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5 IMPRESSIVE WAYS TO AUTOMATE RECRUITING

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Need to free up time for your recruiters to focus on filling positions? Automate these 5 aspects of your business to streamline processes.

There's no doubt that the recruiting industry is all about relationships and interpersonal skills. But that doesn't mean you can't automate some parts of the process. And by automating the recurring activities and relationship initiation, you'll provide yourself with more time to present quality candidates to clients.

No matter the age or maturity of your recruiting agency, you'll find ideas for streamlining processes to free up time to do what you do best.





Automate Interview Reminders



When your candidate is set up for an interview with a client, you want to make sure they show up. Setting up automated emails that go out at the time of scheduling and then a day before the scheduled interview will prevent miscommunication. You can send reminders via email and text message. Just be sure that it goes out to both the interviewer and the interviewee to keep all parties up to date.

Other opportunities for automated messages include:

- Letting a user know you've received their application
- Informing applicants that you won't be moving forward with their application

- Reminding new employees about their first day on the job (especially helpful when you place a high volume of contractors)
- Send a notification to a recruiter when top talent visits a job page

While these might seem like somewhat insignificant messages, they are crucial for building long-term relationships. Research shows that **54 percent of candidates** receive no communication in the first few months after applying for a position. In the recruiting business, that is too much silence for maintaining a relationship.

2

Source Candidates Directly from LinkedIn



LinkedIn is a powerful tool for recruiters so it's no shock that **98 percent of recruiters** state that they use LinkedIn to seek out candidates. Many tools on the market can help automate finding good candidates on LinkedIn based on some criteria you provide. Or you might get an extension for your web browser that helps extract

LinkedIn data to add it to your recruiting CRM. That way, you can easily see ideal candidates based on qualifications right from your CRM. Plus, you can quickly filter out candidates who do not meet the qualifications for the position, such as authorization to work within the country where the job is located.



3

Allow Candidates to Book Time on Your Calendar

The back and forth required to schedule interviews is wasted time. Instead, get a tool that allows candidates to view available times on your calendar and book an interview time that works for them.

That doesn't mean that you have to open your calendar for anyone to book it. Keep the link private until a candidate is flagged as ready to interview within your CRM. Then automate an email inviting the candidate to schedule time with the recruiter.

This reduces friction between a recruiter and a candidate and can speed up the process of getting candidates to take the next step. So not only is it good for freeing up time for your recruiter, but it leads to better relationships and more options for the candidate.



