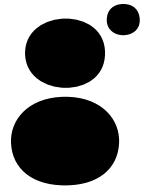




# The Definitive Guide to Tech-Driven Employer Branding and Recruitment

A better roadmap for your employer brand



# Introduction

The right technology can help create a world class consumer experience for candidates and recruiters alike. Additionally, we are in the midst of a reputation economy where culture, people and what an employer brand stands for are playing increasingly important roles in talent acquisition strategy. Candidates want to know your values—the real ones—and get a feel for who might be their future coworkers.

# 50%

- Companies with a strong employer brand see 50% more applicants.
- A strong employer brand reduces cost per hire by 50%.

Source: LinkedIn

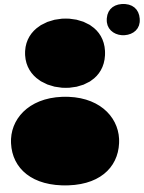
The Edelman Barometer 2021 found that 53% of people trust people like themselves as a very/extremely credible source of information about a company. Integrating employee stories and timely messaging that informs what your employer brand is made of across the candidate journey helps ensure a positive experience, especially for those who are a strong match to your roles.

And let's not forget about current employees. Think of the untapped internal talent that can become a well-nurtured talent pool through consistent (and automated!) reminders of why they chose the organization, new learning opportunities and interesting career options.

An authentic employer brand amplified with the right technology is a winning combination for curating today's talent inside and outside of the organization.

**This E-Book examines how talent acquisition teams can ensure that their tech stack delivers the positive experiences that are necessary for employer brand health, including specific recommendations across key phases of the candidate journey.**



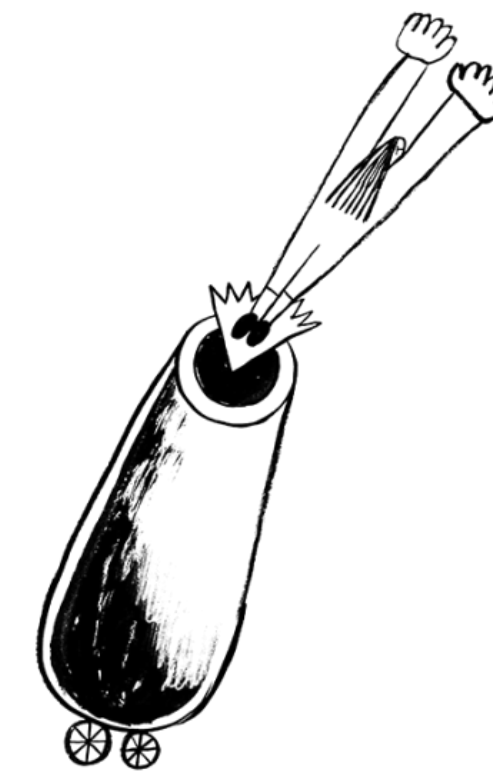


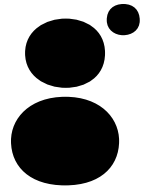
# Using technology effectively across the candidate journey

Technology supports all aspects of the hiring process and covers a broad range of interactions, from the prospective employees visiting your career site to those who complete an online application and participate in video interviews. Each activity represents an opportunity to align your talent acquisition technology to the candidate journey and

ensure consistently positive experiences for all. You can begin by mapping your talent acquisition technology's capabilities to key phases of the candidate journey:

