ENHANCING THE CANDIDATE EXPERIENCE THROUGH TECHNOLOGY

An overview of HR systems, tools and platforms

NAS Insights

HR tools and technologies have generated a large and complex industry, with more than 12 categories of functionality that pump more than $9 billion of total product revenue into the market each year. Today, we have HR technologies that range from HR Management Systems (HRIS) and Applicant Tracking Systems (ATS) to plug-ins, stand-alone software and everything in between.

So, with all of these options, how do you choose the HR tech tools that are right for your organization? Like many companies, you might have a toolbox with various components, as well as questions on what can be expanded, what can be integrated into existing technologies and what is missing to help attract and move individuals through your candidate experience.

Best-in-class companies are

21%

more likely than other companies to **prioritize updating their recruitment technology**.

Source: Aberdeen

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There truly isn't a "one-size-fits-all technology" that solves for an organization's total Talent Acquisition (upstream) and HRIS/ERP (downstream) needs. And, just as your TA Strategy must align to your organization's business strategy, so too should your HR technology toolbox. That means your technology solutions need to be adaptable. They should:

- Integrate seamlessly with one another

- Be agile and flexible as the market and business evolves

- Have the ability to be exchanged in and out of your technology mix or toolbox to avoid duplication

- Optimize the jobseeker and recruiter experience to make it seamless for the end-user

The purpose of this paper is to look at the various categories or functional types of Talent Acquisition technology tools that you should consider in order to create an ideal candidate and recruiter experience. We will discuss the following: the ATS, Job Distribution, Talent Networks, CRMs, Alumni Networks, Employee Referral Platforms and Onboarding. In addition, we will address how to leverage mobile, social and video throughout those processes.

Just as your **TA Strategy** must **align** to your organization's **business strategy**, so too should your **HR technology toolbox**.

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Applicant Tracking Systems (ATS)

When the ATS came on the scene in 1998, its primary purpose was to automate the storing and processing of resumes and applications, helping employers to quickly match job applicants to open positions. Today, the typical ATS offers much more than that. This revolutionary piece of recruiting technology has evolved from a stand-alone document processing product to a core part of the recruiting ecosystem. Today's ATS technology serves as the center for other recruiting tools, such as recruitment marketing platforms, job distribution tools, background checks, onboarding and more.

While many of the core features remain the same, innovation is still occurring as ATS vendors build analytics, mobile tools, time and labor management, and even employee engagement monitoring and management tools into their suites. Many innovative recruiting technologies already revolve around mobile application and have shifted to software as a service (SAAS) in a cloud delivery model.

Unfortunately, while the ATS has made life easier for recruiters by helping them manage application workflow and reporting, the process of applying for jobs through an ATS can be a frustrating experience for candidates. Jobseekers describe today's online application process as stressful, complicated and painful. In fact, according to a recent survey by Jibe, many would rather stand in line at the DMV, go skydiving or speak in front of 100 strangers than go through the time-consuming process of applying for a job. This high level of frustration can really tarnish your candidate experience.

60% of jobseekers **leave career sites** without even filling out an application.

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Applicant Tracking Systems (ATS) *(continued)*

Given the reliance of many organizations on that ATS, consider how job searches are conducted in China, where the user experience is all about speed and there is a "three seconds rule." It might surprise you to learn that Chinese jobseekers apply for jobs without ever linking back to a unique ATS-hosted application page! Why? Because they feel it's too time-consuming, especially since the norm is to apply to multiple jobs on a job board all at once with a pre-submitted profile. It only takes a few seconds for a jobseeker to click "APPLY TO ALL" to apply to multiple job postings. ATS systems are so insignificant in China that only six percent of employers utilize them.

Meanwhile, many jobseekers in America are finding ways to skip the antiquated ATS experience altogether. Instead, you'll find that they are networking with friends and colleagues, relying on employee referrals, joining talent networks and contacting recruiters directly via LinkedIn to get their foot in the door and get noticed.

In all fairness, most ATS platforms started out focusing primarily on the recruiter experience and the integration with HRIS platforms and less about the jobseeker experience. However, in the past eight years, the ATS industry has begun to shift and move with a staggering number of mergers and acquisitions.

