



You've Sourced the Best Candidates. Now What?

A GUIDE TO NURTURING YOUR PROSPECTIVE WORKFORCE



Introduction

High-volume employers in industries such as transportation, manufacturing and retail depend on a steady stream of qualified applicants. But that doesn't mean they always have openings at the exact moment when a well-qualified candidate applies. They also can't afford to wait until people quit to start searching for their replacements.

Instead, they must maintain a steady pool of potential candidates, and that includes nurturing qualified contacts until the time is right. Here's how to create a system to develop and maintain positive relationships with **all** your applicants.

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STEP 1

Track Applicants Systematically

You can't cultivate a talent pipeline without tracking your applicants.

For high-volume employers, an Excel spreadsheet isn't going to cut it. You'll need a robust applicant tracking system (ATS), a software platform designed for this purpose.

Here are some features to look for in your ATS that help you provide a great candidate experience and cultivate relationships with applicants.

- Capability to track candidate's full life cycle across multiple locations.
- A centralized communication portal for recruiters and hiring managers to be aware of all communication with their candidates.
- Ability to structure your own workflow.
- Integrated email notifications to prevent missed communications.
- Customizable email template generator.
- Two-way text and email communication capability to keep candidates in the loop.
- Integrated job postings across major job board platforms.
- A branded career page to direct candidates.
- Skills-matching between candidates and open positions.
- A strong privacy policy to keep candidate information secure.



86.1%

of talent professionals say using an ATS has increased hiring speed

78.3%

say it has improved candidate quality



STEP 2

Automate Routine Communications

For routine updates, automated communications can keep candidates in the loop about the process while allowing your recruiting team to focus on more strategic activities.

Follow these guidelines when mapping out your communications process:

- Customize emails and text messages to reflect your brand.
- Explain the process and likely timeline.
- Keep candidates updated on the status of their application.
- Set expectations for communication (e.g. within 24 hours of status changes).
- Let candidates know if selection is taking longer than expected.
- Inform candidates when they're out of the running.
- Offer feedback explaining why they weren't the right fit.
- Ask candidates for feedback on the process.

80%

Candidates with access to a chatbot for basic questions were 80% more likely to increase their relationship with the employer

50%

Candidates who received text message notifications during the research process rated their experience 50% higher than those who didn't



STEP 3

Allow for Human Touchpoints

As you adopt technology, make sure you still create plenty of opportunities for applicants to have positive interactions with recruiters and hiring managers. Communication is essential to building healthy, trusting relationships with candidates.

Certain types of communication are most effective at specific points in the hiring process.

If you are delivering a rejection after an interview, for example, a phone call is direct, respectful and gives recruiters the chance to offer feedback.

Here are the recommended modes of communication for each hiring stage:



When rejection is delivered by phone, rather than email, candidates had a 29% higher positive impression of the process. — 2019 Talent Board

North American Candidate Experience Research Report.



STEP 4

Preserve Relationships

If you have qualified candidates who weren't selected for a particular position, you still want to maintain those relationships.

You can do this by delivering valuable and engaging content directly to their inboxes — with their consent.

Here are some types of content candidates want to see:



Industry news.



Career advice



Realistic job previews or facility tours



STEP 5

Gather Data

Survey all applicants, even the rejected ones, to gather data on their experience — what worked and what didn't — and use that data to tweak your process and create a better experience.

When candidates are asked for feedback at the research and applications stages, the likelihood of a great candidate experience increased by

72%. — 2019 Talent Board North American Candidate Experience Research Report

When candidates are asked for feedback at the screening/interview stage, the likelihood of a great candidate experience increased by 148%. — 2019 Talent Board North American Candidate Experience Research Report.

Here's a sample survey that can help you identify weak points in your candidate experience:

Rate the following items along this scale:

1: strongly agree 2: agree 3: neutral 4: disagree 5: strongly disagree	Rate
I felt like my time was respected at each stage of the process.	
The application was easy to fill out on any device.	
I received notice of status changes within 24 hours of their occurrence.	
My questions were answered accurately and promptly.	
Chatbots were available to answer basic questions.	
Scheduling an interview was easy and respectful of my time.	
I was given a timeline for the process.	
I was informed of any delays in the process.	
I never felt like I was out of the loop.	
If my application was rejected, I received detailed feedback explaining why.	

Just because you can only choose one candidate per position doesn't mean you should write the rest off. The more you invest in developing a positive relationship and building an excellent

experience for each candidate, the more loyalty you'll earn. In the future, that loyalty could translate into lifelong employee relationships.





About balanceTRAK

In a world where 80% of customers are unhappy with their ATS, balanceTRAK is a forward-leaning applicant tracking system that is simple, powerful, and adaptable. It's easy to use, so it's easy to hire. balanceTRAK is built and backed by Berkshire Associates—a company where HR people and technology people work together to build easy-to-use HR solutions.



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