- Consider
- Apply
- Interview
- Offer





# How to map TA tech to the candidate journey

|                                   | Consider   | Apply   | Interview   | Offer   |
|-----------------------------------|--|---|---|---|
| Job seeker / candidate activities | <ul style="list-style-type: none"><li>• Search current openings</li><li>• Visit and compare career sites, social media channels and online reviews</li><li>• Evaluate referral invitations/ recruiter outreach</li><li>• Join a Talent CRM</li></ul> | <ul style="list-style-type: none"><li>• Complete online applications and assessments</li><li>• Wait for status updates from employers</li></ul>           | <ul style="list-style-type: none"><li>• Meet with recruiters, hiring managers and future colleagues</li></ul>   | <ul style="list-style-type: none"><li>• Offer review and acceptance</li></ul>   |
| TA tech opportunities             | <ul style="list-style-type: none"><li>• Personalized career websites</li><li>• Chatbots</li><li>• AI-driven applications</li><li>• Talent CRM</li><li>• ERP Automation</li></ul>   | <ul style="list-style-type: none"><li>• Mobile/one-click/quick apply</li><li>• AI-based assessments</li><li>• Automated candidate notifications</li></ul> | <ul style="list-style-type: none"><li>• Virtual recruiting/video interviews</li><li>• Automated reminders and notifications</li><li>• Self-scheduling functionality</li><li>• Text recruiting</li></ul> | <ul style="list-style-type: none"><li>• Offer letter quick-build</li><li>• Online welcome kit</li><li>• Automated Talent CRM invitations for silver medalists</li></ul> |

# Candidate journey: consider

The Consider Phase offers tremendous opportunity for talent acquisition given the broad range of activities that candidates undertake at this. This includes everything from visiting employer career sites to search current openings and learn about the culture to reading online reviews, responding to direct recruiter outreach, and even joining the company's Talent CRM to stay in touch for future openings. As such, there are a multitude of opportunities to leverage talent acquisition technology to help prospective candidates get to know you better and find the information they need quickly and easily.

Therefore, the tech emphasis during Consider should be on providing prospective candidates with solutions and applications that link them to the right opportunities while improving communication and facilitating connection. Let's take a closer look at a few examples.





# Candidate journey: consider

## Personalized career websites

Companies often have only a few seconds to capture a candidate's interest, so elevating the career website experience is a must, and this is especially relevant to the job search experience. A good place to start is with the integration of Google Cloud Talent Solution, which improves search results by adjusting for spelling errors and identifying related job titles while also helping veterans by translating their military codes to instantly return the relevant civilian opportunities that are available at your company.

AI-enabled search capabilities should be core to a personalized career website experience as this will dramatically improve job search

and content results because the technology allows for tag-based criteria to be embedded into the job search functionality and content results. All visitors are encouraged to provide details—seamlessly, in a matter of clicks—regarding their discipline, skills, experience level and current job title, so that both jobs and content can be tailored to each individual's interests and background. Even more value is realized when this functionality is customized to the organization's hiring needs. The details they provide also work to ensure that with each return visit to the career site, a personalized greeting and tailored job matches are always presented.

## Talent CRM

A robust and intuitive Talent CRM, particularly one that was developed using a talent pool model, offers employers ready access to a pool of candidates who are qualified, interested and available, making it easy for talent acquisition teams to segment strong candidates, including silver medalists, and nurture those relationships for future opportunities. Having this mechanism in place helps organizations avoid the resentment that results when qualified people don't advance in the process for a variety of reasons and, therefore, feel as if their application went into a black hole. Inviting these individuals to join a talent community conveys that you respect the time they took to apply to your organization and that they may be a great fit for a different role.



# Candidate journey: consider

## Chatbots

Forward-thinking talent acquisition teams are using these conversational interfaces to support various hiring functions, beginning with the ability to implement chatbots that can answer common questions from career website visitors during the initial phase of their search. While most questions are likely to be about topics related to company culture and the hiring process, you can build out your chatbot playbooks based on the questions that you have received most often from candidates who are in the consider phase—you'll deliver candidates the information they seek on-the-spot while reducing the need for busy recruiters to try to keep up with the volume of questions received.

And, don't overlook the possibility of integrating chatbots into the career website experience for further personalization, like recognizing when visitors are already connected to the organization because they completed the hiring process as "silver medalists." Instead of treating these candidates like strangers, a chatbot can immediately convey that a highly valued relationship already exists.