The industry is already in the process of trying to address these jobseeker frustrations, and large software vendors within HR have jumped in on the opportunity to acquire smaller stand-alone tools (recruitment, performance management, learning management). They have been expanding their talent management solutions and recruiting offerings to more integrated "suites."

Many jobseekers are **networking** with friends and colleagues, relying on **employee referrals**, joining **talent networks** and **contacting recruiters directly.**

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Applicant Tracking Systems (ATS) *(continued)*

Several consolidations have been made over the past eight years (IBM acquired Kenexa; Oracle acquired Taleo; SelectMinds expanded its recruiting offerings; Silkroad acquired a variety of companies and built out an entire suite). Over that eight year period, the entire HR software industry has grown by leaps and bounds, with a total of $9 billion of total product revenues in the market EACH year, according to Josh Bersin, Principal and Founder, Bersin by Deloitte.

While some industry pundits talk about moving away from ATS systems altogether and replacing them with CRM platforms, other companies are choosing to tailor their technology solutions to their own particular recruiting priorities.

Realigning your technology to the demands and expectations of today's jobseekers is, now more than ever, critical to hiring success. And with one billion job searches performed each month, it's easy to see that if you really want to be a leader in attracting talent, you have to go mobile. Modernized ATS software not only allows companies to integrate mobile, but also to manage the entire recruiting process, monitor ad campaigns and thus create a much improved candidate experience.

Realigning your **technology** to the demands and expectations of **today's jobseekers** is **critical** to **hiring success**.

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Job Distribution Tools

According to recent research from the Talent Board, 92.3 percent of employers use job boards in some form to promote employer brand and communicate job opportunities. Job distribution tools have played an important role for recruiters as they try to market and manage their job postings. Having the ability to quickly post your job openings to multiple job boards with just a few clicks certainly simplifies the posting process and saves time, allowing recruiters to cast a wide net and track performance.

Companies such as eQuest, Broadbean, DataFrenzy and FirstAdvantage are vendors that have been on the scene for many years. eQuest, for example, not only offers job distribution to all job boards globally, but it also has services that include compliance and job board effectiveness tracking.

Unfortunately, relying on job distribution tools takes the strategy out of your recruiting plans. Instead of strategically thinking through posting decisions, it has become very convenient for recruiters to just check boxes and hope that great candidates apply. In order to make smarter choices, it's really your own decision-making that should drive where your recruiting dollars are going.

Just as all technologies continue to evolve, job distributors have added functionality that helps administrators and recruiters make smarter choices when posting jobs. For instance, eQuest notifies users what time, day and sites are better suited to the job they are posting, helping companies better manage their inventory and reach candidates when they are searching for opportunities.

92.3%

of employers

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job opportunities.

Source: Talent Board

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Talent Networks and CRMs

While applicant tracking systems are designed to capture active jobseekers and streamline the apply process for recruiters, the addition of talent networks to an organization's recruiting technology mix is designed to capture passive audiences, build relationships and keep future candidates engaged with your organization.

Talent Networks vs. Talent Communities: What's the Difference?

It's easy to confuse the difference between talent networks and talent communities, since many speak about them as if they are one and the same. They both have the same goal of building a pipeline of talent for the future. However, talent networks and communities are very different. Talent communities usually work as an open group of members built around a common or shared interest. Candidates can engage in discussions with not only the employer, but also other candidates in an open dialogue.

With a talent network, candidates are able to opt-in to your database, allowing organizations to build their talent pipelines for specific job openings in the future. A talent network is mostly a one-way communication tool that allows organizations to target content to specific individuals, usually in the form of job alerts and communications from the organization about events and other relevant information.

According to Josh Bersin, companies are making the transition from a model of "candidate relationship management to a model of building a talent network from which to recruit." They aren't just using talent networks to post jobs. They are also using them to attract people who are fans, candidates, employees, alumni and even current customers.

89.8%

of **Talent Network sign-ups did not apply for a job**

when they joined.

