

# ***THE NEED FOR SPEED:*** **YOUR GUIDE TO FASTER, BETTER HIRES**

**Speed or quality: which is more important? In hiring, it's BOTH.  
Learn how to accelerate every stage of the hiring process  
– even in this market – and get better results.**

**In this guide, you will learn:**

- Why faster hiring matters – and how slow hiring can cost you
- Tips for improving the hiring process at every stage
- How your staffing firm can improve hiring speed and results

**GENTLEMEN, LADIES, ET AL. – START YOUR ENGINES!**

# WHY DOES SPEED MATTER IN HIRING?

**Slow hiring costs your business money – and it costs you candidates.**

**Here are just some of the consequences of slow hiring:**

- **Lost revenue:** If the open job falls into a revenue-generation category, money is being left on the table.
- **Decreased productivity:** A single vacancy can damage productivity. More than one vacancy multiplies that impact. The longer those positions remain open, the farther behind you fall.
- **Low morale:** Staff members have to work harder to cover the work of the vacant role. The longer they are forced to do so, the lower their morale will become.
- **Lower acceptance rates:** Candidates view your recruiting process as a reflection of how the company operates. A slow process signals your company doesn't make swift decisions and makes them more likely to drop out or reject your offer.
- **Lower-quality hires:** Top candidates don't have to wait around for you to make a hiring decision, which often leaves you with lower-quality options.
- **Higher salary demands:** If a top candidate is weighing multiple offers, they could counter with a bigger salary demand. If you hired faster, you would have remained in the more powerful side of the negotiation.
- **Poor employer brand:** Make no mistake, candidates will review your hiring process on websites like Glassdoor. Slow hiring will lead to bad reviews and bad reviews will discourage other talented people from applying.

# YES! YOU CAN HIRE FASTER WITHOUT SACRIFICING QUALITY!

When you look at the data, you can see that old, slow ways of hiring aren't producing great results<sup>1</sup>.

- The average time to hire someone takes **36 working days** (over 7 workweeks).
- 77% of recruiters end up going back and hiring candidates who didn't appear to be a good fit **at first**.
- 75% of recruiters have had candidates **change their minds** during the process.
- 41% of companies struggle to fill **basic, entry-level roles**.
- 89% of hiring professionals say bad hires almost always **lack soft skills**.

## OPTIMIZING YOUR HIRING PROCESS YIELDS BETTER RESULTS

Sorting through applications is one of the most time-consuming aspects of hiring. But in 2018, companies reported that they needed few applicants to make a hire.

The reason? According to a survey from Jobvite<sup>2</sup>, it boils down to one word: efficiency.

Data shows that career site visitors, candidates and open jobs all grew in 2018, and the number of open jobs outpaced the number of active candidates in the market. Even faced with that challenge, recruiters filled open positions by optimizing their hiring process. Those optimizations led to quality hires among a smaller pool of candidates.



# KEEP IT MOVING: TIPS FOR SPEEDING UP EACH STAGE OF THE HIRING PROCESS

You can speed up the hiring process without sacrificing the quality of your potential new hire if you work smarter, not harder. With some improvements at every stage, you can boost efficiency with an eye for accuracy.

Key steps on which to focus your acceleration efforts include:

- Writing job descriptions that attract the right people.
- Streamlining your application process.
- Planning each phase.
- Keeping everyone on the same page.
- Conducting more concise yet in-depth interviews.
- Closing the deal as quickly as possible.



# ATTRACT THE RIGHT CANDIDATES RIGHT OUT OF THE GATE

Sure, it's easy to recycle old job descriptions, but an outdated, inaccurate or vague job posting will attract misaligned candidates. Sifting through a sea of unqualified resumes takes a lot longer than writing an accurate job description that attracts quality candidates.

Instead of reusing an old job description, create a new one:

- Sit down with the current description and update it based on current needs.
- Don't just list responsibilities; talk about expectations as well.
- Identify the specific skills needed for success.
- Detail key "soft skills" that fit your company's culture and the needs of the job.
- Include salary ranges.



