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RECRUITMENT TECH 101: 10 PROVEN STRATEGIES TO IMPROVE YOUR CONTINGENT TALENT PIPELINE

CONTENT

Current Trends in Contingent Workforce

There's really no way to buck these burgeoning trends. Enterprises should do all they can to embrace the future workforce!
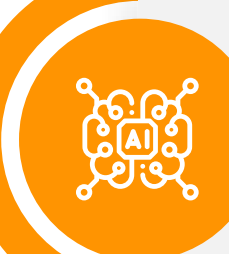
Automation
Leading to a reduction of repetitive tasks in work.

Changing Demographics
Baby boomers are phasing out of the workforce as millennials phase in.

Rise of the Shared Economy
People increasingly taking on contract, remote, freelance and gig work

Machine Learning and AI
Leading to an overall automation of workflows, eliminating human bias and predictive analytics to improve decision making.

Technology
More enterprises and SMEs have started to adopt technology solutions, especially with millennials at the helm.

Self and or direct sourcing
Becoming more commonplace within the industry

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A note from our
AVP Products and Innovation

"

The use of cognitive technologies and digital workforce automation is becoming increasingly mainstream. Even as we speak, it is impacting every part of the talent management process from talent attraction, to engagement to screening and retention. Adopting these techniques has already impacted our internal processes as a supplier to the extent that we are seeing huge improvements in our recruitment metrics. In our case, automation enables us to focus on improving the candidate experience rather than completing menial tasks.

Praneeth Patlola

AVP Products and Innovation

Linkedin

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Embracing technology to implement new staffing strategies

The tools candidates use are becoming increasingly digitized. Think back to the jobs search process from 10 years ago. The candidate's experience of job hunting is practically unrecognizable now!

Technology also defines how specific candidates with high-tech skills can be reached, engaged and ultimately hired.

This ebook explores how enterprises are adopting the right tools to execute new age contingent recruitment processes.

eBOOK

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1. Create a Strong Employer Brand, even for Contingent Hires

Having a strong employer brand that resonates with candidates can act as the much-needed enabler in a company's talent acquisition efforts. Whether a company is dealing with the standard talent gap problem or the age-old retention issue, a strong employer brand is one of the most effective ways to attract the best in the business.

83% of Recruiting Leaders say a strong Employer Brand helps with hiring in this competitive market.

Source: LinkedIn's Employer Branding Playbook

Companies with strong employer brands get twice as many applicants as companies with negative employer brands.
It can be deduced that a reputed brand impacts whether a talented candidate joins an organization or leaves it for a competitor.

Source: LinkedIn's Employer Branding Playbook

This is especially true for tech-savvy, millennial contingent workers. Enterprises must focus on enhancing employer brand equity for people who might consider even short-term employment with them. It can help to serve as a differentiator and create a better reputation for the company within freelance and contract-based candidate pools.