Source: NAS ACTIVATE

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Talent Networks and CRMs *(continued)*

AT&T's talent network is an example of how an organization can engage with potential candidates. Not only does it collect contact information and invite jobseekers to apply for job alerts, it also practices employer brand engagement by providing relevant content such as a newsletter, video, stories and even chances to win prizes. You can check out AT&T's talent network here: http://att.jobs/talent-network

To help capture data on candidates, many organizations have been leveraging their talent community in tandem with their CRMs (Candidate Relationship Management), or their CRM has a Talent Community or Network as part of the offering. As technology has evolved, many CRMs now have the ability to create talent profiles, conduct advanced searches and customize email campaigns and templates. Talent networks can be automated with your recruitment technology.

In addition, recruitment marketing platforms such as NAS ACTIVATE have incorporated a talent network marketing module to facilitate branded and targeted communications that go beyond just the standard job alerts.

There's some very good evidence that supports investing in a talent network as part of your recruiting strategy. First, 80 percent of candidates report being receptive to joining a talent network, according to a CareerBuilder study. This includes both active and passive candidates. Second, 70 percent of those who are receptive said that they were willing to submit a resume for an actual job at some point during their search. Third, not only are candidates more likely to respond to talent network emails, the CareerBuilder study also indicated that talent network emails get three times the average open rate and 10 times the click-through rate compared to other recruiting emails.

80%

of candidates report being receptive to joining a **talent network.**

Source: Career Builder

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Talent Networks and CRMs *(continued)*

Some companies require jobseekers to "sign up" for their Talent Network by requiring detailed information. This is not a best practice for talent or for your recruiters. Requiring talent to sign up will cause significant drop off for passive talent that wishes to engage on its own terms, and worse, the people who do sign up are often duplicates and/or talent that is not a good fit for your organization. That leaves you with a huge database of talent that's not right for your organization and becomes a nightmare for your company to maintain.

Rule of thumb: if you have a talent network or talent community, you must be willing to engage in an ongoing dialogue. Share information about your organization. Invite them to events and encourage them to apply for jobs when an appropriate job that meets their skills and expertise is available at your organization. If you cannot leverage a talent community or network well, then it's best to not have yet another "big black hole," as many jobseekers believe ATS' have become.

You must be willing to engage in an ongoing dialogue.

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Corporate Alumni Networks

Keeping in touch with departed employees is another way to enhance your talent pipeline. A corporate alumni network helps organizations maintain relationships with departed employees. In fact, a corporate alumni network is almost a must-have recruiting tool for maintaining the modern day employer-employee relationship.

According to Forrester Research, members of the millennial generation will hold between 12 to 15 jobs during their lifetime. With that kind of turnover expected from what is now the largest generation in our workforce, it's so important to keep in touch with former employees. "Boomerangs" are valuable when they return to your company with diverse experience and perhaps a little insider knowledge. And, even if they don't return to work for your organization, an alumni network can act as brand ambassadors, a source of employee referrals, business intelligence and even new business.

Communicating with former employees via an online portal allows organizations to keep in touch. It should also offer current job openings. Nurturing the relationship with former employees, while automating the process, allows organizations to segment and personalize this mutually beneficial networking experience.

A **Corporate Alumni Network** is a great **tool** for maintaining the **employer-employee relationship**.

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Employee Referral Platforms

Speaking of mutually beneficial relationships, most employers would agree that there's really no better way to recruit quality candidates than through employee referrals. Numerous studies confirm employee referrals are the number one source for quality hires, outperforming all others. They can save time and money, increase retention and are shown to produce better workers. According to a Talent Board survey, 60 percent of employers use an employee referral system for candidate attraction.

But getting employees to participate and refer people is one of the biggest challenges for any ERP. Too many ERPs get launched only to then get ignored, causing participation to drop off. If referred connections are being ignored or not well taken care of, it can create a negative impression of your organization and your employee culture. As a result, frustration sets in and engagement drops off. While monetary referral bonuses can work as great incentives, sometimes they're not enough to keep your program alive and fruitful. And it's not enough to place posters on the break room wall.

One of the best ways to increase employee engagement in your program is to optimize it with an automated ERP platform that facilitates the connection between your employees, their referrals and your recruiting team. An ERP platform that integrates well with your ATS or other recruiting tools can simplify the process, making it easier for employees to refer and your recruiting team to maintain.