# STREAMLINE YOUR APPLICATION PROCESS

A long, drawn-out application process will turn people off. If your application process is too long or cumbersome, your candidate drop-off rate can be as high as 80%!

Sit down and apply to one of your open jobs and see how long it takes you to do it. If it takes more than 20 minutes, and if you cannot save your application and come back later, you're probably losing applicants at this stage.

Make a great first impression to keep more promising candidates in the top end of your recruiting funnel – and hire more quickly:

- Critically examine every aspect of your application process to ensure it is simple and welcoming for job seekers.
- Develop a mobile-optimized version of your application. As much as 40% of mobile candidates abandon the application process when they are notified they are about to encounter a non-mobile friendly apply process.
- Allow candidates to save their application and come back to it if need be.
- Do not ask for highly personal information like SSN online. You can collect that later.



# IT'S TIME TO GO MOBILE<sup>3</sup>

Still resisting mobile applications? Do you have a mobile application process that's a little outdated? You could be losing candidates and lengthening your search for the right person.

- Mobile adoption for job seekers is **highest** for workers aged 35-44 years old.
- 55% of job seekers aged 35-44 years old use mobile in their search.
- 44% of Generation Z and millennial job seekers use mobile for their search.
- 52% of mobile job seekers are women.
- 56% percent of job seekers with a high school education use mobile devices to search for jobs.
- 50% of people with associate degrees search for jobs on a mobile device.
- 47% of people with bachelor's degrees use mobile in their job search.
- The industries that **attract the highest number** of mobile applicants include:
  - Food service – 65%
  - Transportation and logistics – 63%
  - Retail – 60%
  - Healthcare 60%
  - Customer service – 59%



# PLAN YOUR WORK AND WORK YOUR PLAN

Setting aside time to plan adds a step to your hiring process, but like crafting better job descriptions, it is a step that will save you time later. A hiring team that plans ahead can make decisions more quickly and also get better results.

In every stage of the business game, better planning means better results. **Hiring is no different.**

Include time in the hiring process to:

- Understand why your last employee left and determine whether your hiring process needs to be changed to accommodate the problem.
- Review resumes and applications before each interview.
- Check the screening interview feedback.
- Prepare specific interview questions for each candidate.
- Talk to your staffing partner. They will recommend the most expedient ways to connect with the right candidates.



# GET EVERYONE ON THE SAME PAGE

Too many cooks can spoil the broth.

Hiring just one person requires people from HR, management, leadership, staffing partners, recruiters, etc. Getting everyone on the same page can feel like herding cats, but exercising some control over the situation can ensure a faster process.

Communication is critical for ensuring a streamlined hiring process, both internally and with candidates:

- Set a timeline for hiring and stick to it.
- Communicate that timeline to candidates as they move through each stage.
- Determine which skills are absolute must-haves and which can be taught on the job.
- Make interviews and candidate reviews non-negotiable meetings for the hiring team.
- Keep in contact with your top candidates at every stage, especially if the timeline shifts.

Better internal communication ensures everyone is clear on priorities and timelines.  
External communication keeps top candidates engaged and prevents unnecessary drop off.



# DON'T SACRIFICE SPEED FOR DEPTH DURING INTERVIEWS

Interviews can grind the hiring process to a halt.

Fortunately, you can make them more efficient and more effective with these tips:

- Approve standard questions to ask of all candidates. Consistency speeds things up and ensures you are evaluating candidates using the same standards.
- Leave enough downtime between interviews to consider each candidate – but not so much that the process loses its momentum. A day or two works well for many interviewers.
- Consider panel or group interviews. This streamlines the process and gives you a glimpse of the candidate's public speaking and multitasking skills.
- Combine first- and second-round interviews into a single event.
- Leverage your staffing firm's expertise. Staffing firms can take on many early-stage tasks like prescreening interviews, allowing you to focus your energy on the big questions.