EMPLOYER BRAND

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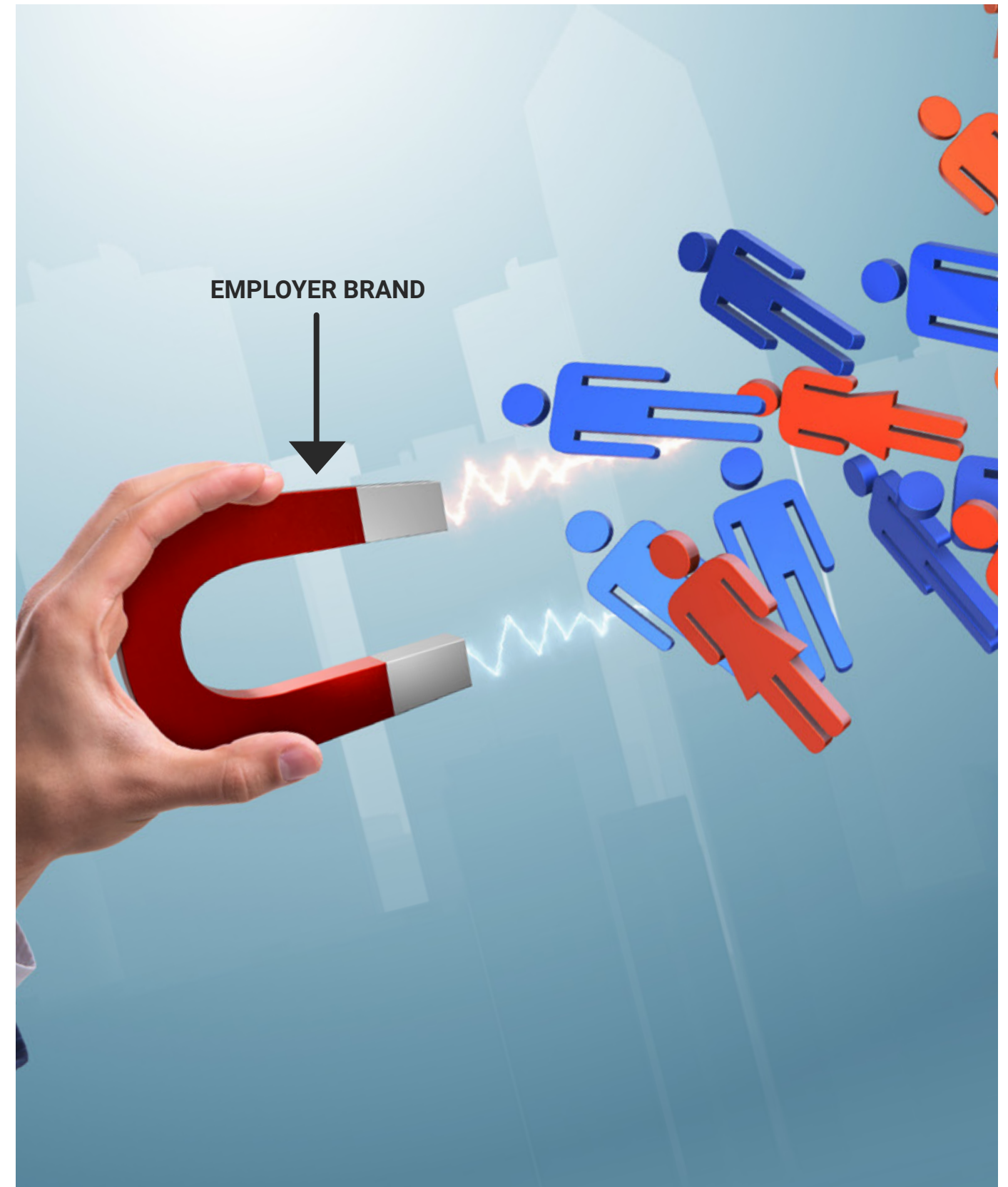
1. Ways to create a new employer brand:

Ways to create a strong employer brand:

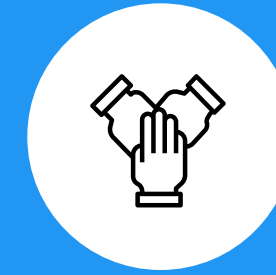|			
Create engaging content that would appeal to potential candidates, especially with regard to job postings.	Nurture existing employees as an extension of your recruitment arm and use them as a resource to generate good word of mouth about your company.	Encourage learning and development. At Compunnel we emphasise this by working in tandem with our learning division which creates programs for new recruits as well as executives.	Nurture your company culture.
1	**2**	**3**	**4**

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2. Use a Peer-to-Peer Referral Platform for Contingent Hiring

Referrals demonstrably work well for traditional programs and are the best way to gain access to candidates, especially for passive talent. However, the same concept can apply to the contingent workforce via peer-to-peer referral platforms.

Platforms that fill vacancies based on a peer-to-peer referral basis are likely to put companies in touch with highly qualified, passive talent.

Close to 40% of an organization's hires come from referral programs

Hiring through referral programs is 50% faster than hiring through job boards

Close to 50% of employees hired through referral programs stay for three years or more

Examples of peer-to-peer referral networks are **iEndorseU** for STEM talent and **NurseDeck** for nursing professionals.

