

TECHNOLOGY TRENDS

FOR GRADUATE RECRUITERS



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by Keith Robinson

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TECHNOLOGY TRENDS

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This LaunchPad Recruits report explores the transforming world of recruitment and graduate hiring, relevant business trends and what we can expect technology to offer in the future.

*We have posed a hard question to answer:
Is the HR world using technology to its full potential?*

***Executive Summary by Keith Robinson,**
Non Executive Director of LaunchPad Recruits*

Based on my discussions with graduate recruiters and the results shown in this survey, It's evident that the volume of graduate applications is increasing, and that this trend is likely to continue.

More graduates are competing for the same jobs, but the more important question is why? For graduates, every job advertised is an untapped opportunity; they are encouraged to apply to any and every vacancy they can find, especially if the job is with a reputable company.

Online job vacancies have paved the way for easy sharing through email and social media, increasing the reach of a job post exponentially. Especially in the field of graduate recruitment, the high demand of applicants can put further pressure on recruiters already struggling with tight deadlines.

After one minute of talking to a candidate, an experienced recruiter can tell whether they're interested in hearing more or if that person is the wrong fit for the job.

SO HOW ARE GRADUATE RECRUITERS REACTING TO THIS TREND?

For one, this report demonstrates that recruiters are walking away from online applications. While this has been a logical way to capture candidate information and begin building a picture of their suitability, the net result can often be a dull experience for candidates, and doesn't provide any substantial evidence for recruiters to determine whether they are the right fit for the job or not. In this instance, where applicants are young people with - more often than not - similar experiences and qualifications, many submitted applications lose value in the eyes of those looking to find out more about their candidates. It's a lose-lose situation!

Furthermore, telephone screening is also on the decline, which isn't necessarily a bad thing. An experienced researcher may argue that a comprehensive telescreen can take up to 45 minutes and provide great depth of competency and related evidence to prove candidates' past experience, but this is often not an affordable luxury.

The reality of interviewing is completely different. After one minute of talking to a candidate, an experienced recruiter can tell whether they're interested in hearing more or if that person is the wrong fit for the job. Keeping up the conversation after you've made up your mind that this is the wrong person for the job might be courteous, but it's a waste of valuable time.

Just by looking at the sheer amount of applications recruiters receive, it becomes clear that there isn't the time to interview each candidate over the phone or in person. This means a candidate's only chance to gain an interview is by impressing prospective employers through their CVs. Thus, the only way to level the playing field is by introducing technology as a time-saving solution for recruiters.

The range of screening methods can be wide and varied, with graduates becoming 'conditioned' before attending assessment days. Does that make them lose their value? Does their behaviour translate truly into their capability for the job? Who knows!

What we do know for certain is there's a need to refine the process and ensure that culture and character fit continues to be top priority. Recruiters who adapt their approaches to improve their candidate experience will be the ones who ultimately come out on top. Long gone are the days when graduates were expected to jump through hoops in order to show their commitment for a particular position.

Here are my top tips for the future, aimed at businesses that want to stand out from the crowd in terms of their Graduate Recruitment strategy:

- 1 View the graduate as a long-time consumer; improving the candidate experience will ensure that the relationship lasts regardless of the outcome of the interview process. Don't cut ties with potential future employees.
- 2 Speed up the time to hire without sacrificing quality in the process; identify suitable candidates quickly and always turn others away in a respectful manner.
- 3 Engage the candidates: creating introductory videos and asking interview questions personally helps to improve your employer branding.

Future trends will probably see a higher adoption in the graduate markets as well as in other areas of recruitment; as a versatile tool, video will be able to transform the way recruiters work.

Finally, the real indicators for success should change, long gone are the days of when a campaign's success was largely measured by the cost and speed of the hiring process.

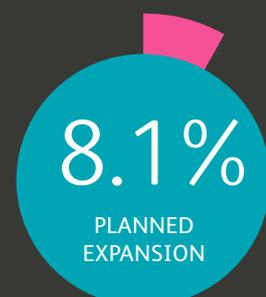
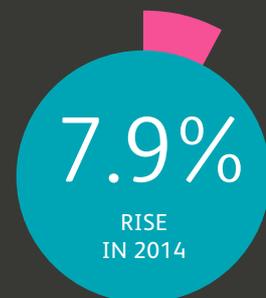
“Today, tracking the quality of each hire and embracing the job-seeker as a customer are the two most important factors in a successful recruitment campaign.”

