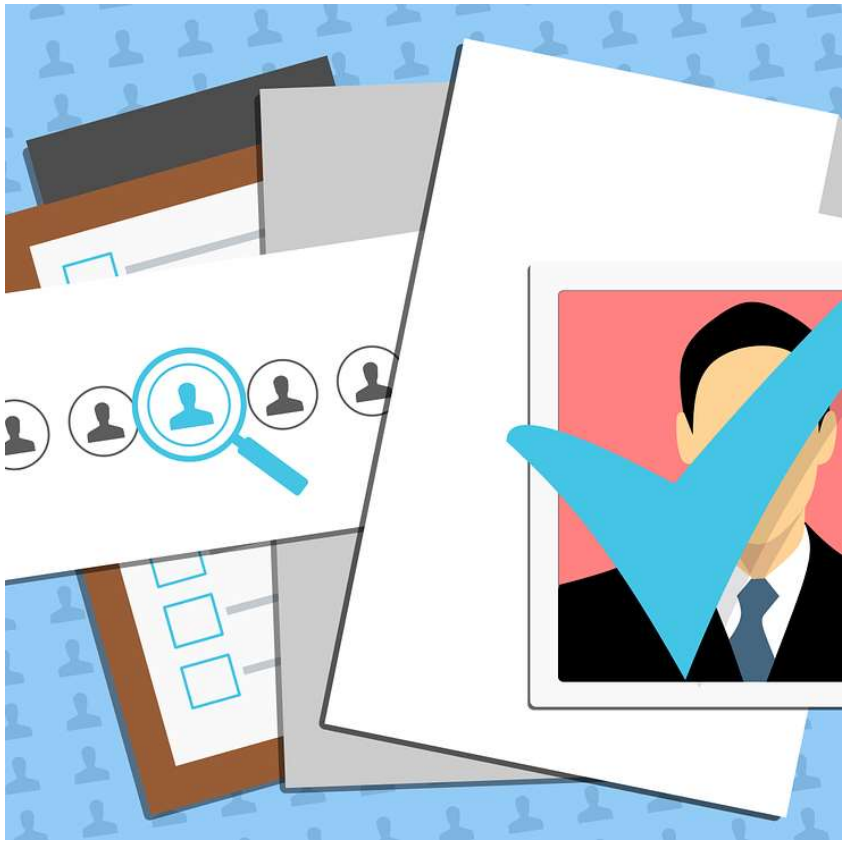

- **Time saving:** Fast and uncomplicated application without manual filling of forms
- **Increased number of applications:** More candidates apply due to simplicity of the process
- **Efficiency for employers:** acceleration of the screening and selection of applicants
- **Timeliness:** current application documents based on the data in the respective profile
- **Mobile optimized:** Facilitates application via mobile devices

Quick Apply

What are the disadvantages of Quick Apply?

