JOBVITE by employ™

The Strategic Guide to *Modern* Talent Acquisition Technology

Table of Contents

Handling the *Complexities* of Modern Recruiting

It's no secret — companies are having a hard time finding and hiring enough qualified candidates. The labor market is highly competitive for employers and candidates remain in the driver's seat for now. With over 8 million available jobs, talent teams are feeling the pressure to hire as quickly as possible despite the challenges.

A considerable number of businesses are looking to shift their recruiting strategies to impact their hiring process. Nearly 60% of talent acquisition professionals indicate they are taking chances on different ways to accelerate time to hire and reach candidates.

Recruiting and talent acquisition professionals need intelligent and comprehensive technology that can handle the complexities of modern recruiting. The most mature talent teams are moving from disconnected, and sometimes frustrating, point solutions to a unified platform that can easily connect with quality candidates and bolster their hiring efforts. But what does it take to leave behind the technology of the past and adopt a unified talent acquisition suite?

We've created the ultimate how-to guide for centralizing your talent acquisition technology and incorporating it within your talent acquisition function. This guide will dive into how your team can easily adopt a unified tech stack with the tools recruiters want and need to compete for talent and identify how you can avoid potential roadblocks along the way.
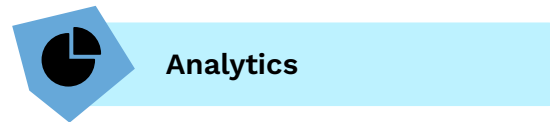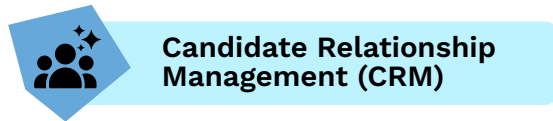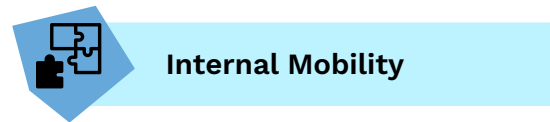
jobvite.com

Defining
Centralized
Talent Acquisition Technology

In today's competitive labor market, simply having an applicant tracking system or a few other point solutions is no longer enough to help recruiting teams find and hire top talent. Recruiters need a fully integrated, end-to-end talent acquisition suite that allows them to optimize and automate their hiring process.

Centralized talent acquisition technology is a unified set of integrated solutions that empower recruiting teams to better attract and convert candidates across the entire candidate lifecycle — from first look to first day and beyond. The best centralized technology manages the complexity of talent acquisition and delivers improved hiring outcomes in challenging markets.

A platform of centralized talent acquisition technology should include capabilities for:
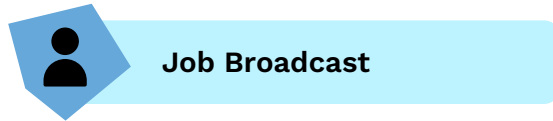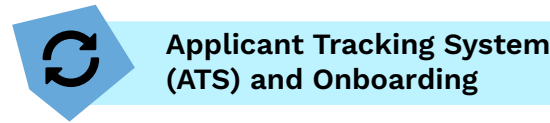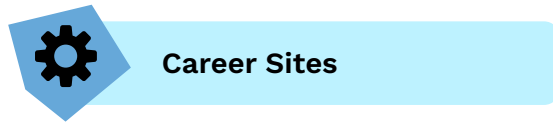
- Career Sites
- Job Broadcast
- DEI Solutions
- Candidate Relationship Management (CRM)
- Intelligent Messaging

- Applicant Tracking System (ATS) and Onboarding
- Video Screening
- Internal Mobility
- Employee Referral Tools
- Analytics

The best centralized technology manages the complexity of talent acquisition and delivers improved hiring outcomes in challenging markets.

Without these capabilities, recruiters are forced to waste time on tedious tasks that could be automated. As a result, they will be less productive and more likely to leave your company in pursuit of a better tech stack. By investing in a unified talent acquisition suite, you can give your recruiters the tools they need to be successful and keep them happy at your company. In short, if they don't have great technology with your company, they'll find a place that does.