## AI-driven applications

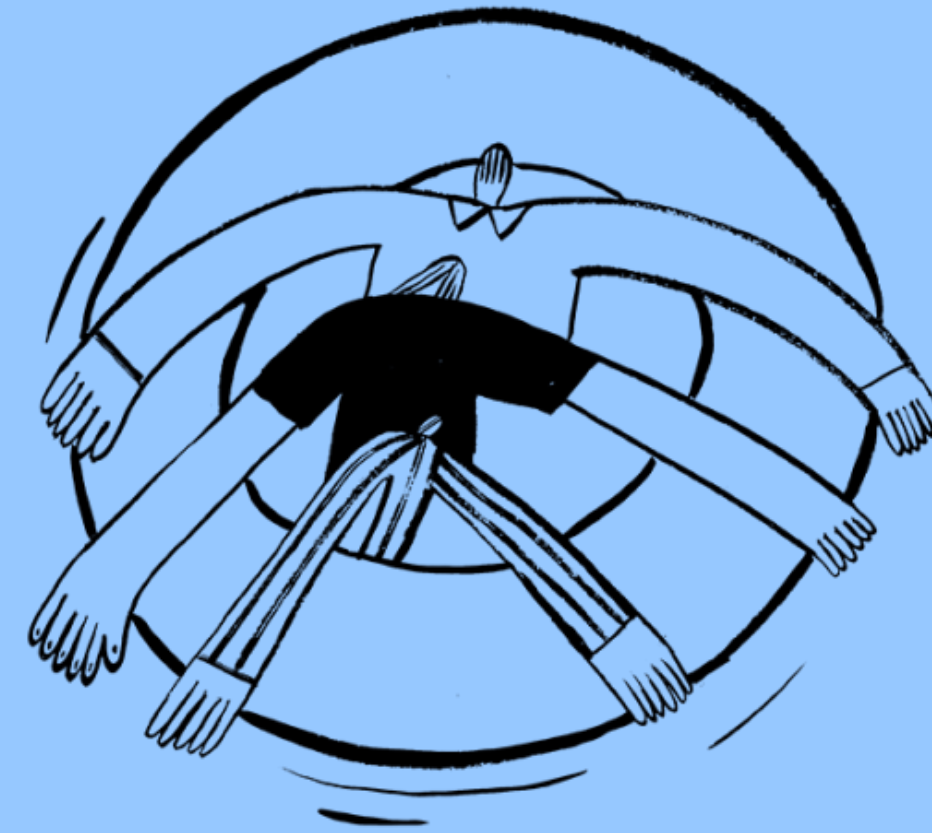
Just as we've seen on the consumer side, AI and automation are opening up entirely new possibilities for the corporate career website experience by doing the heavy lifting to connect the dots between what job seekers and companies have to offer one another. In these instances, algorithms can be developed to "observe" visitor behaviors and learn from the associated outcomes. To illustrate, the career website would know when a visitor has joined a talent pool, allowing relevant jobs and content to be displayed even if that visitor hasn't yet provided any details about his background on the career site. Alternatively, AI can help determine if an individual isn't qualified for the job posting he's reviewing and "nudge" him in the direction of better alternatives.

AI is also being used by enterprise organizations to automate candidate sourcing and uncover talent across internal and external databases. Set to "go to work" as soon as a job is opened, these applications immediately search for matching talent against specific job criteria and requirements, quickly delivering scored and ranked matches to recruiters for review. You'll cut way down on time to slate by uncovering talented candidates that you already have access to while also scouring millions of profiles in public databases to find that needle in a haystack—all behind the scenes and without the need for recruiters to invest countless hours of their time.

# Candidate journey: apply

In this phase, candidates invest considerable time expressing formal interest in an available opportunity by completing online applications and, depending on the employer's requirement, assessments. They also spend much of their time waiting for status updates from employers, often wondering if their resume has even been reviewed by a recruiter.

Make the apply experience better for candidates by implementing applicant tracking system (ATS) features and functionality that streamline the application process, help candidates demonstrate their qualifications and, most importantly, keep them informed of their application status.





