

3 COMMUNICATION HACKS

To Speed Up Your Recruitment Process



Hack #1: Incorporate text messaging into your candidate communication.

Increased competition between employers means that a delay in communication can make or break your search for the best talent.

Using text messages increases communication by 10 with a 98% read rate and up to 40% response rate.



Text messaging best practices

When sending text messages in a B2B scenario, you want to be engaging, casual, and friendly. You want to excite your contacts, maintain professionalism, and pack in a whole lot of information – in just 140 characters.

As a best practice, provide details about job opportunities or interviews with specific times to follow up more substantively.

Here are some examples of how to communicate with candidates via text message:

Hey Adam, we haven't heard from you in a while. Still interesting in nursing positions? If not, we'll take you off of our list.

Hi, do you have 20 mins Thursday or Friday at 2 or 3PM for a quick call?

Hey Lydia, it's Erich From TextUs. We have a role that's right up your alley. Shoot me a text back if you're interested.

ABC Inc is excited to meet you again. They're holding half hour interviews next Thursday & Friday from 1-5PM. When's best for you?

Hack #2: Automate your candidate communication.

Keeping candidates informed throughout the recruitment process is great for your Employer Brand.

Adopting recruitment technology, such as Scout Talent :Recruit, opens up a world of possibilities when it comes to automating your communication with applicants. Whether you want to inform a candidate that their application has been received, that they've progressed to the next stage of the process or they haven't gotten the job, writing emails takes time. Spending time automating your most common emails, will save your team significant time in the long run.

Implementing recruitment software can save up to **10 hours** per recruitment campaign.



Here is some simple advice on how automation can save your team valuable time when communicating with candidates.

Create templates for your most common emails

There are several types of emails that recruiters send daily: you're progressing to the next stage, you're invited for interview, you didn't get the job. Invest a little time perfecting these emails and set them up as templates that can be sent automatically. This is your chance to perfect exactly what you want to say, and how you want to represent the organisation.

Automated emails don't need to feel automated

Making job applicants feel valued is great for your Employer Brand. That's why you don't want your automated email to feel too robotic. Utilize your recruitment tech to make the email seem as personalized as possible by pulling candidate data into the body of the email.

Include extra content to keep your applicants hooked

Someone who has applied to your organisation will be eager to learn more about their potential new employer. Consider including blog posts, case studies or organisational updates in your automated emails to keep the candidates engaged and to get them excited about their (potential) new job.

"I can't imagine trying to recruit as much as I do, while having to manually keep applicants updated via email. Thankfully, :Recruit automates that."

Colleen O'Leary
Talent Engagement Team Leader
at Scout Talent



Hack #3: Do video interviews – and record them!

If there's one thing that is likely to slow down your hiring process, it's interviews.

Once you've identified a shortlist of candidates that you think might be a good fit, then it's time to schedule interviews. Scheduling interviews is an area that can cause significant delays, and as a result, can lead to organisations losing their top shortlisted candidates.

With the increased popularity of hybrid and remote work models, it's become second nature for professionals to use video-call software in their day-to-day life. However, the increased use of video calling, and in turn video interviewing, was initially met with concern from recruitment professionals. Recruiters worried that they wouldn't be able to get a good sense of who they were interviewing when doing so online.

However, it didn't take long for recruiters to realize that video interviewing is in fact very beneficial when it comes to keeping time-to-hire as low as possible. In fact, recruiters soon discovered the benefits of recording their video interviews.



Here are the ways which recording your video interviews can speed up your recruitment processes:

Busy calendars no longer slow you down

Scheduling interviews around a candidate's busy schedule can be frustrating. What's even more frustrating is scheduling your internal team to sit in on interviews. Senior leaders' calendars can fill up fast, and sometimes finding an open slot can slow your recruitment down by days, even weeks.

Ask your leadership team if they're happy to approve a candidate's progression through the hiring process by reviewing a recorded interview. This is much more likely to be approved than if a candidate was interviewed over the phone.

No need for round after round of interviews

Several rounds of interviews can be draining for a candidate, and may even lead to them giving up on the recruitment process.

Often, teams arrange a final 'meet the team' interview for a candidate who is in the later stages of the recruitment process. Having a candidate's interviews recorded can eliminate the need for this final step.

Allowing the team access to the interview recordings will allow team members to get an idea of a candidate's personality and cultural fit, without a time-consuming extra step in your recruitment process.

ABOUT THE AUTHORS

SCOUT TALENT

SEE PEOPLE FIRST

Scout Talent offers recruitment services & software to in-house recruitment & HR teams. Founded in Australia 13 years ago, Scout Talent now operates in Canada, the US, the Philippines, Australia & New Zealand.

Scout Talent :Recruit is a recruitment CRM built for recruiters by recruiters. :Recruit allows you to post to multiple job boards at once, easily rate & rank candidates, schedule & conduct video interviews, automate communication and send & receive onboarding documents.

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TextUs is the leading business-class text messaging software built specifically for inside sales, recruiting and customer service teams.

TextUs allows users to engage in real-time conversations with customers, leads, employees and candidates. Increase communication by 10x with a 98% read rate and up to 40% response rates.

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