iendorseu

nurse+deck

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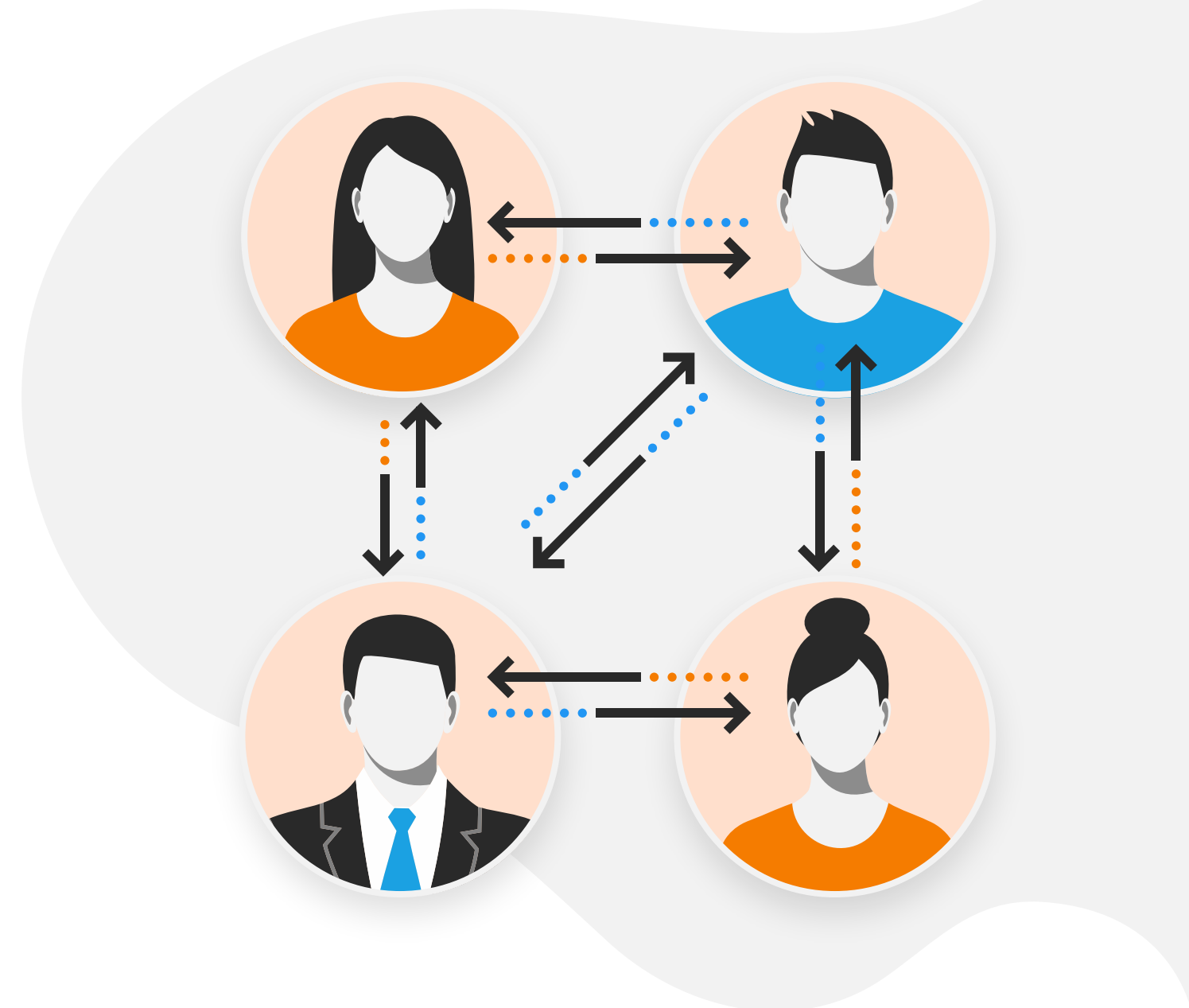
3. Use Platforms that enable Alternate Sourcing

Self-sourcing is increasingly becoming a top of mind concept for enterprises. It enables them to leverage existing assets to hire contingent workers bypassing the traditional supplier model.

Platforms that enable self-sourcing tend to provide the following services to clients tend to aid them with the following:

Fast referrals from the existing employee base

Social referrals via sharing temp job requirements on social networks

Optimized temporary job pages

Machine learning to identify and engage top talent within the talent network

Analytics to provide insights into the top sourcing avenues and opportunities for process improvement

VMS-integrations using APIs so that there is no disruption to the existing sourcing model

An example of self-sourcing platform is **Willhire by Compunnel**

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4. Place Analytics at the core of your Recruitment Decision-making Process

Companies that make data-driven decisions from what they have learned at every point of the recruitment process are more likely to make high quality hires.

Whether it is using predictive analytics to gauge the demand for talent, parsing and matching algorithms to find the relevant candidate or creating a candidate engagement funnel that handles the candidate from start to finish, data can be applied to everything. It can also remove bias and embed diversity into the recruitment process.

Creating internal systems that inform each other so that recruiters have the best quality of information to make hiring decisions can reduce both lead time and improve overall performance by making the right hires. **Analytics can provide insights into:**

> The best sources to hire talent from
>
> How to allocate the budget so that recruitment efforts can be optimized
>
> Candidate shortlisting (using an automated system to objectively screen candidates and ensure there is no bias)
>
> Improving ROI or reducing cost of hire (reducing time to hire can drastically reduce this)
>
> Benchmark performance of new hires to existing high performers

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# 5. Use Machine Learning in Screening and Engagement

Using machine learning to source and screen candidates can make the recruitment process much more efficient.

