

# PRACTICAL TIPS FOR CREATING A SOLID RECRUITMENT FUNNEL



## INTRODUCTION



Recruitment is a complex process, but essentially it is a competitive marketing process – if agencies want to convert candidates into hires, agencies need to look at the process the same way marketers look to convert leads to sales. Agencies need to ensure that their recruitment funnel is solid.

The recruitment funnel breaks down the recruitment process into stages, and then further break down each stage into goals and tasks. The cycle starts with creating awareness

about your agency and ends with the onboarding of a new hire. The goal is to lose as few good candidates as possible and give your agency meaningful choices if possible.

Make no mistake though, the recruitment funnel isn't a cut and dry process. It has multiple stages, all of which can contain multiple obstacles. For example, if it takes too long to get through one stage, candidates are lost. Or maybe you're attracting applicants that don't fit your roles and waste valuable time screening applications as a result.

## WHAT IS A RECRUITMENT FUNNEL?

A recruitment funnel is a framework for agencies to follow that takes you through the entire recruitment process from start to finish, narrowing down the candidate pool until you are left with a desired number of hires.

The recruitment funnel aims to keep prospects interested and candidates engaged throughout, and it can be broken down into stages.

Effective recruiting is about getting many different factors implemented correctly. There is no one magic, "fix-it" solution. An integrated process that works as effectively as possible is vital.

**USE COMPELLING JOB POSTINGS TO MAXIMIZE AWARENESS**

**POST TO ALL JOB BOARDS WITH JUST ONE CLICK**

**MAKE IT AS EASY AS POSSIBLE FOR CANDIDATES TO APPLY FROM THEIR SMART PHONE**

**AUTO SORT APPLICANTS**

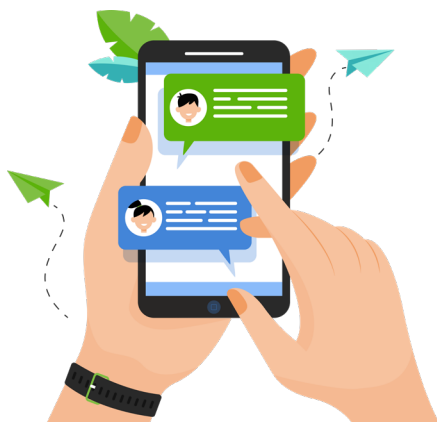
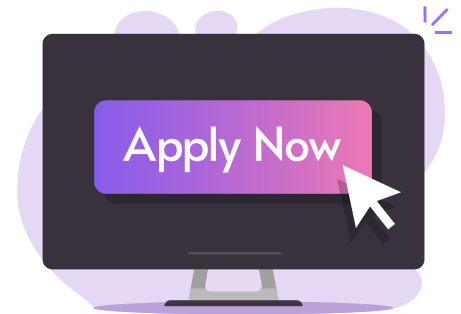
**QUICKLY RESPOND TO APPLICANTS BY TEXT**

**SELECT BEST CANDIDATES**

## TIPS FOR BUILDING AND MANAGING AN EFFECTIVE RECRUITMENT FUNNEL

To build and manage an effective recruitment funnel, break down each stage into smaller steps. These manageable chunks can be defined as goals (to be achieved) and tasks (to be allocated). By doing this, nothing slips through the cracks, and what can be a daunting process becomes a manageable one.

1. Verify your website and your career page provides as much information about the agency and the job possible, such as what the benefits of working at your agency are, what the work-life balance is like, your approach to flexible working, what career opportunities exist. If possible include employee testimonials. Make short videos or conduct interviews where current employees talk about who they are, what they do, what they enjoy about working for your agency, and what the perks are. Or create generic profiles of your best employees. Consider including a FAQ section on your career page to answer common queries.
2. Create compelling job postings. Job postings are usually the first thing every potential candidate sees. Perfecting your job postings is crucial to snaring the right kind of candidates – you want to convey enough information about the job opening and your brand to whet prospective appetites, without overwhelming anyone.
3. Don't undersell the agency in your job postings.
  - a. Emphasize job security
  - b. Include pay rate, hours (PT, 30, 40), overtime availability, extra pay for working on a holiday
  - c. Include annual \$ value the benefits package. Use a range if based on seniority
  - d. Add non-taxable expenses such as mileage rates, BYOD compensation
  - e. If paid training is included, make that clear
4. Post to multiple job boards with one click. Don't limit your agency to Indeed. All your competitors are there. Use Facebook and local specialty job boards especially if they are free.



5. Be prepared to answer questions from potential applicants by text. Interested candidates are likely to get in touch before committing to filling out an application form. Have someone available to field questions by text. It is important to use the medium most candidates use. Avoid phone calls (scary) and emails (not seen or read) early in the process.
6. Make the application process easy. According to CareerBuilder, 60% of candidates will abandon a job application, despite the job really appealing to them, because the application process was too long and convoluted.

7. Optimize the recruitment process for mobile devices. Most candidates want to apply for a job via their mobile phone. Don't lose candidates by making them fill in the application at a later date. Use applications optimized for mobile phones. Forget faxes, emails, downloads. These are guaranteed to lose candidates.
8. Use data driven hiring that delivers your candidates pre-sorted so you can prioritize the best-fit candidates quickly. Respond by text from within your talent acquisition application within one working day.
9. Over communicate. Send confirmations. Don't leave candidates in the dark about where they stand on their application. Send an auto-response for every application received thanking the candidate for applying and letting them know the next steps and your anticipated timeline. Include a way for the candidate to get in touch should they have any queries in the meantime.
10. Standardize interviews. Ensure each candidate is asked the same questions. Don't allow interviewers to deviate too far from these questions.
11. Use interview scorecards. Rather than relying on one person's opinion, ask all interviewers to score candidates on previously established criteria. Rank candidates based on the total score or their average score.



12. Assess candidates for the right skills and traits. Analyze predictors of job performance for each role. Use common assessments for each role.
13. Make the pre-selection process engaging. Understand your average time to hire. Make the process as engaging as possible. You don't want to leak good fit applicants at this late stage. Consider videos with realistic job previews, a gamified assessment or situational judgement test.
14. Encourage your recruitment funnel to grow organically.



- a. We live in a world of open communication. If you have a disgruntled employee, chances are they've not kept their grievances to themselves. Pay attention to employer reviewers and keep an eye out on sites that allow employees to review their employer. 83% of people say employer reviews impact where they apply. *Source: Indeed*
- b. Reach out to previous applicants. Every suitable candidate who has applied should be stored in your Talent Acquisition system or CRM. Typically only one

person is hired for each job opening, but that doesn't mean every other candidate who made the shortlist isn't worth reconnecting with. Remember to use texting to follow up.

- c. Use metrics to establish what works. How will you learn what steps of your recruitment funnel are working for you if you don't track metrics such as time to hire, cost per hire, quality of hire, correlation between candidates hired and retention? Track metrics. Test and adjust. Constantly improve your recruitment process.

## CONCLUSION



Building an efficient and leak-free recruitment funnel is not easy. Start by implementing some of these tips. See what improves your recruitment process. Hopefully your agency will have more engaged, qualified candidates to make the shortlist from, your interviews will be better, time to hire will decrease and the quality of hire will increase.

### ABOUT AGENCY WORKFORCE MANAGEMENT

Agency Workforce Management supports all the needs of I/DD and behavioral health service providers — time & attendance, EVV, scheduling, hiring, training, HR, payroll and billing integration, documentation, electronic health records and more.

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