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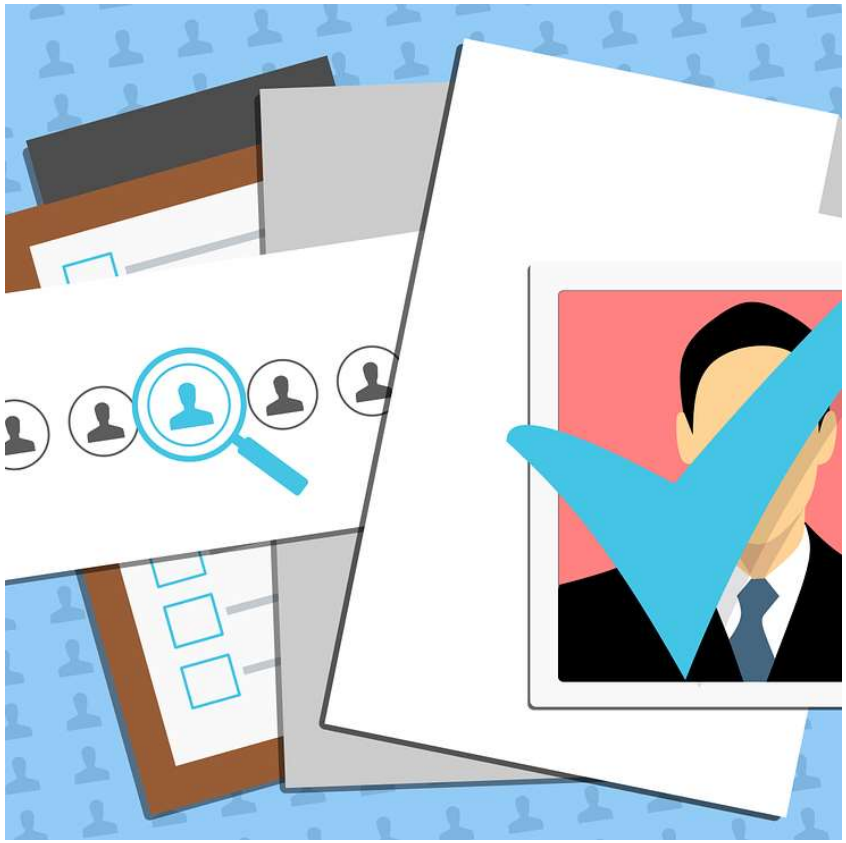

- **Lack of individualization:** general templates without reference to job offer
- **Lack of quality:** overabundance of low-quality applications, as applicants can easily apply for a large number of jobs
- **Effort:** Additional effort for recruiters if data is not up to date or only an insufficient part of the data can be found in the application
- **Motivation and personality:** change motivation not recognizable and no personal touch in the documents

Quick Apply

Best Practice

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- **Stepstone Quick Apply** and **Indeed Quick Application**
- Quick Apply = New Customer Acquisition
- Simple data as a basis, build relationship with potential candidates and talents
- Before introduction, it must be clear whether it fits the application process as well as the requirements for candidates
- More detailed evaluations possible, as applications are forwarded directly to the company via the job board

Excursus: Jobilla

What is Jobilla?

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- Playing out ads on social media
- Engage with interested parties through gamification approach
- Answering multiple questions, "Test now to see if the field sales position is a good fit for you."
- Personal contact with manager & company

Excursus: Jobilla

Candidate oriented process

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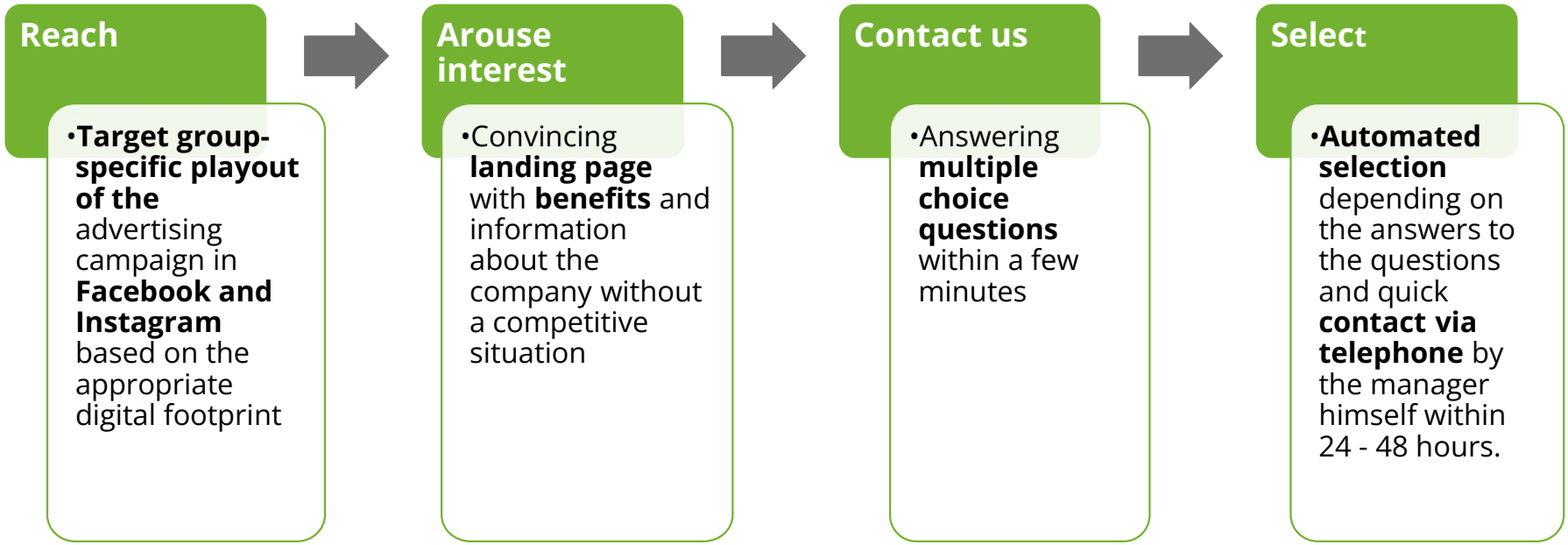