Resume screening used to be performed manually using criteria that may not have been standardized across the board. This system is inherently biased. By using standard parameters to develop the criteria for an ideal candidate, the machine learning algorithm can quickly identify desirable elements through pattern recognition.

Candidate sourcing through the use of machine learning can even automatically use third party websites through APIs. The client's criteria can be searched for by the algorithm on a consistent basis to look for the right candidate profile.

STAFFLINE PRO ™

An example of machine learning technology that parses resumes is **StafflinePro by Compunnel**. It helps us screen for the top 10% of candidates, ensuring that our clients are able to vet them much faster.

**Machine Learning**

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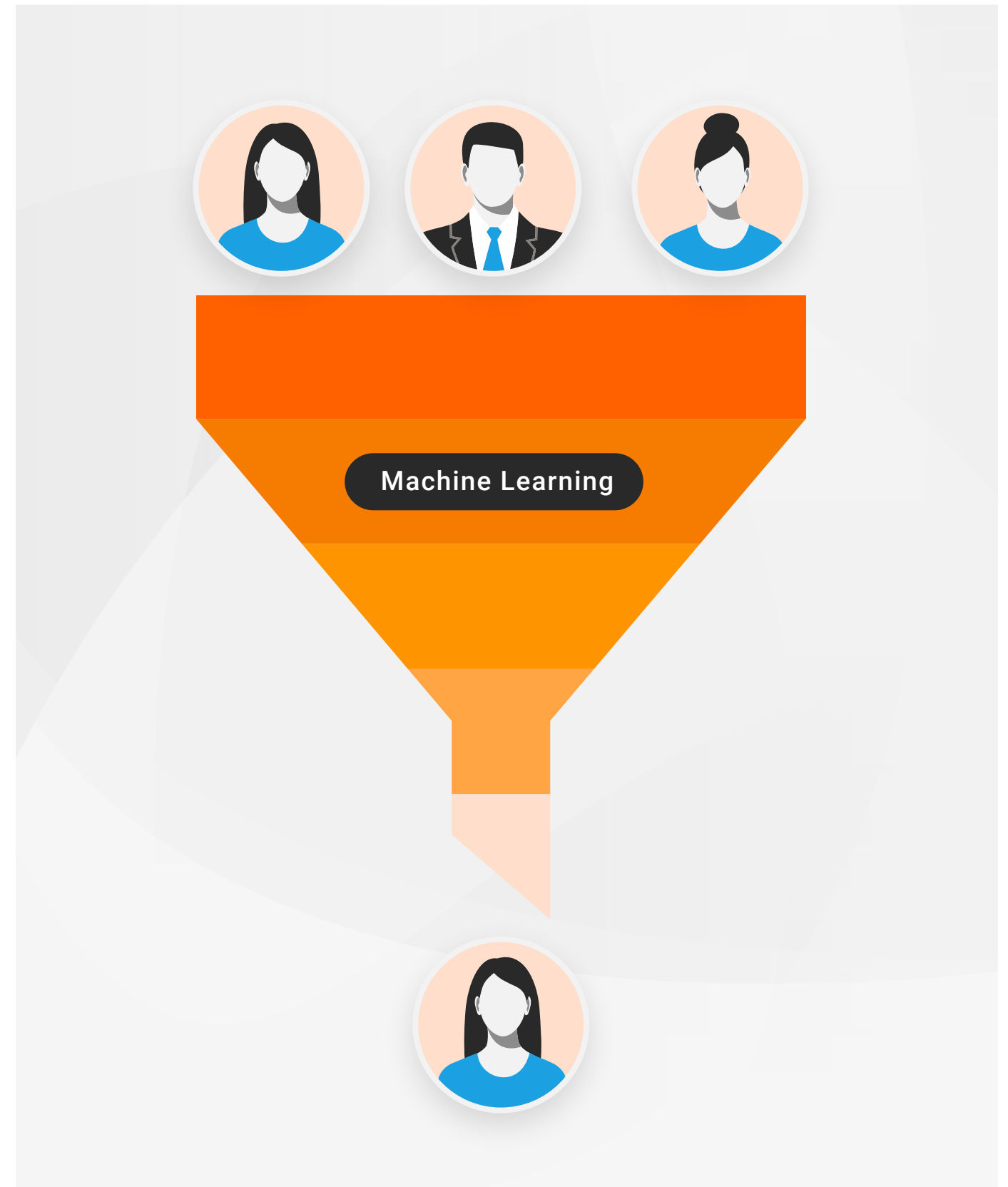
6. Use Automated Interview to accelerate the hiring process

In this process, candidates receive an email access link to the video interview once they have been selected. Candidates can record responses at their convenience which gives them the flexibility to complete their recording to meet the deadline based on their schedule. Interview questions might be posted as captions on the video link, or come by text and audio questions.

