Developing an Effective Recruitment Process

Pocket HRMS

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Recruitment is the process of identifying and attracting prospective eligible candidates for job positions within a company. It is a requirement for any organization to help it function smoothly. However, the tricky part is to make the whole recruitment process efficient and effective.

‘Recruitment’ initially emerged as a way to fill in the vacancies that were a result of men joining World War II.

Once the war was over, it became standard practice to hire staffing agencies to fill in the open positions in the companies and it did help the returning soldiers get back to their normal lives. During the next decade, the practice of ‘resume’ writing started and companies soon started finding the right candidates. However, it was very cumbersome to sift through hordes of resumes and shortlist the right ones. Eventually, with the advent of the digital age, hiring and recruitment became a staple of modern HR and efforts are being put into optimizing it with automation and artificial intelligence.

WHAT MAKES A RECRUITMENT PROCESS 'EFFECTIVE"?

The introduction of computers to the field of human resources was a turning point in the history of HR Management. The digital age altered the recruitment scenario drastically by introducing software such as Applicant Tracking Systems (ATS), applicant databases, etc.

Soon, efforts were put into developing software like Human Resources Management System (HRMS) which could merge all the different systems to make the HR processes more streamlined. Although this made the recruitment and related processes more efficient, its effectiveness was still aspirational for HR.

Technology surely helps, but it is the human factor, which makes the recruitment 'effective'

Making the recruitment process 'effective' is not something that can be fully automated. One needs to utilize a combination of skills and efforts to make the hiring process effective for the company. Technology surely helps, but it is the human factor, which makes the recruitment 'effective'. Read on to understand the simple yet effective strategies any HR can apply irrespective of the size of their company!

BENEFITS OF AN EFFECTIVE RECRUITMENT PROCESS

There are several benefits of an effective recruitment process compared to simply recruiting for the sake of it. Let us take a closer look at some of those:

MAKES HIRING COST-EFFECTIVE:

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ENSURES BETTER QUALITY CANDIDATES:

As mentioned above, effective recruitment strategies will help in hiring the best candidates. As effective hiring will also help in expediting the process, the engaged candidates will be more likely to choose your company.

INCREASES HR PRODUCTIVITY:

Effective hiring includes automating various tasks which help in reducing the HR workload. This gives HR more time to organize employee engagement activities or put more efforts into improving the HR department itself.

INCREASED PROFITS:

As mentioned above, effective hiring leads to better quality candidates. Th employees will be more passionate about their work and it translates to increa profits eventua

QUICKER POSITION FILLING:

An effective recruitment process also leads to quicker filling of vacant positions. This is achieved as the company would already have a good talent pool of prospective candidates along with the fact that HRs would be able to spread the word of vacant positions quickly

COMMON RECRUITMENT MYTHS DEBUNKED

AUTOMATION IS OPTIONAL

·Automation is never optional! Many companies refrain from using automation tools due to either believing falsely that something might go awry or due to the higher initial costs associated with it. However, one needs to understand that modern automation solutions are foolproof and the returns far outweigh the initial investment.

EMPLOYEE REFERRAL IS NOT ALWAYS VIABLE

Employee referral is one of the easiest and simplest ways to gain valuable team members. Studies have shown that over $7500 can be saved per employee referral in productivity and sourcing costs by using employee referral.

EMPLOYER BRAND IS JUST MARKETING HYPE

If you believe that your customer would opt for your product or service due to your branding, you should invest in building your employer brand as the same philosophy applies here too. If you are not convinced, check out the major players in your field and you will be able to find a clear distinction between the customer-centric branding and employer-branding of the same company.

DEVELOPING AN EFFECTIVE RECRUITMENT PROCESS

DEVELOP STRAIGHT FORWARD, YET ATTRACTIVE JDS

PROVIDE PRECISE DETAILS:

As the employee will be dedicating their time and efforts to being a part of your company, providing even the minute details is of utmost importance.

HAVE CLEAR JOB DESCRIPTIONS

Having a clear job designation and description would help the applicant understand whether this is the exact position they are looking for.

PROMOTE YOUR COMPANY

Make the candidates interested in your company by showcasing your company achievements as well as precisely describing company growth targets.

USE INCLUSIVE LANGUAGES

As much as using clear words are important in sending out the right message, so is the usage of inclusive language, especially nowadays with increasing DEI awareness.

USE THE RELEVANT SOURCING METHODS

➡ ACTIVELY USE SOCIAL MEDIA:

Social media has become a marketplace and with the number of active users on any major platform, any company can make use of this valuable resource to source candidates.

➡ DEVELOP EMPLOYEE REFERRAL PROGRAM:

Studies have time and again proved that referrals are the best way to find quality candidates. Hence, investing in a gamified referral program that incentivizes your employees is a great way to increase quality referrals.