Excursus: Jobilla

Candidate oriented process

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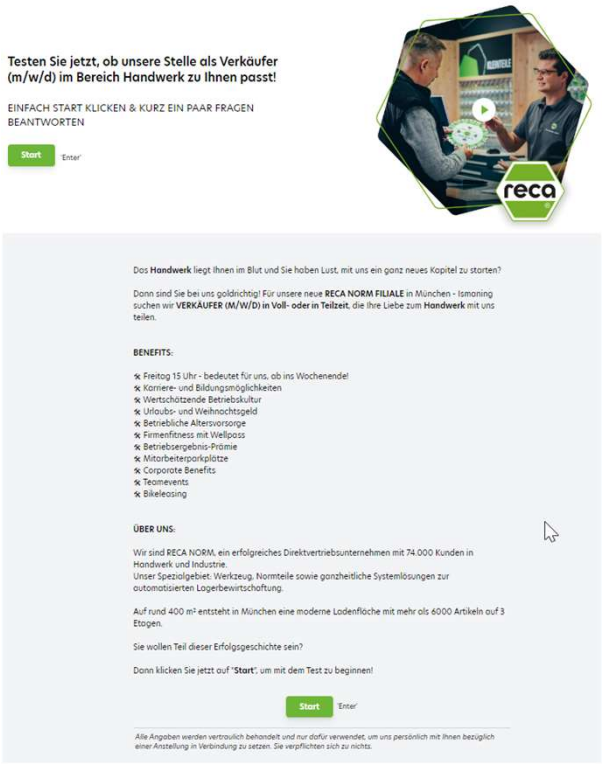

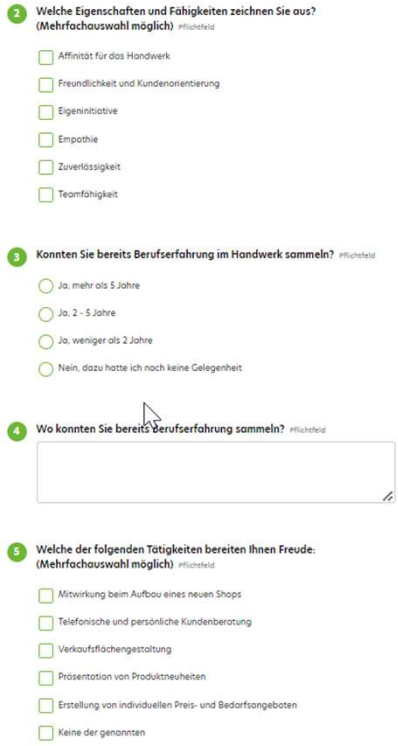

Employee Referral Management

What is employee referral management?