The number of graduates hired by The Times Top 100 Graduate Employers rose by 7.9% over the course of 2014

GRADUATE RECRUITMENT IS ON THE RISE

Graduate recruitment is a growing market, and as the economy continues its march down the road to recovery, the number of graduates hired by The Times Top 100 Graduate Employers rose by 7.9% over the course of 2014. This represents the largest annual rise in graduate recruitment in over four years¹.

In fact, according to a study conducted by High Fliers, a leading UK graduate recruitment research firm, top tier employers plan to expand their entry level vacancies by 8.1% through 2015, making this the third consecutive year of growth for graduate vacancies.



¹ http://www.highfliers.co.uk/download/2015/graduate_market/GMReport15.pdf

THE CURRENT STATE OF RECRUITMENT

Although these top companies range in size, their objective is the same; to find the best graduates to join their schemes as soon as possible.



According to the Daily Telegraph, leading UK employers received about 39 graduate applications per vacancy last year

According to the *Daily Telegraph*, leading UK employers received about 39 graduate applications per vacancy last year². And as the number of graduate openings and applications received continues to rise steadily in 2015, it's not surprising that the screening process is central in getting the best graduates onto schemes.

It's a widely accepted fact that the key to a company's success lies in the teamwork and creative synergy of its employees. Candidates must be selected carefully in order to fit seamlessly into an existing team within the organisation. While degrees and grades are important to many recruiters as a general de-selection tool, it's the character and motivators of the graduates that ultimately secures them a position within a company.

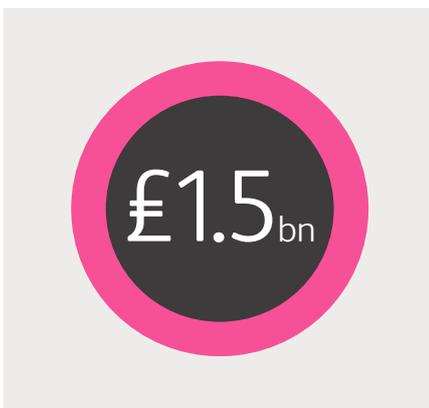
However, time constraints are a big challenge faced by recruiters, when it comes to finding standout applicants. Nearly half of all UK positions take over a month to fill, and 27 % of vacancies remain unfilled over three months after being posted. Rather alarmingly, these openings represent a combined total loss of about £1.5 bn in potential economic output for every month they remain unfilled³.

Traditionally, the recruitment process used by HR companies has mainly involved sourcing candidates, screening to validate their educational history, baseline qualifications and evaluating CVs and resumes. After this initial vetting process, recruiters initiate telephone and in-person interviews to evaluate an applicant's character and cultural fit.

Forward thinking businesses use technology through ATS (Applicant Tracking Systems) as an intrinsic part of the recruitment process, with 24 % using online tests and 77 % using competency-based interviews to choose the right people⁴.

Although technology has helped to refine this stage, it hasn't actually made hiring more effective. It's not until the last stage of the recruitment process when companies are able to gauge whether the candidate, who seemed so perfect on paper, can live up to their expectations in reality.

According to a LaunchPad study, 59 % of companies use telephone interviews as part of their interview process. However, making hiring decision using telephone interview as part of the recruitment process is on the decline. 9 % of participants mentioned that they have stopped telephone interviewing over the last few years, as it was too time consuming and failed to give a clear depiction of the graduates.