➡ ATTEND NICHE EVENTS:

Attending niche events is another opportunity to be visible in front of prospective candidates who are interested in the same field of work that your company is involved in.

➡ INVEST IN SOURCING TOOLS:

Investing in any kind of sourcing tool will not only reduce the hassle associated with the monotonous sifting through huge talent pools but also help in reducing the time required for the same, thus making your HR more efficient.

CREATE TALENT POOLS

FIND OUT THE RISKIER ROLES

Every company has some specific designations where the employees do not work for a longer time. Hence, find out which ones follow this pattern in your company and concentrate on building a talent pool for those.

CHECK PAST WITH CANDIDATES

There might be candidates whom you rejected in the past for whatever reasons. However, keep an eye on them as they were interested in working in your company in the past and they might still be.

CHECK ON PASSIVE CANDIDATES

You will be able to use the help of social media in attracting passive candidates to ensure that they remain interested in your company. Other aforementioned ways such as attending events and expanding your network will also help in gaining the attention of these candidates.

ENGAGE ALL THE CANDIDATES

Once you have the attention of the candidates, it is your responsibility as HR to keep those candidates engaged by sending out newsletters, inviting them to follow your company's social media, etc. until you have an opening fit for them.

IMPROVE THE EFFICIENCY OF HIRING

ORGANIZE & TRACK THE PROCESS

Your day-to-day processes can be organized into repetitive tasks as well as one-time tasks. You can also sort them as per priority. This also helps in making the progress easier to track and have an overall view of your activities whenever you want.

START USING EMAIL TEMPLATES

Utilize the power of the internet to find relevant email templates as many websites provide HR templates for free. These templates can be modified slightly and used in your emails thus saving your valuable time

INVEST IN ATS

It is a good idea to invest in an 'Applicant Tracking System' as it will automate most of your recruitment-related functions. Apart from the normal functions such as sorting candidates, modern ATS utilizes the power of predictive analysis and artificial intelligence to parse through resumes and predict which candidates will stay longer if selected.

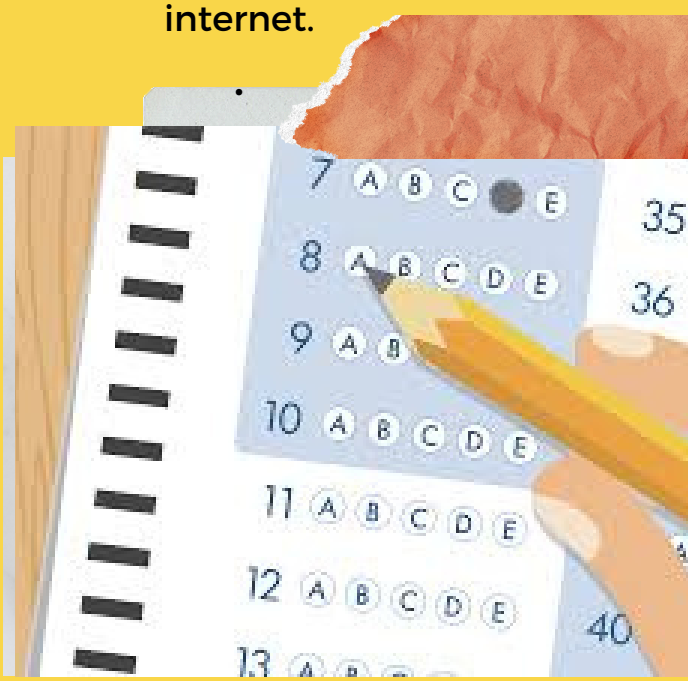
EVALUATE THE APPLICANTS

ORGANIZE & TRACK THE PROCESS

While evaluating the candidates' assignments, portfolio, etc., one should ensure that they display their proficiency for the role that they applied for and whether the solutions are creatively thought out or taken directly from the internet.

MAKE USE OF STANDARDIZED QUIZZES

Making the applicant take standardized tests helps you understand their psyche better as it helps you understand their personality better. It will help you in knowing their emotional intelligence, cognitive abilities, etc.



USE SOCIAL MEDIA

With the rise in popularity of the internet, social media is a place to get an overview of any individual. Hence, one can leverage its power to understand the candidate better and evaluate them based on their profile, shares, and comments.

CONCLUSION

In conclusion, developing an effective recruitment process takes time and effort. However, if done correctly, you will find candidates queuing to work with you. This kind of engagement proves profitable as well as efficient in the long term. By following the methods mentioned above, you will not only be able to make your recruitment process more effective but also ensure that the employed personnel stay longer with you and promote your company actively.