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- Identify and recruit qualified employees through referrals from existing employees
- Efficient & more cost-effective recruitment of qualified employees compared to other methods

Employee Referral Management

What are the benefits of employee referral management?

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- Quality assurance - corporate culture
- Cost savings
- Efficiency - faster adjustment if necessary
- Effectiveness - better hit rate
- Employee retention - lower fluctuation
- Increase employee retention and involvement
- Diversity promotion
- Motivation - Incentives

Employee Referral Management

What are required steps?

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- Information and briefing of employees
- Provision of clear guidelines
  - One-time payment or division into partial payments
  - Payment of bonus when hired or after a few months of service
- Provision of incentives / rewards
  - Cash rewards - direct reward
  - Contributions in kind - direct reward
  - Recognition - public recognition for employees with the most recommendations
- Regular review and adjustment of the program

Employee Referral Management

Best Practice myREXX

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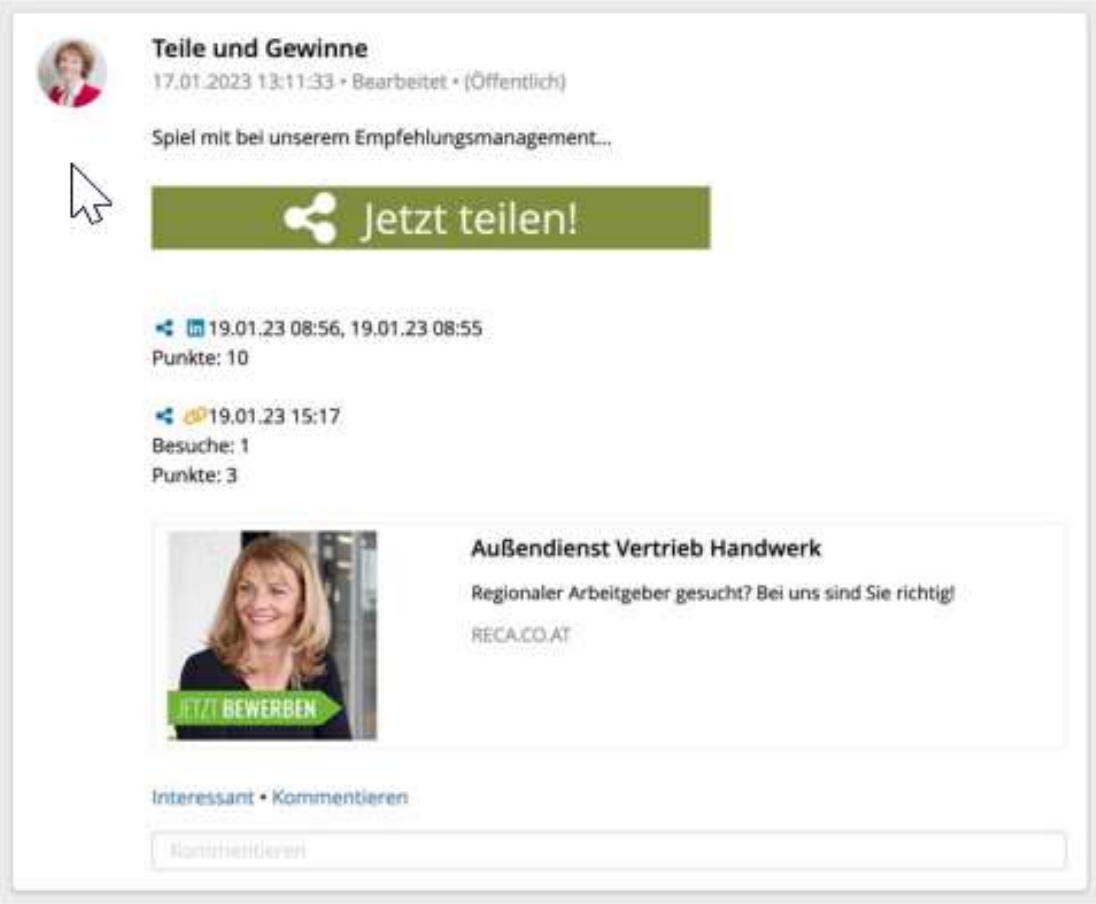

Content Recruiting

What is content recruiting and what is it for?