An automated interview process can bring down the administrative costs of conducting preliminary interviews. The virtually asked questions can be answered according to the candidate's convenience and only the most suitable candidates need to be brought in for face to face interviews, a low cost win-win situation for both parties.

Examples of technologies on the market that do this are

Hire·Vue

sonru

LAUNCHPAD

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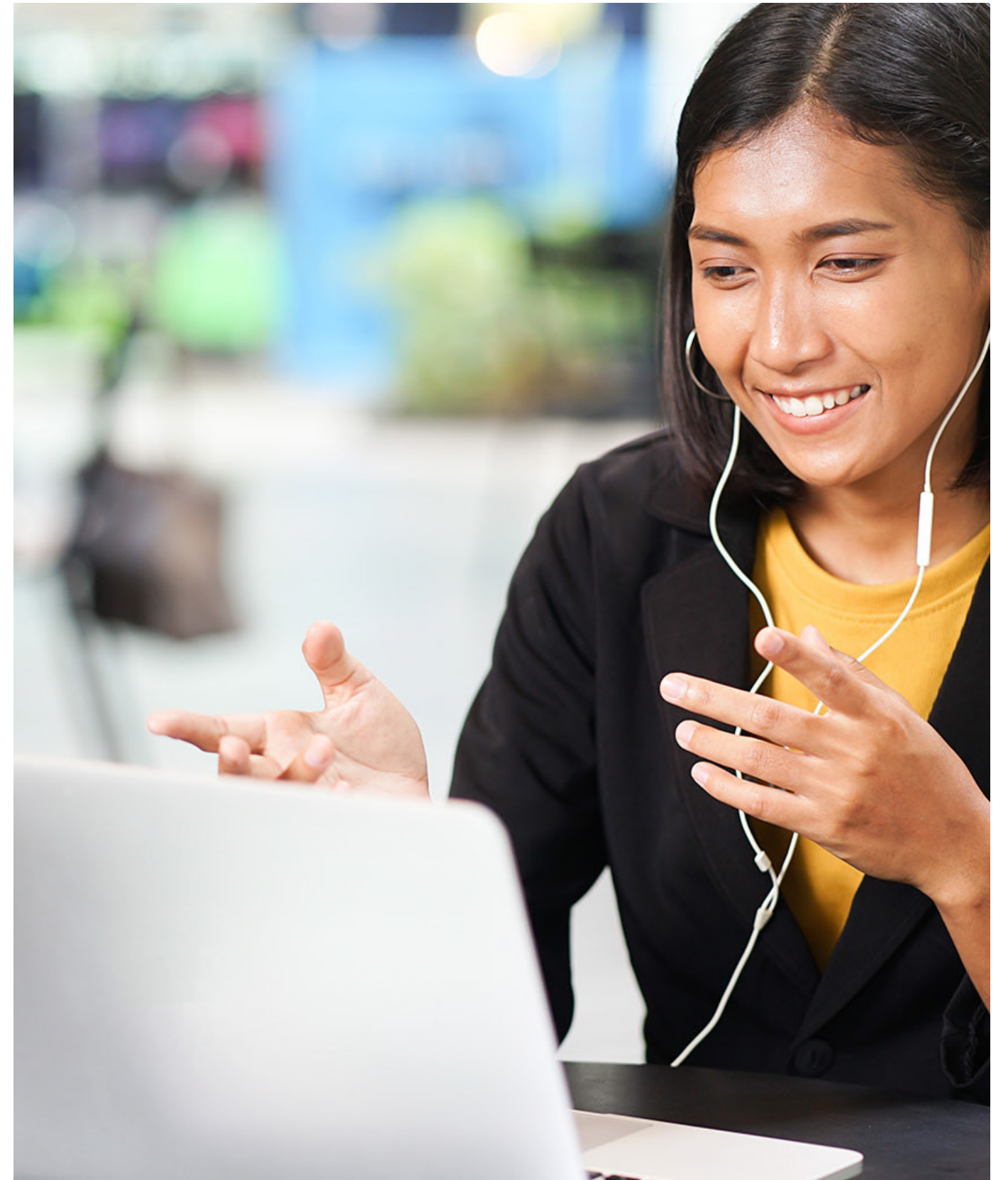
7. Use Chatbots to enhance the candidate experience

These are a new addition to the talent acquisition scene but many companies are already jumping on the bandwagon.