Building the Foundation for a *Holistic* Recruitment Tech Stack

Moving forward in recruiting requires enterprises to optimize their talent acquisition strategies. Even though recruiting should focus on nurturing candidates, recruiters find themselves trying to balance administrative tasks, sourcing and screening candidates, scheduling interviews, and supporting a quality candidate experience — an impossible job without proper technology to automate repetitive, manual tasks. Unfortunately, many recruiters spend hours each week on unnecessary administrative tasks that could be automated. Automation and AI are pillars of a centralized talent acquisition solution and enable recruiters to save time and effort on tedious daily tasks. Let's examine them here.

Sourcing

According to Employ benchmark data, candidate sourcing makes up one-third of the entire time it takes to hire for an open role. So, if it takes 30 days to hire a candidate, roughly 10 days are spent sourcing candidates. Sourcing candidates requires matching skills and experience, pre-screening, and

clear communication between recruiters and job seekers. While sourcing does require recruiter expertise and judgment, many of the administrative tasks can be automated to help teams find a better quality of candidate in less time.

Sourcing with automation and AI can save talent teams many hours per week and give them insights into which candidates would make an ideal fit for open roles in the organization. Intelligent sourcing can take requirements for a role like skills, experience level, or certifications and find candidates that could be a potential fit. It can even invite candidates to apply for a role if they're a strong enough match.

Saving valuable time sourcing enables recruiters to spend more time on the human aspects of recruiting. And according to **The Definitive Guide to Recruiting Human-Centered Talent Acquisition** from The Josh Bersin Company, companies that focus on human-centered capabilities in talent acquisition are more adaptable to change, more profitable, more innovative, and see higher levels of employee engagement and retention.

Interviewing

It takes the entire hiring team to ensure the interview phase goes smoothly for candidates and leaves them with the right impression. Yet this responsibility falls squarely on the recruiter to orchestrate. With interviews today taking place both in person and online, it can be challenging to coordinate the entire process, especially across multiple candidates and hiring team members. It often takes several hours per week not only scheduling interviews and coordinating schedules, but also engaging with candidates.

It's also important to have efficient feedback from hiring teams during the interview process. There should

be minimal wait time for candidates during this stage as they're likely also to be interviewing with your competitors. Smart interview scheduling tools allow candidates to pick preferred interview times based on hiring team availability and self-schedule their meeting.

Communicating with Hiring Teams and Engaging Candidates

Recruiters are the center of communication between candidates and your company. It's their job to leave the best impression with every candidate, whether they're selected for the role or not. Candidate engagement has become increasingly important in today's competitive market, and the most strategic talent teams prioritize engaging and nurturing candidates throughout their talent journey. Intelligent messaging gives recruiters the ability to automatically engage with talent during all stages of the hiring process. Tools like **texting** and chatbots enable talent teams to reach candidates who are more mobile than ever. With personalized campaigns and content, recruiters are able to connect with candidates, leveraging technology that reaches candidates where they are and with the messages they want to receive.

Hiring

Once a hiring team has decided on a candidate, it's up to the talent acquisition team to communicate the offer and help facilitate negotiations, if necessary. During this phase, companies can lose strong candidates when the internal decision process takes too long, and they're left waiting for an answer. A strong platform that can shorten the feedback loop for hiring teams is essential to hire top talent in today's market.

Candidates want transparency and highly responsive recruiters, so it's essential that the offer stage is well managed to ensure a smooth hiring process overall. But the work required behind the scenes from recruiters must be streamlined and efficient to turn applicants into new hires. Otherwise, quality candidates may likely receive multiple offers and get snatched up by another company.

Onboarding

The onboarding process is crucial for retaining quality employees and setting them up for success in a new role. Even though recruiters may get new hires in the door, they can lose them within the first 90 days. In fact, according to the Employ 2024 Job Seeker Nation Report, 24% of new hires are leaving the company within the first three months. Ensure new employees are happy, engaged, and feel supported in their roles by creating a world-class onboarding program that can be completed from anywhere.