# Candidate journey: apply

## Mobile/one-click/quick apply

At minimum, candidates should be able to apply easily regardless of how they go about it, whether applying from a mobile device or storing a resume in your ATS database to take advantage of one-click to apply when a relevant job is identified. Resume parsing should be fast and accurate, allowing candidates to upload a resume that is pre-populated into an editable application form. A lack of these options—or technical challenges with any of them—will result in frustrated candidates and lost opportunities to connect with them as application abandonment rates rise.

## Assessments

From pre-screening questionnaires to assessments that evaluate a candidate's personality and cognitive ability, the best approach is to be thoughtful as you balance the need to improve hire quality with the preferences of candidates. Keep in mind that applicants often resent being asked to complete lengthy questionnaires and assessments, especially when they have no idea if they're even being considered for the role yet. While some positions, like technical jobs, require coding tests and other skill-based assessments, you may want to rethink your strategy for roles where talent is in short supply knowing that many highly talented candidates may opt out of your hiring process because you require too much from them up front. Aim to capture what you truly need while minimizing the burden on candidates.

## Automated candidate notifications

Hands down, the most common complaint job seekers have today is that they submit an application and never hear back—which means that automating candidate notifications is one of the biggest changes your organization can make to ensure that technology supports the employer brand as opposed to working against it. In fact, recruiters can solve this simply by setting up automated candidate communications within their ATS workflows that are triggered at key phases of the process, including:

- Apply confirmation notification
- Review of resume/ acceptance of a candidate
- Candidate forwarded to hiring manager for review

And, notifications that the candidate was rejected should be set to trigger immediately so that no candidate is ever left wondering about his or her application status.

# Candidate journey: interview

From the candidate's perspective, participating in the interview process involves meeting with recruiters, hiring managers and potential future colleagues. Unfortunately, one of the most common frustrations during what should be an engaging experience is the length of time companies take to schedule and conduct all necessary interviews and finalize their hiring decisions.

Employers can avoid being a cause of candidate frustration by leveraging technology that makes it easy for candidates to participate while fostering meaningful engagement and maintaining momentum throughout the process.





# Candidate journey: interview

## Virtual recruiting/video interviews

Once an option reserved primarily for unique hiring situations, virtual recruiting—and especially video interviews—is often a preferred method today. The quality of a virtual recruiting experience is often driven by the software and tools used to manage them, so look to the integration of automated reminders and self-scheduling functionality to deliver seamless virtual recruiting experiences.

At the same time, your organization's people will still have a major influence on the candidate's experience. Provide coaching for hiring managers and interviewers regarding how to conduct effective virtual recruiting events and one-on-one video interviews with candidates. And, recognize the validity of "Zoom fatigue" and that many workers are burned out on video due the amount of the time already spent on camera for meetings. You can address this by making cameras optional or simply using the phone for initial interviews.

## Automated feedback reminders

Waiting on hiring manager feedback and approvals has always been among the primary reasons a search stalls unnecessarily. Talent acquisition teams can reverse this pattern by setting automated reminders within their ATS at either the workflow or system level. Notifications are then triggered as soon as feedback deadlines pass. Recruiting teams that use this functionality report that it elicits high response rates and, thereby, reduces delays.



# Candidate journey: interview

## Self-scheduling functionality

As noted above, self-scheduling functionality should be integrated into an organization's virtual recruiting process as many talent acquisition teams have witnessed dramatic improvements in hiring efficiency when self-scheduling technology is made available to candidates. However, it's crucial to make sure that this functionality is applied universally across all

interview and screening formats, whether it's an onsite open house, a virtual recruiting event or a one-on-one phone screen, because it is both more convenient for candidates and a way to substantially reduce unnecessary delays during the Interview phase.