Chatbots are essentially used to improve the self-service experience whether it be for customers or candidates this in turn helps with reducing the candidate turnover to lower the number of interview drop offs. They serve to reduce the number administrative tasks, save time by taking over menial tasks and most importantly improve the overall candidate experience. Chatbots have the potential to make the lives of recruitment professionals much simpler. They work on a version of AI that can be simple and binary or work from advanced machine learning. Effective chatbots help to speed up the hiring process, screen out bad candidates, and can handle them in bulk.

Examples of recruitment chatbots are Mya AI Recruiting Assistant , Olivia by Paradox and Leyla by Compunnel
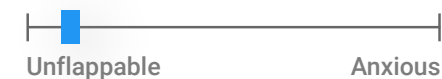
Leyla Bot
HR ONBOARDING SPECIALIST

"I am here to make onboarding a pleasant and rewarding experience"

Gender	Female
Age	28
Language	English (American)
Occupation	Specialist, Human Resources
Status	Employed (Full-time)
Education	BA, HR Managment
Location	New Jersey, USA

PERSONALITY
Five Factor Personality Mode

Neuroticism

Unflappable — Anxious

Openness

Practical — Imaginative

Conscientiousness

Spontaneous — Disciplined

Agreeableness

Un-empathetic — Empathetic

Extroversion

Quiet — Outgoing
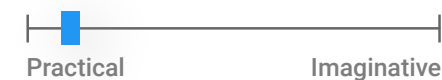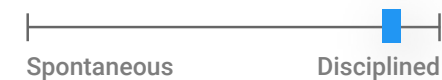
BIO
Leyla is an onboarding specialist at InfoPro Learning's Human Resource department. She has been with the company for more than one year, and recently promoted to this role. Leyla provides basic onboarding information and support to new hires and facilities internal HR-related communications. She holds a BA in Human Resource Management and lives in NJ with her husband.

INTERESTS

▸ Music, movies and reading books

KEY RESPONSIBILITIES

▸ Provide company-related information

▸ Provide company-related information

▸ Provide information about events

▸ Provide employee contact details

▸ Facilitate company announcements

▸ Conduct employee surveys

SERVICE LEVELS

▸ Accessibility: 24/7

▸ Average Response Time: 0.05secs

▸ First Call Resolution (FCR): 75%

▸ Average C-Sat Score: 9/10

CHANNELS

▸ Web (e.g. Inspire, Aspire)

▸ Skype, Google Hangouts, Facebook Messenger, Whatsapp

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8. Gamify the Recruitment Process to make it more engaging

Companies are finding that virtual games that integrate badges, competition and role-playing are extremely effective tools to assess candidates, especially generations that have grown up with gaming platforms. Recruiting experts say gamification can pique interest in vacanies, project an innovative image of an employer and deliver accurate previews of applicants' future job performance. It can also become an important part of a company's employer brand.

Use Case: PricewaterhouseCoopers sought a more effective way to recruit college students, and developed an online simulation called Multipoly. The 12-day game invites students onto Facebook to experience a virtual version of what it's like to work for the accounting and consulting firm. Students must meet quarterly goals and accomplish tasks based on PwC competencies while receiving feedback from company coaches.

78% of students surveyed over the past four years said they wanted to work for PwC after completing the game.

92% indicated they had a more positive view of the firm.

The game has also contributed to a significant increase in the number of job applicants.

Source, Society For Human Resource Management

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9. Post vacancies on Intelligent Job Boards

Searching for a job via an online job board has already become the norm, however the future of the job board is even brighter.

Intelligent job boards improve the process of shortlisting candidates, reducing the time it takes to do so from hours to minutes. They are able to go beyond keyword matching to identify candidates whose resumes contain work experience and skills relevant to the job opening. They also improve the quality of hires by providing extended analytics to recruiters. Some intelligent job boards are even able to schedule interviews via their platforms.

As the data collected by job boards is used to make them even more effective and AI is utilized to make them intelligent, connecting the right job to the right person becomes even easier.

"We're generating roughly 25 terabytes of data every single day and as we do that the data becomes the foundation of how we use AI and machine learning to improve the experience that job seekers get. For recruiters, weeding out incompatible talent is key. That means gauging skills at the outset, which would require testing on a job search platform—saving time for both recruiter and job seeker." Raj Mukherjee, Senior vice president of product for Indeed.com, Source: Forbes