Employee referrals are the **#1 source** for **quality hires**.

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Employee Referral Platforms *(continued)*

Not only do ERP platforms make the process easier, but they also allow you to expand your connections by integrating social networks into your referral strategy. When you connect your referral program to employees' social and professional networks, such as Facebook, LinkedIn and Twitter, technology allows you to promote your jobs over a variety of networks, drive them to your corporate career site and even capture candidates into your talent network. More importantly, integrating social with your referrals will allow for the tracking and reporting of your social sourcing efforts. Some ERP platforms also have the ability automate the scheduling of broadcasts about job openings and match skills with open requisitions.

With so many people now engaged in social technology on a daily basis, tapping into your employee social and professional networks can dramatically increase the ROI of your referral programs capabilities. Your company can allow employees to connect with people on social networks to share job postings and company information. Since implementing social recruiting, 30 percent of employers said they saw an improvement in employee referrals, according to a recent Jobvite survey. And, according to LinkedIn, social professional networks are the fastest growing source of quality hires globally, increasing 73% over the past four years.

Other popular ways to enhance your program include the use of gamification and mobile functionality. Gamification is basically taking elements of game playing and incorporating them as a technique to encourage engagement in your employee referral process. Companies can award points for their referrals and encourage competition between employees.

Social professional networks are the fastest growing source of **quality hires** globally.

Source: LInkedIn

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Employee Referral Platforms *(continued)*

Providing a branded experience for your internal employees is as important as providing one for external candidates. Just as you strive to give people outside your organization a great candidate experience, you should also be doing the same internally. If your internal processes and platforms are clunky and old, your internal employees might feel less compelled to be brand ambassadors and refer friends and other outsiders.

Vendors that offer employee referral functionality as part of their ATS systems include iCIMS Inc., Kenexa Corp. and Taleo. There are also stand-alone software vendors such as Jobvite, Inc., RolePoint, Zalp and Zao, which offer tools that include social referral features.

Whether you decide to use the existing reporting and tracking functionality of your ATS or a third-party referral solution, automating your employee referral program is likely to increase success by leaps and bounds.

Providing a **branded experience** for your **internal employees** is **as important** as providing one for external candidates.

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Social Media

Most employers know that to succeed in our technology-driven environment, their recruiting efforts will need to expose their brand and engage jobseekers across multiple platforms. One of the best ways to do this is through social recruiting. Plugging social media into your recruiting mix is a great way to expose your organization to large pools of qualified candidates.

Social media was once thought of as a passing trend, especially when it came to recruiting. However, that's not the case anymore. Did you know that, according to a recent Business Insider report, Americans spend more time on social media than any other major Internet activity? It's easy to see how that might be true when you check out the statistics below:

• Facebook has 1.49 billion monthly users

• Facebook has 1.31 billion mobile monthly active users

• Linkedin has 380 million users

• 50% of LinkedIn visitors access it via mobile

• Twitter has 316 million monthly active users

• Twitter has 250 million mobile monthly users

This amazing adoption of social channels has changed the way that people connect with each other. And it has forced companies to rethink how they find and connect with jobseekers.

In the early days of social recruiting, recruiters used social media to merely post their jobs. Twitter, for example, was just a place to tell followers what you were doing that moment. Today, Twitter, along with Facebook and LinkedIn, is a place where employers not only post jobs, but also share their thought leadership and promote their talent brand.

93%

of **recruiting professionals** surveyed use or plan to use **social media** as part of their **recruiting strategy**.

Source: Jobvite

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Social Media *(continued)*

Employers need to be where their talent community exists so that they can deepen their connections with both active and passive candidates and stay ahead of the competition. Since recruiting is really all about building relationships, social media seems to fit right in. It naturally makes talent more accessible than ever.

The bottom line is that to be competitive, employers need to maintain an active presence on LinkedIn, Facebook, Twitter and other social channels. By doing so, they can increase transparency in the application process, provide links and drive traffic to their career site, and build their brand with videos that highlight culture and "day-in-the-life" moments. Many Fortune 500 companies even maintain social media accounts dedicated solely to recruiting. Having a willingness to explore and expand your presence on other social platforms such as Google+ and Pinterest is also beneficial.