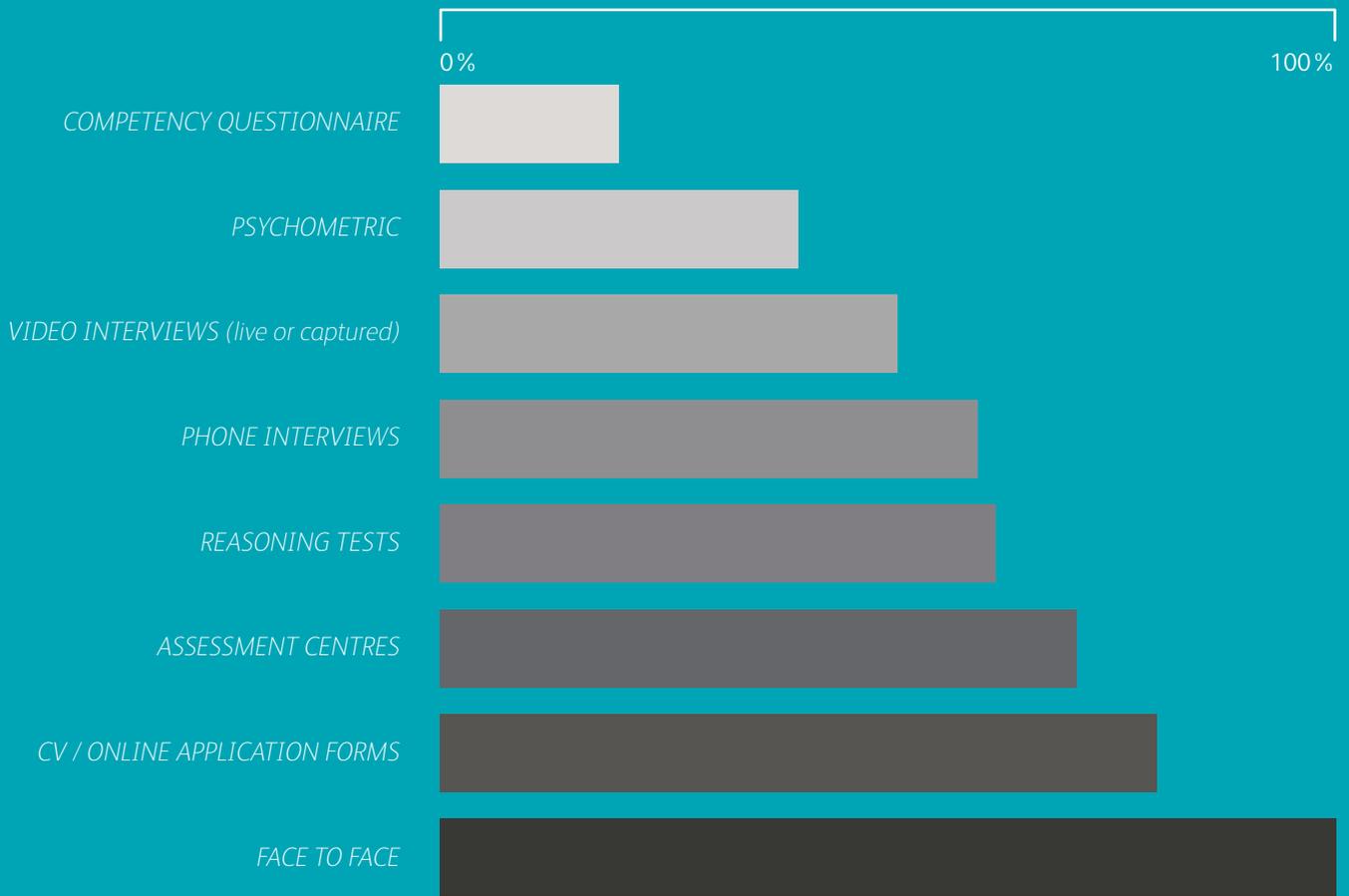
Rather alarmingly, these openings represent a combined total loss of about £1.5 bn in potential economic output for every month they remain unfilled

² <http://www.telegraph.co.uk/finance/jobs/10949825/Employers-receive-39-applications-for-every-graduate-job.html>

³ <http://www.businesswire.com/news/home/20141208005090/en/CEBR-Unfilled-Vacancies-Costing-UK-Economy-%C2%A318bn#.Vgve0I9Viko>

⁴ http://www.cipd.co.uk/binaries/resourcing-talent-planning_2015.pdf

FIG 1:
Graph showing the types of selection
tools used across business sectors.



A recent Glassdoor report indicates that it takes an average of 28.6 days for the interview process to be completed in the UK

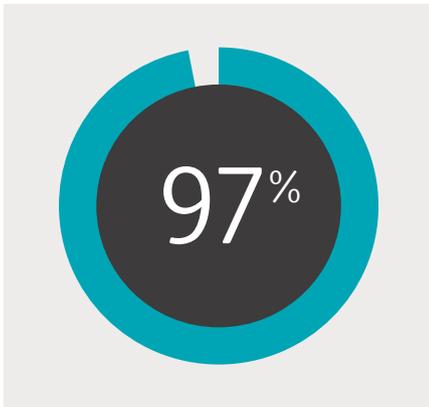
Video recruitment software is a rising trend in the HR world, with companies using both live and captured video interviewing. The use of captured video interviewing is growing rapidly, as it offers a much higher degree of time efficiency than traditional, in-person meetings, which are better suited to later stages in the hiring process. Time has been noted as an extremely important factor, which a majority of businesses have stated they want to improve upon.