Incorporate smart technology to provide a thorough orientation to new employees with videos about company culture, trainings, and surveys to collect feedback on their experience. The more that you engage with new employees at the beginning of their journey, the more supported they'll feel.

Analytics and Reporting

Mature talent teams leverage advanced analytics and reporting capabilities. Data collected about relevant recruiting metrics, overall recruiting performance, candidate conversion and engagement rates, and other hiring data can all be used to identify areas for improvement in the hiring process. Agile talent teams stay ahead of the challenging labor market by using realtime data to improve where needed. Automated tools can even create reports on key recruiting metrics and send them to company stakeholders on a regular basis.

Getting Input from *Recruiters*

It's important to remember that nearly every stakeholder wants something different from their talent acquisition tech stack. Be sure to get input from recruiters, users of recruitment software, and other team members about the tools they need to do their jobs more effectively. Then, see if those areas can be automated to reduce time in the overall hiring process. The highest rated talent acquisition technology from recruiters, based on data from Aptitude Research, include tools that help save time and effort through smart technology:

→ **Video:** the hybrid workplace means that not every candidate will be interviewed in person. Platforms that offer **asynchronous video** and video conferencing are crucial, and save valuable time and energy in the recruiting process.

→ **CRM:** candidate relationship management (CRM) tools are essential for recruiting teams to build and nurture talent networks. **CRM software** helps recruiters automatically engage candidates at valuable times in the hiring journey.

➜ **ATS:** applicant tracking systems are considered foundational recruitment software, and are still a pillar in today's recruiting toolkit. The modern ATS does more than take applications for open roles — it helps recruiters engage candidates at key steps in the hiring process.

➜ **Sourcing:** candidate sourcing can take hours per week for one role. Automated sourcing helps recruiting teams find a better quality of candidate in less time. It can also help reduce bias in the hiring process by relying on AI to find the right candidate.

➜ **AI Matching:** AI candidate matching takes applicant profiles and finds the best fit roles for their skills, backgrounds, and qualifications. This valuable tool helps find higher quality candidates in less time as well as help reduce bias in the screening process.

The Benefits of *Centralizing* Talent Acquisition Technology

Creating and delivering upon your talent acquisition strategy can sometimes seem overwhelming. Recruiting teams need a solution that manages the complexity of today's labor market and delivers improved hiring outcomes. Whether looking to solve today's problems or plan for future hiring, centralizing your talent acquisition technology will help deliver better recruiting results. A unified talent acquisition suite addresses the entire candidate lifecycle and helps improve the experience at every touchpoint. One integrated platform supports recruiting teams to win top talent quickly. Centralizing your recruitment technology can help:

Improve ROI

An unified portal helps talent acquisition teams transform their recruiting by learning about their processes in real time. This allows them to easily pivot when needed and make improvements for quicker results. Use data to improve the candidate, recruiter, and employee experiences and maximize return on recruiting investment.

Save time on manual tasks

Recruiters are working harder than ever to find quality candidates in the highly competitive market. Help them save time on administrative tasks with centralized automation and AI software that can more easily source, screen, and engage candidates.

Bolster key recruiting metrics

Enhancing your recruiting program starts with measuring it. Agile talent teams are seeing results in key recruiting metrics like quality-ofhire, time-to-hire, and applicant conversion rate with centralized technology that can make talent acquisition a strategic driver of business performance.

Create predictability in an uncertain market

The labor market is always changing. Integrated talent acquisition technology empowers organizations to gain a fuller picture of their recruiting programs to make data-driven decisions and improve hiring outcomes despite fluctuations in the labor market.

Improve communication and collaboration

Recruiting teams need strong communication to find and hire the right talent. Centralized technology opens channels between recruiters, hiring teams, business leaders, and candidates, enhancing collaboration and relationships between each group.

Looking for more reasons to supercharge your talent acquisition solution and evolve your recruiting efforts? Here are additional impacts that an end-to-end recruiting solution can have on your business:

Enhancements to diversity, equity, and inclusion (DEI) initiatives

Today's candidates expect a workplace that's diverse in representation, offers equitable internal opportunities, and supports all employees. TA teams have been working hard to improve diversity, equity, and inclusion within the company to better attract quality talent. The journey to creating this culture is no accident — it takes time and effort from everyone. But talent teams can easily encounter roadblocks trying to focus on DEI recruiting, while also filling several open requisitions and improving processes all at once.