# TIME KILLS ALL DEALS

There is an old saying in business that time kills all deals. This adage holds true in hiring. The longer you make your top candidates wait for an offer, the greater your chances of losing that candidate. As soon as you know who you want to offer the job to, do it. Don't procrastinate. Consider writing the offer letter ahead of time, so all you have to do is personalize it and send it off.

## Making a swift offer:

- Signals to the candidate that their expertise is appreciated.
- Shows respect for the candidate's time (while saving your own).
- Establishes your company as decisive and organized.
- Increases the chances that the candidate is still available to accept your offer.
- Keeps your first choice out of competitors' hands.



# MAKE FRIENDS WITH NEW TECH: MEET PROGRAMMATIC ADVERTISING

Have you ever posted a job and received zero applications when another job has over 100 applications? You might think the 100 application job post was more successful, but the truth is, you don't need 100 applications to find the right candidate – yet you do need more than zero.

*How can you strike the right balance? **Through technology.***

Programmatic advertising is the automated buying and selling of online advertising. For recruiting, programmatic gives you much more control over your budget, so you never spend one penny more than you need to find the right candidates.

- Using one technology platform, you can set rules to turn your ads on and off based on how many applications each ad receives. Once an ad has reached its goal, spending is either turned off or funneled to other jobs.
- Programmatic can also be used to attract applicants to jobs that might have otherwise not attracted anyone. If a job ad is underperforming, the bid will be automatically raised incrementally to ensure better visibility.
- Jobs get filled as efficiently as possible with little or no wasted recruitment spend.

Staffing and recruiting firms are increasingly adopting programmatic technology to accelerate recruiting, improve candidate quality and deliver better results for organizations like yours.

# MAKE MORE NEW FRIENDS WITH TECH: CHATBOTS

What if you had an assistant to field all your initial inquiries from candidates? How much time would that free up for your staff? With chatbots, you have that assistant – and that assistant works for you 24/7 and never needs a break.

## Enter the chatbots.

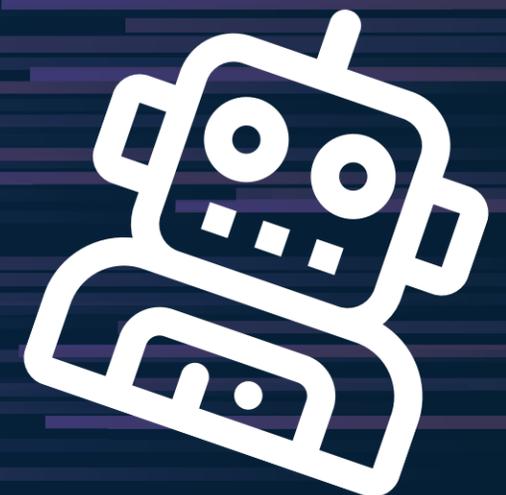
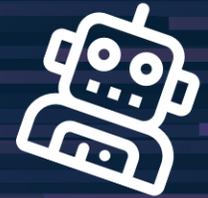
Chatbots are AI-powered tools that simulate conversation via text. They can be used on your website to encourage people to take action and inquire about a job. The bot can respond to the human to answer basic questions, or they can escalate the conversation to someone on your staff.

They can also be used to schedule interviews or conduct prescreening interviews to flag strong potential candidates and eliminate misaligned candidates.

## AREN'T BOTS SCARY?

The truth is, people are very used to chatbots. Companies like Verizon, Comcast and Amazon use them for both new and existing customer questions. According to an Allegis Global Solutions survey:

- Over 55% of respondents were either “fairly” or “extremely” comfortable interacting with AI applications when answering initial questions during the application and interview process.
- Candidates were most comfortable interacting with bots during the scheduling and interview preparation process: 66% were either “fairly” or “extremely” comfortable.



# THANKS BUT NO THANKS: WHEN CANDIDATES DON'T ACCEPT YOUR OFFER

Few things are as frustrating as presenting an offer to your ideal candidate, only to have them reject that offer.