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- Talent acquisition through digital content
- Purpose - Create additional touchpoints:
  - Answers questions from the target group
  - Builds a relationship with the target audience
  - Creates trust with the target group
  - Strengthens own brand building as an employer
  - Finally generates applications

Content Recruiting

How does content recruiting work?

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- Creation of relevant, informative and appealing content (search engine optimized!)
- Responding to current trends - requirement for commitment and creativity
- Balanced content mix (events, projects, engagements)
- Value-added content (guides, statistics, facts, ...)
- Dissemination via various channels (social media, video platforms, etc.)
- Use call-to-action

Content Recruiting

Best Practice

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KPIs - Key figures as the basis for success in recruiting

What are KPIs?

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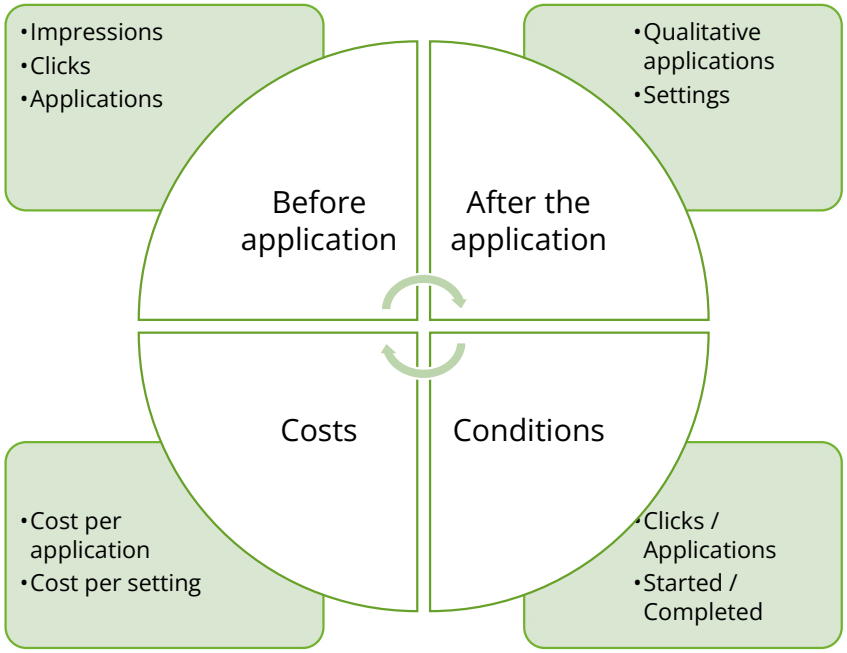

- **Recruiting key performance indicators** = measurement tools for recruitment

1. **Before application: e.g**. impressions, clicks, applications
2. **After the application: e.g**. qualitative applications, recruitment
3. **Costs: e.g**. costs per application, costs per recruitment
4. **Ratios: e.g.** clicks to applications, applications started / applications completed.