Luckily, unified talent acquisition technology can step in to reduce the workload of tasks like sourcing and scheduling, while also improving things like the diversity of talent pools and candidate experience. An evolved talent acquisition suite can do everything from grading job descriptions and building diverse talent pools to automatically sourcing and matching candidates.

World-class candidate, recruiter, and employee experiences

Gone are the days when a company can win and retain the best talent while providing a poor experience to candidates and employees. The last few years have demonstrated that talent acquisition teams must adapt their processes and technology to meet growing expectations from candidates and employees, or risk losing talent in the short- and long term to competitors.

Automation and AI are helping create intuitive candidate, recruiter, and employee experiences at every touchpoint in the organization — from job broadcasting all the way to internal mobility opportunities and

employee referral programs. Leverage holistic talent acquisition technology to free up time for recruiters by automating tedious daily tasks like scheduling interviews, screening candidates, or answering candidate questions. This extra time can be used to build and refine the recruiting process to maximize results, while providing a better, more personalized experience for candidates and employees.

> **Recruiting teams need a unified solution that manages the complexity of today's labor market and delivers improved hiring outcomes.**

More robust employer brand and recruitment marketing strategies

In a tight labor market that favors candidates, recruiters have had to add another role to their growing list: recruitment marketer. Talent teams must build a strong employer brand to attract and hire top talent before they get snatched up by a competitor. In general, an employer's brand should reflect their values and company culture, and tell candidates why they should come and work there.

An elevated employer brand will stand out to job seekers and show off a strong value proposition for working at the company. **Here are some more elements of a strong employer brand:**

→ Demonstrated commitment to improving DEI in your organization

→ A career site that shares a variety of employee stories and information about working for the company

→ Makes the most of social media by engaging potential candidates and posting about work opportunities

→ Engagement campaigns to keep candidate and industry connections warm, using social, email, and text

A chaotic hiring market has led talent teams to adopt frustrating point solutions that don't meet their hiring needs. Companies today use a surprising average of 10 or more providers to support their talent acquisition function. Each solution adds unnecessary complexity along the way. Some recruiting organizations are reluctant to switch providers because of the perceived hassle, but centralizing technology is not just good business. It also ensures you can leverage integrated solutions that actually make your talent acquisition function better. Let's examine steps you can take to get started in centralizing your recruitment technology.

Unifying Your Recruitment Technology Stack

Actionable Steps
to Centralize Your Talent Acquisition Technology

1. Take Inventory

Not sure if your talent team is ready to consolidate and centralize your recruiting tech stack? Evaluate your current program and see what can be done to improve before making changes. Talk to recruiters and other talent acquisition professionals to gauge their needs and get to know their day-to-day roles. Use this data to decide if centralizing is the right move. Get to know solutions that could work best for your teams and explore what the team needs before searching for the right centralized solution.

2. Evaluate AI and Automation Software

Not all talent acquisition platforms are created equal. Be sure to carefully evaluate the possibilities before committing to a centralized technology stack. Have everyone on the talent team identify the manual daily tasks that could be automated and prioritize the tools that they would use the most.

This list of priorities, goals, tasks, and tools should be the guide when evaluating potential recruitment software solutions. A centralized platform should seamlessly integrate with any technology, and offer automation and AI to streamline tedious manual tasks. Be sure to include recruiters in the final decision-making process as they'll be using the tools on a daily basis. Evaluating a new technology platform can take anywhere from weeks to months and it can be overwhelming. Take a look at user reviews on trusted sites like G2 to see what real users have to say about a product. Don't be afraid to use your point of contact for any software that you're previewing — ask questions and make comparisons before deciding.