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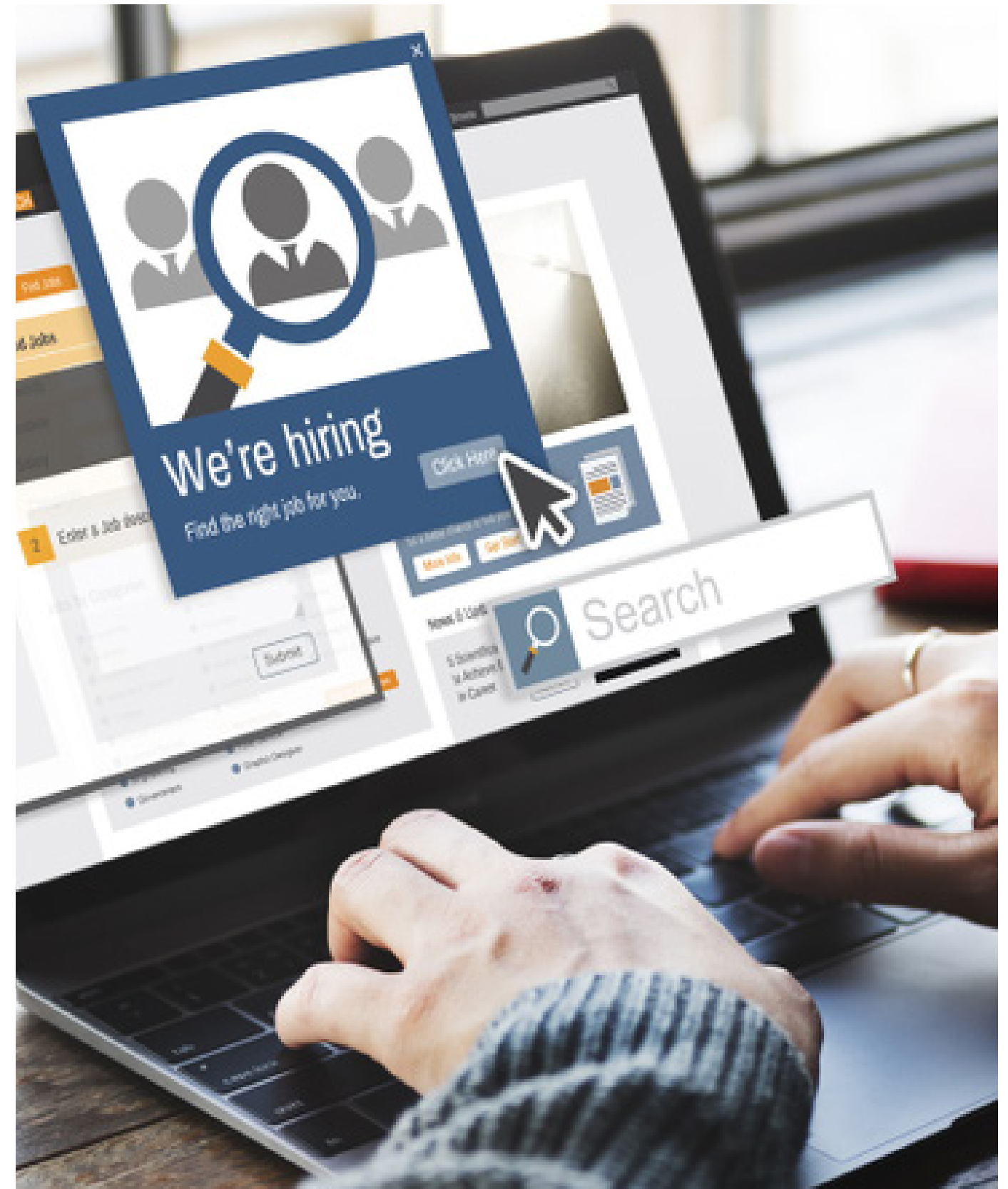
10. Leverage unconventional platforms for Innovative Hiring Strategies

Large enterprises are typically accustomed to managing their talent supply chains in a way that makes the entire recruitment process more efficient, while smaller companies with limited budgets might be using simpler methods to hire candidates. Using technological solutions is one of the best ways to recruit efficiently, accurately and at scale depending on a company's size, business model and specific hiring needs.

Good HR and Procurement managers must be able to make need-based decisions when it comes to choosing which technology to adopt after considering their requirements, budget and whether they have the technical capability required to successfully adopt it.