A recent Glassdoor report indicates that it takes an average of 28.6 days for the interview process to be completed in the UK. This is causing companies to lose out on great talent as those applying for jobs become disillusioned with the lengthy timeframe⁵. Missing out on talent, further demonstrates the importance of keeping recruitment times short and candidates engaged throughout the process.

⁵ https://research-content.glassdoor.com/app/uploads/sites/2/2015/06/GD_Report_3.pdf

CANDIDATE EXPERIENCE AND CHARACTER

CANDIDATES LOVE VIDEO INTERVIEWS



Overall, 97% of candidates believe that cultural fit is an important factor in the recruitment process

Something that became clear in our study was that recruiters are placing more significance on the **character and cultural fit** of candidates. 9% went so far as to say that considered this to be the most important factor in the recruitment process. Overall, 97% of candidates believe that cultural fit is an important factor in the recruitment process, with just one business saying that it is not taken into consideration.

A **candidates' experience** during the recruitment process is more important today than ever before. 94% of those surveyed said that the candidate experience is an important consideration in graduate recruiting, with 56% calling it "very important." This is partially due to the fact that even if a graduate is unsuccessful at gaining a place in a business's recruitment scheme, they may still have a relationship with that business as a customer in the future.

Both graduates and recruiters feel that allowing graduates to show their personality and be seen at their most natural, are two of the key **benefits of video interviewing**.

A recent study by Software Advice highlighted the fact that a combined 57% of candidates with previous video interview experience now favour the platform over being interviewed on the phone⁶. What's more, candidates enjoy the experience of video interviewing, and appreciate the opportunity to show that they're more than just a CV or resume.

Implementing an engaging interview process increases the likelihood of a positive outcome for the employer as well – whether that means candidates accepting an offer, encouraging their friends and family to apply or writing a positive Glassdoor review. A negative experience is more likely to result in a negative impact on a company's reputation as a whole.



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⁶ <http://www.softwareadvice.com/hr/industryview/video-interview-report-2015/>



“Our research revealed 41 % of recruiters cited assessment centres as the most successful aspect of their hiring process.”

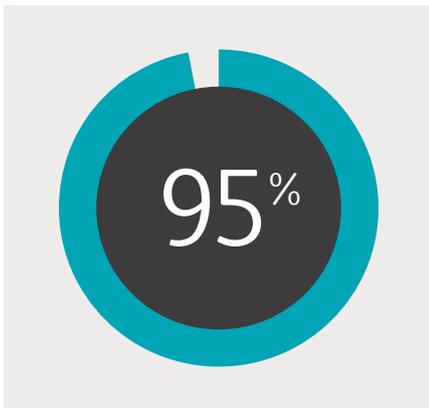
MAKE A GOOD THING EVEN BETTER

Our survey revealed that about 75% of recruiters run assessment centres. Interestingly, 41% of recruiters cited assessment centres as the most successful aspect of their hiring process. This is in part due to the fact that they're a chance for recruiters to spend time getting to know a graduates' character and communication style. While it's clear that assessment centres are an excellent platform for finding right fit hires, the principal aim should be to expedite the overall process.

With the help of LaunchPad's video interviewing software, companies like [Europcar](#) have been able to drastically increase the attendance and the overall quality of candidates that enter into the assessment centre stage, resulting in better fit hires and more time saved.

TECHNOLOGY

WHAT TECHNOLOGIES ARE BEING USED?



95% of those interviewed believe that mobile technology will be important for recruitment in the future

Technology can greatly benefit the recruitment process. Of those interviewed in our study, a few companies have dedicated mobile-enabled careers pages for candidates to keep engaged.

Today, mobile compatibility has become critical, as many smartphones can now offer individuals the same level of connectivity as their computers, with the added benefit of convenience. 95% of those interviewed believe that mobile technology will be important for recruitment in the future.

This is particularly pertinent where graduates are concerned, as they're commonly the earliest adopters of technology. In a highly competitive market, staying on top of tech trends in order to keep graduates engaged is vital to a campaign's success.

Today, the most common technologies being used by recruiters include psychometric and reasoning tests, and video interviewing. Whether a hiring process incorporates one or even all of these platforms, they're most commonly measured through an Applicant Tracking System (ATS). Reasoning tests (used by 66%) are more prevalent than psychometric tests (44%), which suggests that character is a key factor during recruitment. Businesses put a varying degree of weight on psychometric testing – some feel it's a useful, albeit limited, tool, whereas others view it as one of the most important and decisive factors.