It can take weeks or even months to go through the process of recruiting, interviewing and vetting candidates. Having your top choice back out at the end often means starting over from scratch.

All the while, the job remains vacant, work continues to backlog, and you keep shelling out money for hiring.

Rejections are bound to happen every now and then, but if you notice a pattern of candidates backing out in the offer stage, it's time to look at what's really going on. You'll want to understand:

- Why candidates reject offers.
- What you can do to reduce the chances your offer will be rejected.



# WHY DO CANDIDATES SAY NO?

Why would a candidate say no after investing just as much time in your company as you invested in them? Everyone's motivations are unique, but these are the most common reasons why candidates turn down job offers.

## ONE: YOU'RE NOT PAYING ENOUGH

- Thanks to websites like Glassdoor, Indeed and PayScale, candidates can access geographic salary trends for their job titles.
- It's still a candidate's market, so they may have a higher offer on the table.
- They could be earning more now.
- A long commute, skimpy benefits and relocation could impact the net value of your offer.

### You can address this issue by:

- Learning the market rates for each job you're hiring for.
- Talking about salary expectations during interviews and being upfront about what you can pay.
- Boosting your benefits packages to "juice up" offers.
- Offering relocation assistance.
- Considering a 10% base salary increase as a minimum standard.

# TWO: YOUR HIRING PROCESS IS TOO LONG

Yes, hiring takes time. But each day you drag it out after the final interview is a day that a competitor can swoop in and snatch your candidate. Furthermore, if you leave candidates hanging at the end of what's already been a long hiring journey, you may unintentionally send the message that you're not interested.

You can correct this by:

- Telling your top choices they are in the final running for an offer and getting a soft confirmation that they will accept.
- Having offers prewritten and ready to go.
- Fast-track top candidates through the prescreen phase.
- Combining multiple rounds of interviews into a single event.
- Keeping in touch if the process goes longer than expected.
- Outsourcing portions of your hiring process to a recruiting firm.



## THREE: THEY RECEIVE A COUNTEROFFER

Counteroffers from current employers can also derail your hiring process in the offer stage. Employers can't always afford to lose a great employee, and they may be willing to throw money at someone who has put in their notice.

You can combat counteroffers by:

- **Strengthening your initial offer:** Making candidates an offer they can't refuse is the best defense against counteroffers. This includes not only pay and benefits, but also perks like work-life balance, a better culture and opportunities for long-term advancement.
- **Talking about counteroffers:** In the final interview, ask your top candidates if they could be convinced to stay where they are if their employer offers more money.

## FOUR: YOU AREN'T SELLING THE UPSIDE OF YOUR JOBS

Now more than ever before, candidates consider your company culture, room for advancement, and the potential for their overall satisfaction when weighing offers. If you haven't differentiated yourself from every other company out there, they won't be excited about working for you.

You can create a better sales pitch by:

- Explaining the "WIIFM" (what's in it for me) to the candidate through every stage of the process.
- Clearly communicating how coming to your company will enhance the candidate's career.
- Showcasing the potential for career advancement.
- Clearly illustrating how and why you are an employer of choice.
- Showing how working for your organization would benefit the candidate personally (i.e., in terms of flexibility and work/life satisfaction).

# HAVE A NEED FOR HIRING SPEED?

Streamlining and optimizing your hiring process will yield results. But let's face it, finding the time to devote to overhauling that process can be nearly impossible.

That's where your staffing partner can help. Your staffing provider can kick your hiring speed into gear with:

- **Speed sourcing** – by using more methods, the right technology and greater resources to attract top talent.
- **Streamline screening** – by handling the time-consuming and technical aspects of screening and interviewing.
- **Reducing time-to-hire** – by accelerating the recruiting, interviewing and vetting processes.

A professional staffing firm can find better talent, in less time than most organizations can on their own – and you only pay a fee if you hire one of their candidates.

**Hire smarter and hire faster with your staffing partner.**