Making technology a part of a company's overall business DNA ensure that each technology is thoroughly vetted before it is adopted. Attempting innovative recruiting strategies can also be a very effective way to hire a lot of people using technology.
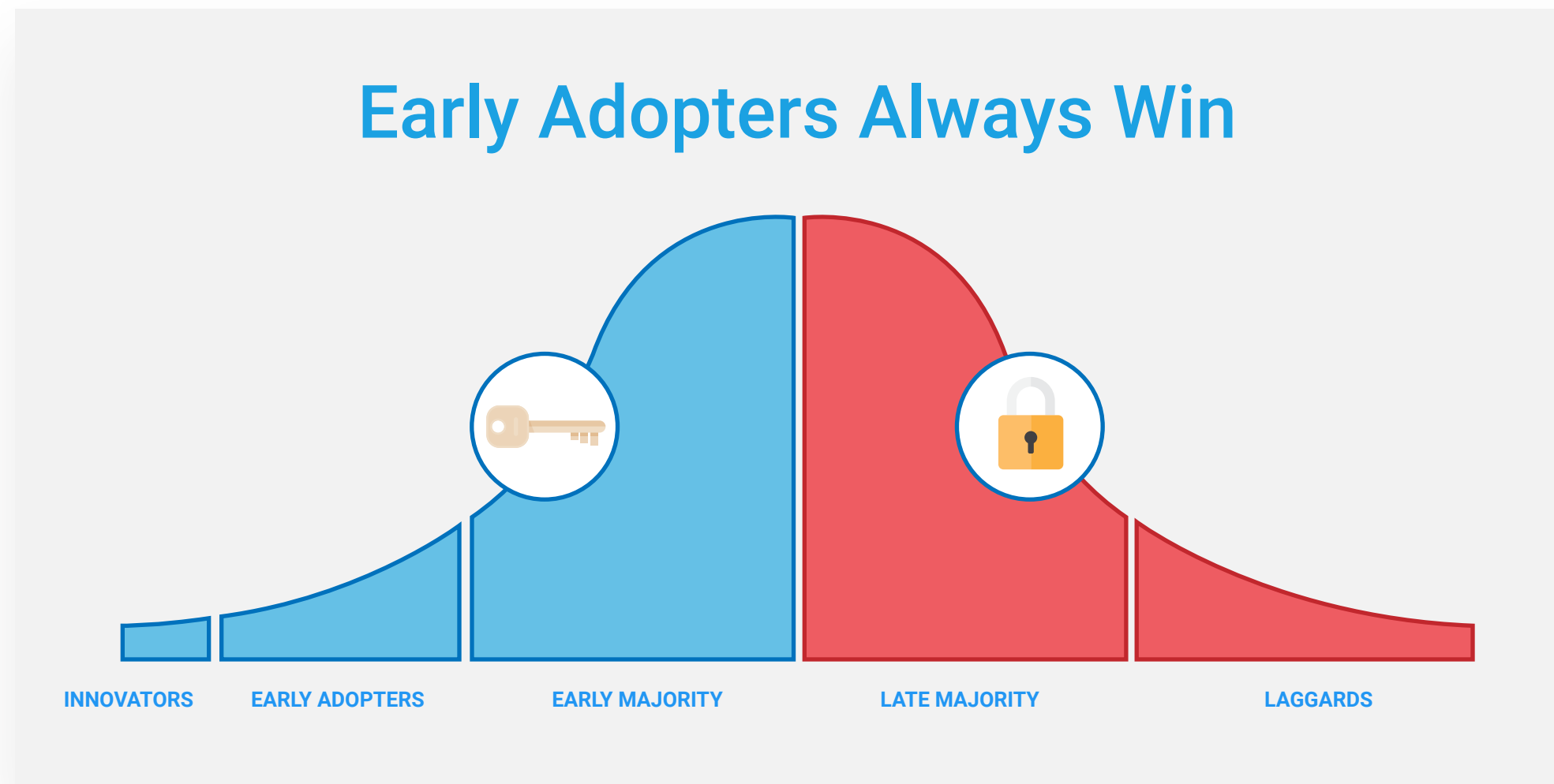
Example:
Amazon's idea to post AWS jobs on Tinder- is the kind of disruptive thinking that can really help companies speak to the kind of candidates they are looking for through platforms where they can be reached.

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Early Adoption is Key

The best way to stay ahead of hiring trends in the contingent workforce is to test strategies that might not be utilized in your enterprise's current hiring methodology.

By trying each of these strategies and testing to see what has the best results, you can drastically improve your search for the right talent.

Early Adopters Always Win

| INNOVATORS | EARLY ADOPTERS | EARLY MAJORITY | LATE MAJORITY | LAGGARDS |

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ABOUT
COMPUNNEL STAFFING

Compunnel has been a trusted Contingent and Permanent workforce solutions provider in IT, manufacturing, engineering, and banking sectors for more than 2 decades. It has been providing talent for all engineering verticals from manufacturing to aerospace and defense. With operations across Canada and the US and offshore delivery centers in India, UK and Denmark, Compunnel believes in digitizing talent delivery to clients ranging from some of the best known startups to an array of Fortune 500 names. Being the first staffing firm in the world to combine crowd-recruiting, mobility and artificial intelligence, Compunnel is revolutionizing the way organizations manage their talent supply.

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