## Text recruiting

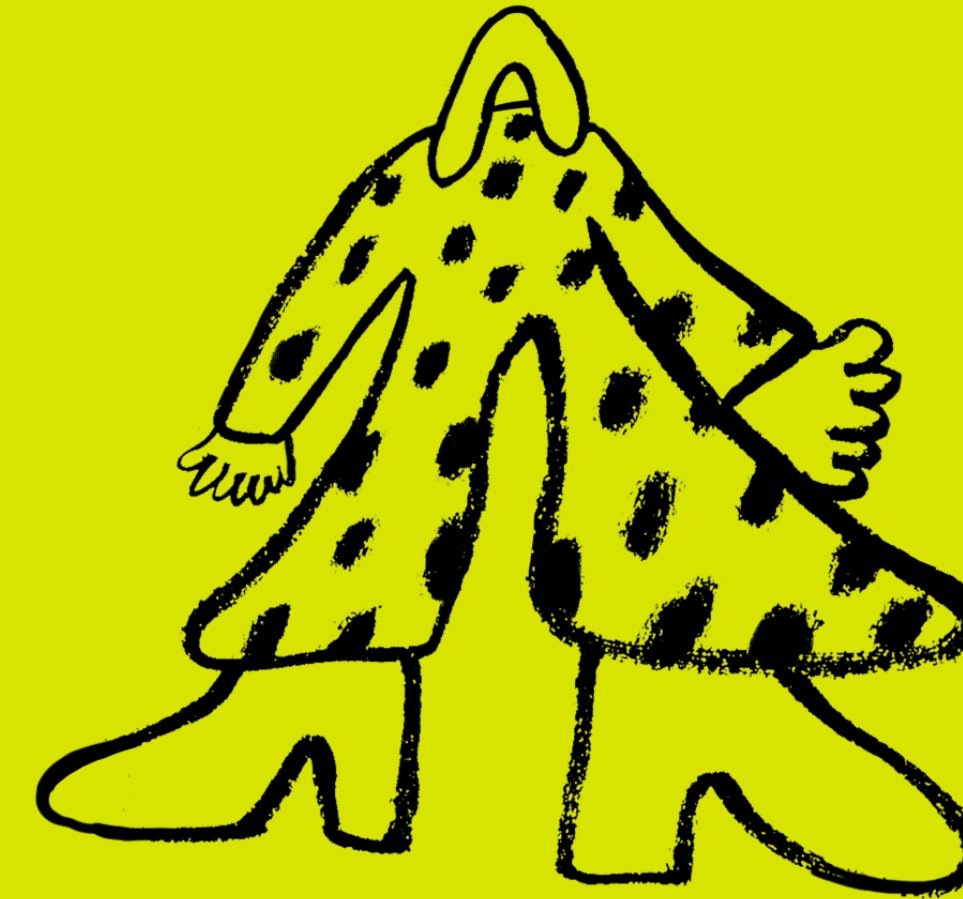
When managed directly from an organization's talent acquisition software platform, text recruiting for candidate communications offers additional time savings due to the speed of response associated with texting while benefitting candidates by sending reminders and links to helpful information about the interview process directly to their smartphone. To drive participation, encourage text opt-ins across all online forms, from candidate profiles

and event registration to the sign-up forms used to join a Talent CRM. Another plus with text recruiting is that organizations can set up templates within the system to incorporate substitutions that accommodate the personalized messages that get faster response.

# Candidate journey: offer

Ghosting has entered every recruiter's vocabulary with candidates going radio silent even with a great—and sometimes even well-received—offer in hand. According to a recent CareerBuilder survey, 35% of hiring managers shared that they are increasing contact with the candidate between offer and start date to mitigate ghosting.

Use your talent acquisition technology during the Offer phase to ensure that each step of the hiring process is fast, efficient and demonstrates both a strong commitment on your end and that they made the right decision.