3. Decide and Implement

Take the time to evaluate the right platform, but don't let indecision keep your team stuck with disconnected recruiting solutions. Adopting new technology can be tricky for even the most efficient teams. It takes communication, goal and expectation alignment, and hard work. In today's remote-first work environment, it can be even more difficult to ensure effective user adoption of new technology. There are several ways to improve user adoption of recruiting technology, but the most important is getting the entire team's buy-in of the new software. Adoption will go much more smoothly when the whole team buys into changing technology.

Avoid Roadblocks to *Success*

There are common roadblocks to successfully adopting a new centralized talent acquisition platform. Avoid miscommunication when switching technology and improve user adoption by keeping an eye out for these challenges. Deloitte reports that there is a 60 to 70 percent failure rate for organizational change projects, especially when it comes to adopting new technology.

To stop your organization from becoming just another statistic, you need to deploy an effective change management strategy when centralizing your talent acquisition technology. This strategy lies at the heart of your user adoption training, and it needs to include things like:

→ An internal buy-in and advocacy plan

→ A clear and concise communications plan

→ Effective and personalized training, coaching and mentoring for key stakeholders

→ Methods to incentivize adoption

Of course, effective change management consists of many other things. It's important to factor in leadership expectation setting, for example. You'll also need to conduct quarterly or bi-annual platform reviews and training refreshers. With an effective change management strategy in place, you can overcome employee resistance and begin to build a culture that embraces change rather than fears it. And in a culture that embraces change, you can begin to drive greater adoption at a faster rate. This means you can begin to improve recruitment effectiveness and build a more robust talent acquisition function that contributes to overall organizational performance. Most importantly, it means you can begin to prove greater ROI to your leadership team.

Driving adoption of a unified talent acquisition technology stack can also include other areas for generating greater adoption:

Incentives

In your talent acquisition function, reward adoption among your talent teams. This might include offering bonuses to recruiters or providing extra time off. It might also include professional development opportunities or gift cards. If you have the budget, incentives like these help you get everyone using your new recruiting software. From there, it's only a matter of time before they realize for themselves how it benefits their workflows.

Training

Function-wide training stands to be the most effective way to drive user adoption. Users simply can't (and won't) begin leveraging a new tool they do not view as critical to their working lives. Rather than expecting your recruiting teams to adopt new software, you need to proactively offer training options. In the short term, team-specific training must focus on getting everyone to a standardized baseline. This includes teaching them how to securely login, and how to navigate the platform.

Once introduced, ongoing user training will help talent teams optimize their use of the recruitment software. This includes giving teams access to training materials, so they can troubleshoot on their own time and help them understand workflow best practices that streamline and speed up recruiting processes.

Leadership Communication

Getting enterprise leaders to buy in and promote holistic recruiting software is a critical component of greater user adoption. Most organizations tend to operate with a top-down leadership model. So having the most influential voices within the business advocate for the tool, depending on your organizational structure, will help teams understand its importance and drive greater adoption.

Set expectations with key stakeholders before software adoption. Discuss things like timelines, day-to-day disruptions, and ROI expected with leadership to get a clear vision of what to expect when switching software. Transparency is key during this process, so be sure to have frequent check-ins with key stakeholders.

Have company leadership list out their goals for hiring and recruiting as a whole. This is a great place to start when setting expectations and discussing plans of action with centralizing your talent acquisition tech. Without this communication early on, there could be challenges getting buy in from leadership for any type of new technology. Keep channels open during the entire search and implementation process with key stakeholders by having frequent check-ins.

Ready to unify your talent acquisition technology and realize the benefits of what a holistic solution can do for your talent acquisition function? Learn more about Jobvite's Talent Acquisition Suite.

Watch a product tour today and learn how you can begin your journey to holistic talent acquisition technology.

Start Your *Journey* to a Holistic Talent Acquisition Suite

About Employ Inc.

Employ Inc. provides people-first recruiting solutions that empower companies to overcome their greatest hiring challenges. Serving SMBs to global enterprises, Employ is the only company to provide personalized choice in its hiring solutions. Together, Employ and its brands (JazzHR, Lever, Jobvite and NXTThing RPO) serve more than 22,000 customers across industries.

For more information, visit **www.employinc.com.**