How Can the Recruitment Experience be Improved?

Recruitment Agencies are sometimes accused of treating candidates with little or no respect. Regrettably, it is true that some agencies do behave in this manner, providing a poor experience for candidates. Some companies with vacancies are also remiss when dealing with candidates and with agencies. Some use their procurement resources to negotiate low commission rates with agencies with no consideration to the quality of professional service. Remember, an agency is not just a supplier but is acting as a representative of a company and should reflect that company's image.

Getting the right candidate and maintaining their retention is essential. The Indeed job Board states that 65% of people worldwide look at new jobs again within 91 days of being hired.

The main complaint and frustration of candidates either with companies or with agencies is poor or no communication.

The job description may give minimal details about the role and it is important that the hirer actually explains what the job requirement is. They have been known to move the goal posts by the time a candidate attends an interview, who then performs badly at interview as the job is no longer the one applied for. Job adverts should be concise, with clear requirements and not contain a plethora of requisites which may be unattainable or unrealistic. Many adverts state a degree is required. Asking the hiring/operational manager why, it is not unknown for them to say they did not know the requirement was in the advert, written by HR and was not necessary. More important was recruiting someone with practical, relevant experience.

Salary offerings should be realistic. Why quote £60k when the company will not pay more than £50k?

Another complaint is not receiving any information about the interview process and receiving no information prior to the interview. Agencies should provide candidates with the support, information and communication that a candidate requires in order to have a sensible discussion at interview.

Candidates complain that they receive no notification from an agency or a company when they have been passed over for a job, even after they have actually attended an interview! By simply clicking APPLY on a Job Board, there are numerous applications from people who clearly have not read the advert in any detail and are unsuitable for the position but in these days of IT technology, it is not difficult to send an email to applicants to inform them their application has been unsuccessful.

Hiring Managers may have unrealistic expectancies about the time it will take to find candidates for hard-to-fill roles. To get the right person can take months. To meet a hiring manager's demand, some recruiters admit that they will hand over a pile of resumes regardless of whether the candidates are suitable for the role. (Source Undercover Recruiter) Pointless hiring an Agency in the first place! Conversely, because their hiring process is long winded, companies will lose good candidates who have accepted an alternative job offer.

Some companies hire researchers to prepare customer questionnaires to ascertain how good their customer service is. How many of their managers actually go into one of their stores or place an online order to see what the experience is like from the customer's point of view? Similarly, how many companies take time to consider what a candidate's experience is when applying for a job? There is a danger of losing good talent if the candidate rejects the company because of its recruiting

process. Solutions Designers/Analysts with excellent experience, who would comfortably fit into the company's culture and have had second and competency interviews with the hiring manager who wants to employ them have not been offered the position because at the last hurdle they "failed" a reasoning or numeracy test by HR department.

What impression do candidates get of a company or agency who use a prewritten interview script, or a tick box list, or junior staff with limited knowledge of the vacancy? Interviews should be a discussion, where both parties get to know each other and what their aspirations are. Personality and reasoning tests all have their place but should be part of the larger tool box.Candidates want to understand the culture of an organisation and, in particular, the person who may become their boss and vice versa.

Candidates themselves are not always blameless. Some are not entirely up front with the truth and they forget that potential recruiters look at social media, especially LinkedIn profiles, which may not match the details on their CV. Every recruiter will be familiar with receiving countless applications which bear no relevance to the job they are applying for. Some candidates do not reply when a recruiter responds to their application with a view to arrange an interview but worst of all are the candidates who do not even bother to turn up at an interview after much time has been spent arranging all the meeting dates, times etc. On the positive side, it is best to identify this unreliability or attitude at this early stage in the process rather than finding out after they have actually been employed.

Customer focus, experience of continuous improvement and lean techniques are common requirements in vacancies. When was the last time you reviewed your recruiting process?

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