Recruiting is really all about **building relationships**; **social media** seems to fit right in.

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Mobile

With the growth and widespread adoption of social networks, the importance of delivering a mobile-optimized candidate experience has never been more important. A recent study by global talent consulting firm Lee Hecht Harrison revealed that 90 percent of jobseekers use mobile devices for their job search.

The increased use of mobile technology has changed the way jobseekers find jobs and employers find candidates. Jobseekers EXPECT companies to offer a mobile-friendly candidate experience. Mobile allows jobseekers to hunt for jobs anywhere, at any time. And while they are at it, they perform multiple job search behaviors, such as visit a company career site, search a job board, connect directly via social networks and, of course, apply for jobs.

Some organizations have not launched a mobile platform because they feel their application process is too cumbersome for a mobile user. However, there are alternatives. A mobile platform with a search feature and optimized jobs creates an easy experience for jobseekers. Then, provide a communication and email to the jobseeker with a link to the job they selected so that they can complete the application from a desktop.

To be competitive, employers also need to be sure their career sites are also mobile optimized. Why? Because when Google's mobile-friendly update launched in late April of 2015, it affected ALL of Google's "organic" mobile search results. This means that pages that are optimized and mobile-friendly will appear at the top of search results. Pages that are not mobile-optimized could fall lower in Google's search results. In other words, Google wants to send jobseekers to job-related content that is mobile-friendly, thus providing a better candidate experience.

90%

of jobseekers use their

mobile device

to **search for jobs**.

Source: Lee Hecht Harrison

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Mobile *(continued)*

There are several vendors in the market that offer mobile platforms, including NAS ACTIVATE, iMomentus and Jibe, as well as other recruitment marketing platform providers such as SmashFly and iCIMS. Does your ATS vendor offer mobile recruiting technology?

Many employers already know that having a mobile-optimized company career site is a key component of a true comprehensive recruiting strategy. But if you still have doubts about using mobile recruiting, consider these points about the current workforce and mobile usage:

- In 2014, the millennial labor force surpassed that of baby boomers.

- In the first quarter of 2015, the number of millennials in the workforce surpassed the number of generation X workers.

- According to Pew Research Center, more than one in three American workers are millennials.

- In a recent survey by Experian Marketing Services, adult millennials spend 14.5 hours a week using their smartphone to text, talk and utilize social media.

- Americans spend 60 percent of their "digital media time" using their smartphones and tablets, surpassing desktop usage, according to a recent report by comScore.

Mobile has quickly become the dominate way that people communicate. To find out what your website looks like on a mobile device, click the following link:
http://info.nasrecruitment.com/learning-center/mobile-test

Adult millennials spend **14.5 hours a week** using their **smartphone** to **text, talk** and utilize **social media**.

Source: Experian Marketing Services

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Video: Branding and Interviewing

Another amazing statistic to consider is that just under 200 million Americans watch online videos on their desktop every day. On average, that means they are watching more than 10 videos a day, according to comScore's 2015 Digital Future in Focus report.

Mobile phones also carry a huge share of video traffic and are responsible for an increasing portion of total digital video views, according to eMarketer. Take YouTube, for example. People watch hundreds of millions of hours and generate billions of views on YouTube every day. According to YouTube, more than half of these views are on mobile device.

Video is powerful because it is so portable and has the ability to reach large audiences. Recruiters have begun to look at the benefits of this technology and are making it a mainstay of their recruiting process. HR organizations use videos to help convey culture, job fit and testimonials, as well as for powerful screening and interviewing to help improve their cost- and time-to-hire.

Video can also help employers tell stories and spice up their branding efforts. Many companies are already doing this by placing recruiting videos on their career sites to showcase company culture and values, as well as employee testimonials, to connect candidates with what it's like to work there. Video content can then be shared on social sites and YouTube and viewed from anywhere. According to Aberdeen, best-in-class companies are 75 percent more likely to use video tools for employer branding as compared to all others.