KPIs - Key figures as the basis for success in recruiting

Recurring optimization process

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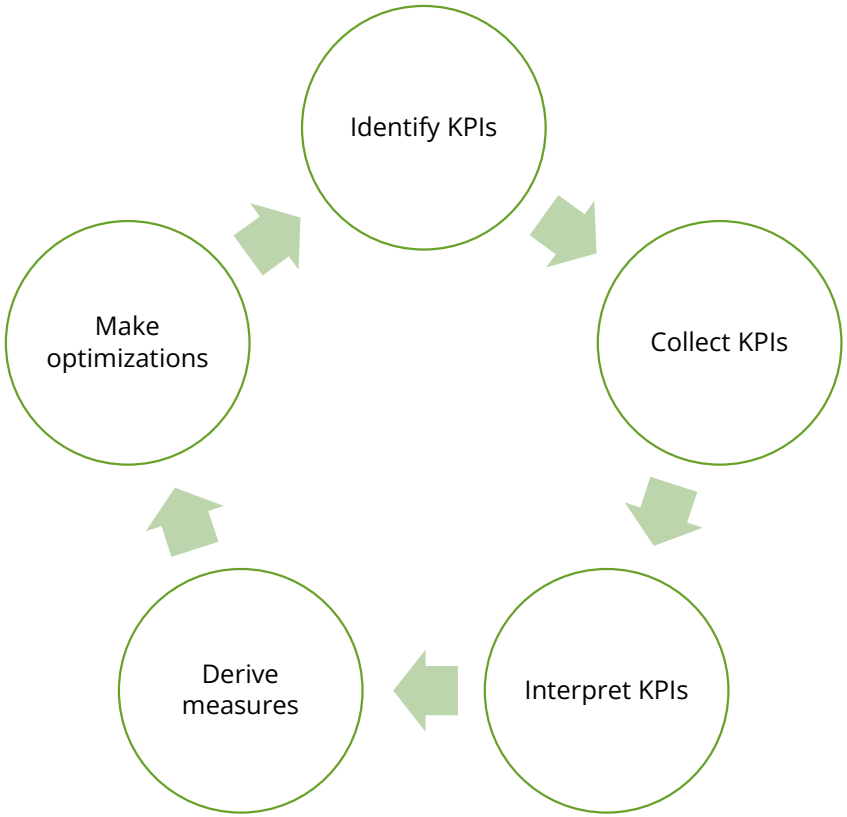

1. **Identify KPIs:** What KPIs do we need?
2. **Collect KPIs:** How can we collect KPIs?
3. **Interpret KPIs:** What is the message of the KPIs?
4. **Derive measures:** What activities are needed?
5. **Make optimizations:** Where can we address and improve issues?

KPIs - Key figures as the basis for success in recruiting

What are the advantages of collecting KPIs?

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1. Create **transparency** about marketing measures
2. Enable **measurability** of the recruiting funnel
3. Guarantee **comparability** of different channels and providers
4. Insure **target group specificity** of individual campaigns and advertisements
5. Perform **quality control** of marketing activities
6. Identify **optimization potential** in the personnel marketing and recruiting process

KPIs - Key figures as the basis for success in recruiting

What are the disadvantages of collecting KPIs?

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- **One-sided focus:** neglect of other important recruiting processes
- **Quality vs. quantity:** wrong prioritization and focus on quantitative aspects
- **Susceptibility to manipulation:** risk that there are incentives to manipulate KPIs when targets are reached
- **Complication:** Too many KPIs or complicated measurement methodology
- **Time lags:** Certain KPIs only meaningful after a long period of observation

KPIs - Key figures as the basis for success in recruiting

Which KPIs are essential?

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1. **Impressions:** How many people get the ad played?
2. **Cost per click:** How much does a click on the ad cost?
3. **Conversion Rate:** How many people convert from step to step?
4. **Cost per (qualified) application:** How much does a qualified application cost?
5. **Time to hire:** How long does it take from publication to hire?

KPIs - Key figures as the basis for success in recruiting

Which KPIs are essential?

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1. Recruiter in focus:

- How many applications are received per recruiter?
- How many rejections does a recruiter distribute in relation to the number of applications received?
- How many interviews does the recruiter conduct?

Conclusion and outlook

Paradigm shift in recruiting

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- Preserve personality in the recruiting process
- The perfect candidate does not exist - create an environment for (further) development
- Use target group oriented measures
- Diverse marketing mix essential

Our contact details

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