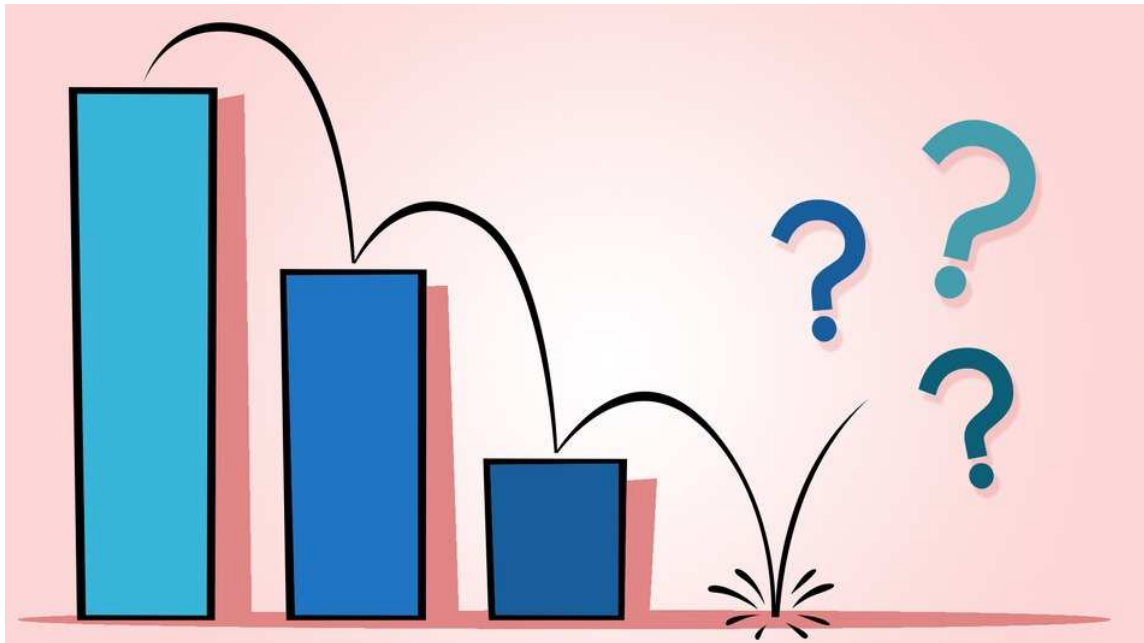


REDUCING CANDIDATE DROP OFF RATES

Whether a large business or SME, it's likely that you are all be facing the similar issues with recruitment right now, including high candidate drop off rates.



At Aspire we believe that the application process shouldn't be an onerous test for the candidate, it should be a smooth, speedy and coherent system designed to make the applicant's journey easier not harder. Remember this is a **candidate driven recruitment market**. Great people are not resting on their laurels waiting for you to get in contact, they are out there, attracted by numerous roles that could use their skills and your success at hiring, often comes down to how slick your recruitment process is.



Track your application times: make sure it's not too lengthy, quality candidates are lost in this way. Consider offering the opportunity to upload CVs online or submit LinkedIn profiles, saving the prospective candidate time and effort and offering something that perhaps others aren't. Ultimately time saving methods such as this will encourage applications. If you have an online process for uploading CV's, it's essential that this is fully mobile compliant.



Keep in touch: regular communication with your candidates throughout the recruitment procedure goes a long way to keeping them engaged. Acknowledge applications in the first instance and do it promptly, tell them what's going to happen and identify key dates in the journey. Automated communication can help, but make sure its personal. You don't want candidates thinking their application has fallen into a black hole! They really appreciate even a quick email update.



Speed up your screening system: is there an opportunity to introduce aspects of your processes for screening candidate online? Could you introduce a video or telephone interview for 1st stage interviews, focusing on core competencies? If pre-hire tests are in use, offer them online. By speeding up your screening processes not only are you able to reduce the application time and therefore retain more candidates through the process, you also have the opportunity to showcase your business in a very positive light.

Push referrals through: track them in your system. Employee referrals can provide a better quality of candidate and should be prioritised and monitored throughout. The same goes for highly qualified candidates, prioritise them.

If you don't someone else will.



Flexible interviews: offer out of hours interviews, allow candidates to self schedule interviews, respond quickly with as much information as you can and make it personal. Schedule reminders to minimise no shows, including on the day itself.

Speedy decision making: your decision making ability is crucial here and demonstrates to the candidate how good you are at it. If you have found the perfect candidate, don't delay, tell them and make an offer as soon as possible. You can be sure if you think they are perfect, another company will also and you need to get your offer in, as soon as possible and then observe all the advice above in terms of staying in contact and making it personal.



HAVE A heart

Have a heart: if a candidate just doesn't cut the mustard for your business, write and advise them they haven't been successful, offer to give them some constructive feedback as to why. Failing to complete this last stage in the process won't reflect well on your brand, just dropping them out of the process without an explanation is a poor PR move.

Contact Helen or Joy if you would like to discuss any aspect of this article.