

So Many Applicants, So Little Time

Liberate Yourself!

While the talent acquisition process is generally referred to as “recruiting,” the process is really divided into 3 main steps. Recruiting being the process of sourcing and attracting suitable candidates; Selection being the process of evaluating, assessing and hiring the best applicants; and Onboarding being the process of getting the new hire signed up for company benefits and other activities designed to help the new hire become productive quickly.



Until now, sourcing and attracting has received all the attention and resources, and why not – the well publicized tight labor supply and war for talent made finding good applicants– even just a few – very challenging. Article after article and seminars galore touted “how to get the resumes”. ATSs (Applicant Tracking Systems) had been developed to house candidate resumes and help track various forms through the process. In short, the focus has been on the “paper” at the front end of the process.

You may be thinking that you already have the middle section of the process, Selection, covered; your department budget is approved, your employment department staff is in place, and your hiring managers have been trained in effective interviewing techniques. But times have changed – the economy tanking has put many more people – unemployed, underemployed, and still-employed – into the job market. Top talent has become available like never before. Baby Boomers are staying in the workforce rather than retiring as predicted. Help-wanted ads, career boards and social media now easily yield a ton of applicants.

And the challenge for employers has thereby evolved and changed as well. Just weeding through the flood of applicant flow, dealing with resumes that are more professionally-inflated marketing documents than accurate summaries of history and achievement, and evaluating applicants who are well practiced at responding with the best answers to traditional interviewing questions has become the new challenge. Razor-thin margins and stiff competition in today’s marketplace drive the need for innovation, productivity, and customer retention – skills not commonly enumerated in resumes. While attracting candidates remains important, the challenge has shifted to the vetting process – working through all those applicants to find the top talent. True, there are more “needles in the haystack” now, but the “haystack” has grown to unmanageable size for conventional, manual processing. Employers are scrambling to provide better candidate experiences while struggling to handle the volume.



As (or when) the economy improves and employers begin to hire again, two diverging factors will stress the conventional process – the importance of filling each new hire with top performers will be paramount to company recovery at the same time that sufficient company resources devoted to the talent acquisition process, largely decimated during the recession when there was little need for hiring, will have yet to be restored.

Increasingly, today's business environments and workplace settings put a premium on work styles and cultural fit with coworkers, leadership, and the organization. However, evidence of these qualities is not found in resumes. In conventional vetting processes the resume is the first hurdle used to screen out candidates, quite probably including many with ideal work styles and culture fit, while screening in the best resume writers (who are not necessarily the best performers).

TIME – we as employers don't have enough of it these days, and neither do job seekers, especially those high-performing passive candidates. On the employer side, how much value-add is there in personally conducting the same interviews, asking the same questions over and over again, when computers can now relieve you of this repetition? From the candidate's perspective (especially those sought after top performers), how inviting and engaging is a process that first demands a full accounting of one's work history even before establishing a mutual interest, then subjects one to multiple starts and stops while the process drags on and on. How sustainable is that?

What if you could easily whisk any person interested in employment with your company through a complete interview process with job-specific direct questioning and assessments/simulations, from the point of their first expression of interest all the way through to scheduling the most promising for that on-site final interview, any time day or night, in a single non-stop multi-media candidate engagement that begins with an interview and pushes the resume submittal further back in the process? A vetting process that looks at the whole person, not just their education and prior work history? Think what that would do for your employer brand – now that's real convenience! As a candidate, would you rather apply to a company that will grant you an immediate interview, even if you don't have a resume, or to a company that won't even talk to you until you submit a resume, and more than likely, you'll still never hear from that company?

HRMC Acclaimsm is a computer platform that can do all that and more. Offered as a service rather than a hardware/software purchase, it uses artificial intelligence to make the decisions inherent in processing a candidate so that the process does not need to stop pending a staff member's decision on what to do next at each decision point. In any language, it can welcome candidates with a video message from a company official, present a realistic job preview, conduct a technical interview, then a behavioral and situational judgment interview, administer assessments and simulations, and at any stage where a conclusion is reached give an appropriate disposition and closure to the applicant including when warranted, scheduling the best applicants for the on-site final interview. There are a whole host of other tools in Acclaim to help efficiently and accurately recruit, evaluate, and hire top performers. And to keep all the available talent "warm" and interested in your company until a suitable opening occurs, there is a very unique "Timed-Release Correspondence" module that effortlessly communicates with your applicants on an ongoing basis.

The Great Recession – there's never before been an opportunity like this to grab exceptional talent. Are you, and your evaluation process, ready? What are you waiting for; it'll never get better unless you do something different. Harvest now, reap the rewards later. **Don't mess up the opportunity of a lifetime!**