# Candidate journey: offer

## Offer letter template builder

The last thing you want to do to candidates, especially those fielding several offers, is make them wait to receive yours especially since any delay could be misinterpreted as a lack of commitment by the organization hiring for the role. Make sure you're taking advantage of the offer letter template builder functionality in your ATS to accommodate the different

information that is required to complete the letter depending on role, location, seniority and employment type. This lets busy recruiters create a tailored offer letter in a matter of clicks and route it accordingly for immediate approval so that it can get to its most important destination—in the hands of the candidate.

## Online welcome kit

As soon as an offer is finalized by both the organization and the candidate, sustain the enthusiasm and excitement by setting up an online welcome kit within your onboarding portal that reinforces to new hires that they've made the right decision. This will serve as a vital touchpoint between offer acceptance and the new hire's official first day. You could include everything from a digital copy of the employee handbook to a personalized video welcome message from the hiring manager and an

invitation for virtual coffee with an orientation buddy. You can also remind new hires that you're thinking of them while they prepare for day one by sending an automated series of emails that highlight different aspects of the company culture and ways that they can get involved with the organization, such as volunteer groups, once they begin their new role.

# Candidate journey: offer

## Automated talent pool invitations for silver medalists

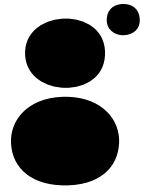
Finally, don't overlook one of the most essential uses of your talent acquisition platform as you complete a search. Here, we're referring to putting an automated process in place that keeps you connected with final candidates who would have made a great hire but, ultimately, weren't offered the role. Proactive recruiters know that the best thing they can do—

especially when they recruit in a competitive landscape—is fill their pipelines with qualified, interested and available talent for future needs. Set up automated emails to go out to all final candidates, and especially silver medalists, that invite them to join your Talent CRM and stay in touch until a suitable opportunity arises. Doing so supports a positive candidate experience and furthers your employer brand reputation while enabling the talent acquisition team to hire faster and improve overall candidate quality.



“Recognize that, while technology plays a big role, it can’t solve your candidate experience challenges on its own. Assigning accountability for a good candidate experience will also be critical to your organization’s hiring success. So, guide your organization in agreeing to clear standards for what a great candidate experience looks like and the roles and responsibilities of everyone involved in the hiring process. When you combine accountability with the strategic application of recruiting technology, you’ll be well on your way to improving both your candidate experience and your recruiting results.”

Jayne Kettles,  
GR8 People Co-Founder and CPO



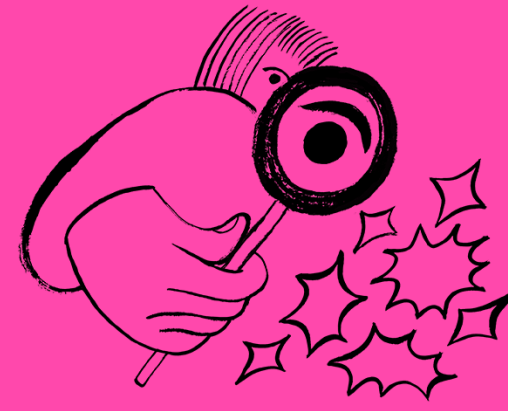
# Conclusion

## Better experiences means better employer brand ROI

The strength of an organization's employer brand can mean all the difference to an organization's ability to attract and retain the talent needed to move the business forward. And, the experiences candidates have with your organization, from the first moment of consideration all the way through to their acceptance of an offer, contribute significantly to both internal and external

perceptions of what it's truly like to work at your company. Using talent acquisition technology to elevate that experience by delivering on the high standards you've put in place will not only advance your employer brand—it will increase your returns on the investment.





# Ready to see for yourself?

[Request demo](#)

Request a demo to see The Everyone Platform™ in action – and find out how it can help you do your job better and faster.

Only GR8 People accelerates the flow of recruiting, because we've built the most powerful workflow in the market.

 **Source**

Multi-channel sourcing + AI  
to find top talent, fast

 **Attract**

A custom career site to  
entice the best

 **Engage**

The CRM to nurture  
your future hires

 **Hire**

The ATS to fast-track  
your talent