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Video: Branding and Interviewing *(continued)*

Typical content in recruitment videos can include:

- Footage of team members from a particular department or position
- Genuine testimonials from employees
- A walk-through of your office environment
- Shots of your workers participating in a special event (fundraiser, picnic)

Video interviewing makes it much easier for recruiters to identify, interview and hire top talent faster and more efficiently. And it plays a vital role in an increasingly virtual and global work environment. Video interviewing allows employers to not only be more flexible in the hiring process by allowing candidates to interview at their convenience and from afar, but it also increases the speed of hiring and cuts back on travel costs associated with face-to-face interviews.

According to a report by Aberdeen, companies that use video interview tools are 2.7 times more likely to improve their cost per hire, compared to companies without them. And they improved their time to hire by 60 percent. Vendors offering video interviewing platforms include HireVue, Montage, VidCruiter and SparkHire.

Video interviewing makes it much easier for recruiters to identify, interview and hire **top talent** faster and **more efficiently**.

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Recruitment Marketing Platforms

Managing all of the tools needed to drive a successful recruitment marketing campaign can be quite a daunting task for talent acquisition professionals, especially when dealing with multiple vendors and incompatible systems. That's why many organizations have turned to recruitment marketing platforms (RMP). They have become a critical component to many successful recruiting initiatives and have built momentum over the past several years.

Their primary purpose is to integrate with your ATS and broadcast your organization's jobs to search engines, in order to increase visibility. They also have geo-search capability for companies offering jobs nationally or globally, and include mobile platform, talent network/CRM, social share and refer-a-friend functionality, as well as metrics reporting and more.

Not only do RMPs provide efficiency for recruiters, they also increase visibility of your jobs, streamline the experience so jobseekers can quickly find jobs and provide a much better overall candidate experience. The traditional ATS can't attract the best candidates for two reasons. One, the application process is too cumbersome and many candidates drop off, never making it into the system. Two, many ATS systems block search engines from indexing job content.

As a result, jobseekers are being coached on how to "crack" the ATS with sophisticated and clunky search strings like the following: site: bullhornreach.com/job intitle:"java developer" AND California. Why does this matter? It matters because 85 percent of jobseekers say they use search engines like Google or Bing when researching jobs.

Every month,

7 billion

job-related

searches

are performed

online.

Source: DirectEmployers

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Recruitment Marketing Platforms *(continued)*

Benefits of Recruitment Marketing Platforms:

• They save time and money by eliminating manual tasks and multiple vendors.

• They allow recruiters to see the results of all their recruiting initiatives in one place/dashboard.

• They improve your candidate experience, both externally and internally.

Some vendors who were early to the market included companies such as NAS ACTIVATE, SEO4Jobs, Opti Jobs, Jobs2Web (now SuccessFactors, no longer a stand-alone), Findly and TalentBrew. Newcomers to the market include companies such as Jibe, Jobvite, SmartRecruiter and Recruitics. Even major ATS vendors such as iCIMS have come on the scene to offer similar products. In the quest to diversify systems integration, the market will continue to mature and more vendors will surface.

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Analytics

If your current ATS is not sophisticated enough to provide analytics, or if you don't utilize a recruitment marketing platform, you will not have a great chance of gaining competitive advantage, especially when it comes to hiring hard-to-find talent. While an older ATS or CRM can contain many valuable data points, this spreadsheet data is meaningless unless you can turn it into an actionable plan.

Recruiting analytics have evolved beyond the traditional cost-per-hire and time-to-fill metrics. Through link tracking built into recruiting software, analytics open your eyes to where your candidates are coming from. Did they land on your career site after visiting a job board or social network site? Which job boards are they using the most? Which sites aren't working? Are your career site visitors mostly local candidates or do they reside in a neighboring state?

2014 survey data reported by Oracle and Econsultancy shows the biggest challenges that brands face in implementing integrated marketing strategies are a lack of intelligence and an understanding of the candidate's journey. What is an integrated marketing strategy? It is the application of consistent brand messaging across both traditional and non-traditional marketing channels.

The more sources or channels you have, the more reports you have from those individual sources, each providing just a glimpse into the impressions and click activity of your campaigns. Individual reports from these sources tend be very subjective and virtually never contain the same comparable data as your other sources. That makes it extremely difficult to compare your different sources and discern which ones have a high or acceptable ROI, and which sources are under-performing.