4

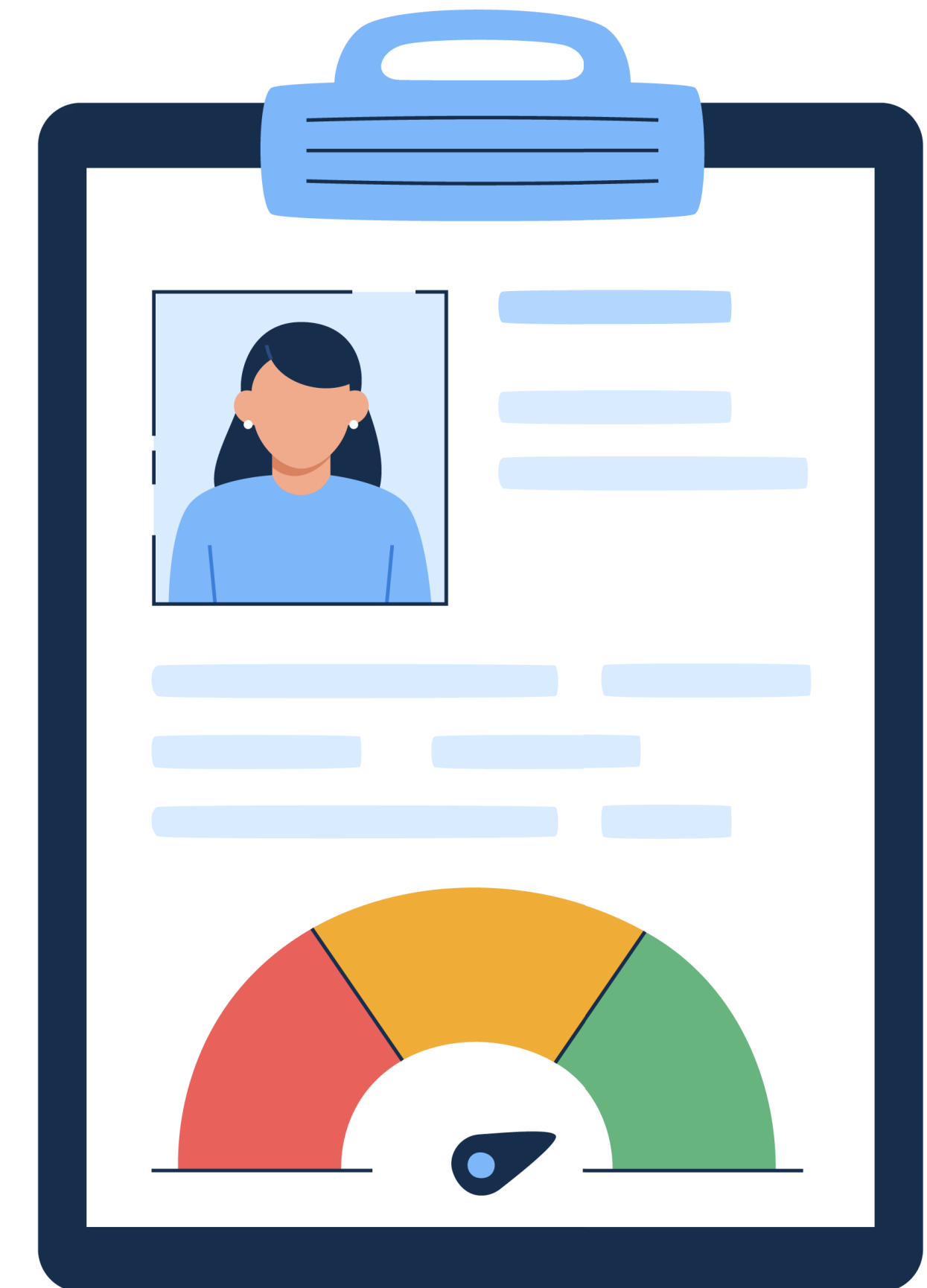
Auto-score Candidates

Many job applications include sections that ask some prescreening questions designed to help weed out the resumes that are not ideal for the position. But adding a score based on the candidate's qualifications can help recruiters use their time wisely.

That way, you start with the most likely candidates and work your way down the list. And while the auto-scoring might not always get it right based on the data it pulls from a resume or LinkedIn profile, it at least gives the recruiter somewhere to start.

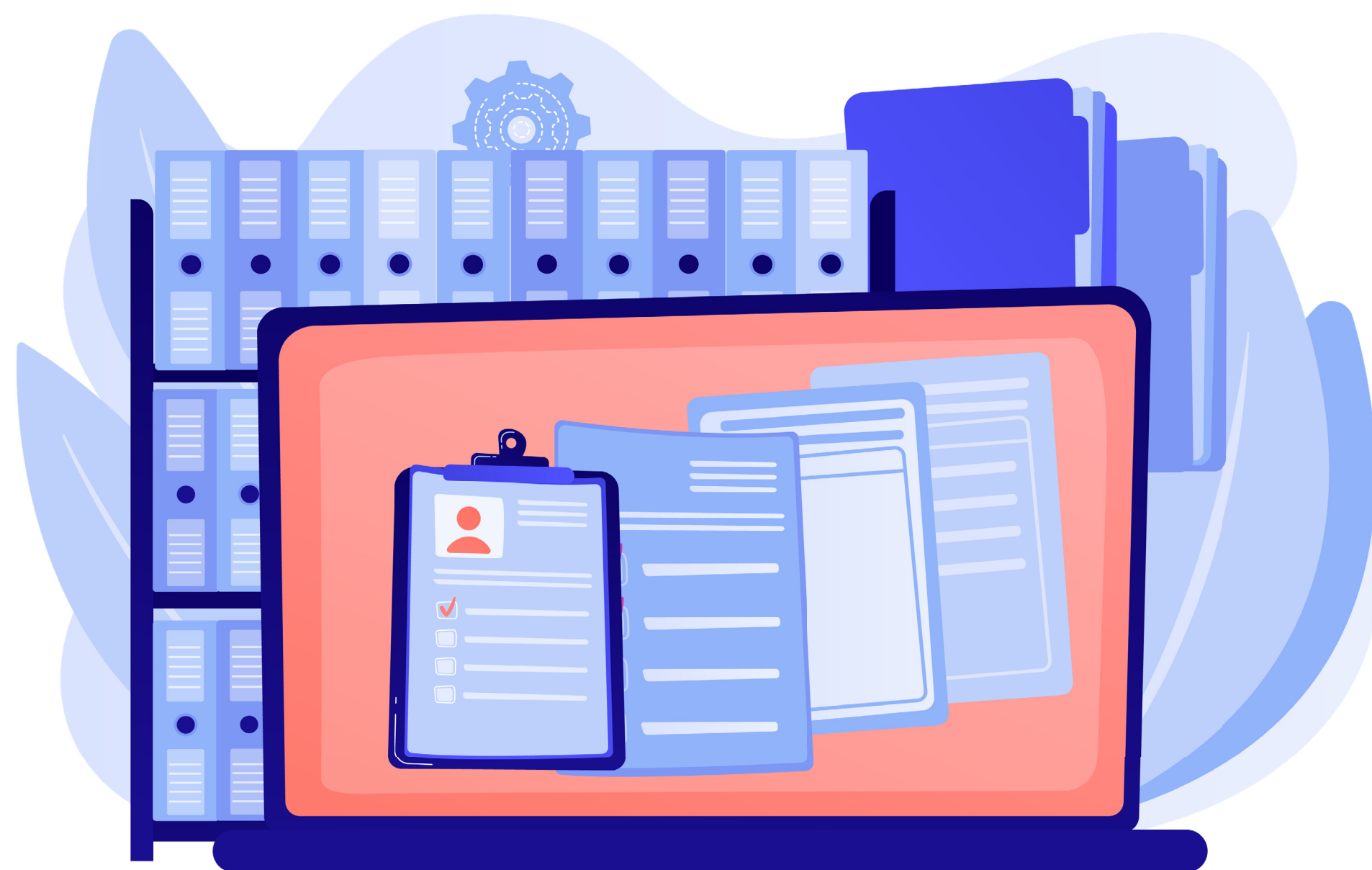
Depending on the job, you might also have a skills assessment that is part of the application. Weigh different aspects of the application to get to a candidate score that makes the most sense based on the position.