Simply put, technology allows companies to screen more effectively earlier on in the hiring process. One of the key assets of online testing and video interviewing is that they're more convenient, and candidates can complete the assessments in their own time. Interestingly, it appears those using these tools are actually making their recruitment process more inclusive; by only doing interviews within office hours, businesses could be unwittingly missing out on some of the most qualified candidates.

CONVENIENCE IS KEY

Companies using video interviewing have found they are able to save up to 80% of their administrative costs



Research has shown that 60% of candidates will complete video interviews out of business hours, with 51% favouring weekends rather than evenings. This flexibility means they are most at ease and can present themselves in the best way possible.

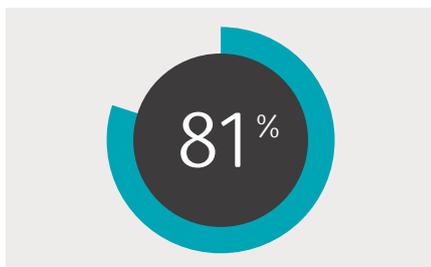
HR benefits from using technology in the recruitment process include drastic cost reductions. Companies using video interviewing have found they are able to save up to 80% of their administrative costs, partially due to the fact that they no longer have to pay the travel costs for in-person interviews with unsuitable candidates. This confirms that the popularity of various types of technology is growing due to their convenience for both the recruiter, and the graduate.

INTERVIEWING

BUSINESSES LOVE VIDEO INTERVIEWS



Video interviewing is already being used by 63 % of businesses



81 % said they would consider using captured video interviewing within their process



Over 93 % of companies report that they either already use, or plan to incorporate social media into their graduate schemes this year

The use of telephone interviewing varies greatly from business to business. Although it's one of the more traditional techniques still used in recruitment, along with CV screening, it's more time consuming and can't always match the versatility of some of the other more modern hiring tools.

According to Kent University, the average telephone interview lasts between 20 and 30 minutes, with up to 57 % taking 30 minutes or more⁷. This suggests that telephone interviews take almost as long as some face-to-face interviews. They can also be redundant, as the same questions are commonly asked again at later stages in the hiring process. Simply put, using the phone can greatly lengthen the overall time to hire.

Since the majority of recruiters feel their greatest challenge is time, this is certainly a key area that they want to change. According to Recruiter, video interviewing is already being used by 63 % of businesses⁸. Currently the majority of these are live video interviews, and because live interviews involve real-time conversations, they frequently take as long as phone interviews. Moreover, the live technology used was cited as being somewhat unreliable and as time consuming as a result. This was the main reason that many reserve live video only for overseas or gap-year candidates.

19 % per cent of graduate recruiters are already using (or currently implementing) captured videos in their process. They've found it reliable, more time efficient and it allows them to attract more qualified, best fit candidates to their face-to-face assessment centres, where many of the hiring decisions get made.

Captured video interviewing platforms offer an **overwhelmingly positive experience** for both recruiters and candidates, and it's experiencing a period of rapid growth. This technology was rarely used in the UK three years ago, but as of last year it had been adopted by over 13 % of companies with a graduate recruitment programme.

This sharp rise in such a short time highlights two key considerations: firstly, that the technology has reached a high level of sophistication and usability. Secondly, that companies are on the prowl for innovative technologies with proven track records in terms of making a hiring process more efficient.

Today, raising awareness about the benefits of captured video interviewing is an ongoing process as it's a young and growing market. 44 % of the recruiters we interviewed had not heard of captured video interviewing. The lack of contact or experience with this type of technology helps to explain the 19 % of respondents that said they wouldn't use video interviewing in their recruitment strategies.

But of those interviewed, a massive 81 % said they would consider using captured video interviewing within their process. This shows that the majority of businesses are ready to embrace this technology, which could also be linked to the rise in those using social media in their recruitment process. Over 93 % of companies report that they either already use, or plan to incorporate social media into their graduate schemes this year⁹.

⁷ <http://www.kent.ac.uk/careers/ivphone.htm>

⁸ <https://www.recruiter.com/recruitment-technology-trends-2014.pdf>

⁹ https://www.jobvite.com/wp-content/uploads/2014/10/Jobvite_SocialRecruiting_Survey2014.pdf

Whether it's saving recruiters time while simultaneously improving the quality of the initial screening stages, or improving the candidate experience by removing any undue friction from the application process and shortening the time to hire, LaunchPad can make a real, measurable difference in your recruitment process.

*To learn **more** about how LaunchPad's innovative technologies can improve your graduate recruitment scheme, **request a demo today!***

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