Analytics open your eyes to where your candidates are coming from.

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Analytics *(continued)*

Plus, it's extremely difficult to marry the source information to your internal hire data. And isn't that the true test of how well a source is working? Not how much traffic or how many applications a source provided, but how many hires came from that particular source.

Most ATS systems have "self-selection" functionality to determine what the source of hire was. It's been reported that 80% of candidates select the wrong source when asked to do so. You can't make buying decisions on data that is 80% inaccurate! If you try to place any tracking into these different sources, you will find that it often is automatically removed during the posting of media or jobs.

What you want to see is how many candidates enter your ATS, where they came from, how many page views you got, how many conversions (meaning how many actually completed an application) and how many hires you made. When you know all of the data, you can analyze effectively, validate the source performances, adjust your strategy and spend accordingly.

Most importantly, you need the expertise of a third-party partner to help you level the playing field, make sure the tracking is set up and working accurately, and provide truly unbiased insights and recommendations based on your data.

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Onboarding

Have you ever taken a good a look at your onboarding process? Many organizations are starting to think more proactively about the way they welcome new hires and adopting a new model. However, they have a lot of catching up to do. According to a recent Aberdeen report, just 32 percent of companies say they currently have an onboarding process in place. If your organization still utilizes paper forms or has a more casual way of tracking employee progress, it is time to take a more up-to-date approach to your process.

It is a startling statistic to hear that 65 percent of people look at new jobs again within 91 days of being hired, according to a recent Indeed survey. So, when it comes to the onboarding stage of your hiring process, you'll want to make sure you have the right automating technology to help employees adapt to their new workplace, set expectations and get them engaged. Below are some benefits of integrating an onboarding portal into your hiring process.

With an onboarding portal you can:

- Offer forms (tax and benefits) electronically instead of on paper
- Offer learning videos and training schedules
- Survey the work experience of your new hires
- Make content available to an organization with a geographically dispersed workforce
- Connect remote hires to their colleagues
- Provide transparency when it comes to your company's core values and mission

Just

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Source: Aberdeen

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Hiring Success Management Tools

Frustrated talent acquisition professionals are looking for ways to bring all of their solutions together into one platform. As recruiting technologies and solutions continue to evolve, the concept of Hiring Success Management (HSM) tools has surfaced.

Some organizations are considering moving away from using the ATS altogether and toward these end-to-end product solutions. According to a report from Aberdeen, businesses that employ an end-to-end talent acquisition solution improved their time-to-hire by three times, compared to those that don't.

The idea of HSM is all about getting your recruiting technologies to talk to each other by pulling everything into one system. With HSM, organizations can eliminate the manual tasks of cutting and pasting information into tracking systems. They don't have to review resumes from job databases or sift through social profiles, leaving recruiters more time for high-touch recruiting activities.

HSM works for forward-thinking companies that are focused on and dedicated to automation, machine learning and data science, and wish for an end-to-end platform experience. A few vendors that are currently working in this area are Workday, Gild and TalentCircles.

Businesses that employ an end-to-end talent acquisition solution **improved their time-to-hire** by **3x.**

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Conclusions

- Making the move to update your recruiting process with modern HR technology is key to optimizing the jobseeker and recruiter experience.

- Not only does technology provide a more seamless and efficient recruiting process, but it also meets the information needs and expectations of today's digital-savvy jobseekers.

- Technology tools can also increase engagement and retention among your employees, creating ambassadors for your employment brand.

Look for recruiting technology that fits the needs or your organization. Can it be flexible in the ever-evolving talent acquisition industry? Can it be integrated with your current technology? What's right for one company may not be a good fit for another. The size of your organization and its particular talent acquisition needs will ultimately drive the decision regarding which technology tool enhancements are right for you.

Partnering with an organization that understands the candidate experience is also a good option. NAS Recruitment Innovation is a recognized leader in the space. We deliver integrated solutions to attract and engage talent, including our ACTIVATE candidate attraction platform, SEO/SEM strategies, career sites, media strategies and more. For more information, visit us online at: nasrecruitment.com.

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