Some advanced ways for screening candidates include chatbots that ask potential candidates a series of initial questions. And while this isn't as personal as a formal interview, it certainly doesn't waste the candidate's time in applying for a position they aren't qualified for.



5 Staying Connected with Past Candidates Who Didn't End Up Getting the Job

Many recruiting agencies work within a specific industry or niche. And just because a candidate did not get selected for this one position, doesn't mean they won't be a great fit for a future job opening you're recruiting for.



Use automation to stay in touch with past candidates and stay top of mind. You might come across a new position that they are well qualified for in a month or two. You can send out new articles that people in your industry might be interested in or send a quick survey to see if they are still seeking a new position. You might discover that they've found their ideal position and are no longer open to learning about new opportunities.

Or you can automate messages to past candidates with information about new job openings that are similar. That way, they can apply and get started with the process quickly. This automation requires a little more programming to ensure that positions go only to relevant candidates on your list, but it can be a valuable way of staying in touch.



Benefits of Automating Recruiting Processes



Your agency works within an industry that requires long processes and plenty of manual work. That's why it is so important to automate the processes you can to leave more room for you to meet new employers and find the best candidates for the position.

01 Greater Hiring Quality

By removing mundane tasks from your recruiters' plates, you can free up time for them to focus on finding great candidates. Tools can help screen candidates, rank them based on answers to questions and qualifications, and order applications based on these scores to help recruiters use their time wisely.

Using automation can aid in making hiring decisions more consistent and can reduce opportunities for hiring bias by focusing on qualifications and the likelihood of success in the position.

02 Productivity

When you automate daily tasks, you free up time for recruiters to put that time and headspace toward other things. Recruiters shouldn't be focused on sending reminder emails. Those are easy to automate. That time is better spent reaching out to candidates, scheduling initial interviews and marketing their skills to new employers.



Benefits of Automating Recruiting Processes



03 Better Candidate Experience

While the recruiter sees some of the greatest benefits from automating processes, the candidate also benefits. The experience that candidates will have with recruiters who regularly update them about where they are at in the process and what to expect next is far better than an experience where they hear from the recruiter infrequently.

And while no one likes rejection, getting a rejection email is better than never knowing why you didn't hear back about an application. That way, the candidate knows they can freely continue applying for jobs or accepting interview requests.

04 Faster Hiring Processes

Time-to-hire is an important measurement for recruiting agencies. The speed of hiring the right candidate is one of the reasons companies are attracted to the idea of working with a recruiting agency.

Automating processes, like scheduling interviews, can reduce the total hiring time to impress your clients and free up time to begin working on the next open job.

How to Grow Your Recruiting Business

As you automate processes, you might find you have more time to recruit for additional job openings and want to expand your network of companies you recruit for. Digital marketing is an effective tool for meeting new prospects and raising awareness for your recruiting agency.

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