



How to Combine Process and Automation to Do Hiring Right (For a Change)

INTRODUCTION: THE CURRENT LANDSCAPE

We won't belabor the point, but the current landscape around work is extremely chaotic in many parts of the world. You have a complicated ecosystem going on, with multiple inputs:

- Pandemic means various levels of comfort with in-person working.
- Rapid scale of remote and work-from-anywhere tech stack tools.
- In early COVID, and arguably throughout, many companies treated workers poorly, especially so-called "essential" workers, and that led to a mini revolt of workers against their employers and the seeking of greener pastures.
- Isolation policies and more time with family + pod leading people to make different decisions about what they want from life.

You can call this many things – "The Great Resignation" or "The Great Reshuffle" or "The Big Quit" are popular – but what has happened is that a chaotic, ever-changing environment has been created for both conventional white-collar and blue-collar jobs. There's a constant shift underneath the feet of organizations, and talent teams are stretched super thin, often with 250+ CVs for a single opening. (Often quadruple that.)

This logically presents several challenges. First, you need to throw a life raft to your talent team. How can they focus on the right things, instead of everything? Secondly, you cannot reinvent the entire wheel as you do this. You need something light-weight, bolt-on, and ideally a solution that can work with pre-existing processes and workflows. If you try to revolutionize your talent practice at this moment, everything could implode. You also need a way to convey to candidates that your situation – what you can offer them – is different than what they're fleeing. This is often called "candidate experience."

In sum:

1. Save your current talent people.
2. Make sure whatever you start isn't going to be another huge layer of change.
3. Provide your next wave of employees with the right experience as they enter.

If you can do all three of these things, you can rise above whatever market you're in, given the current moment.

But how do you do this?

SAVE YOUR CURRENT TALENT PROFESSIONALS

On average, 75% of the resumes a typical high-volume job posting receives are considered unqualified.

Across 250+ hires, this adds up to hundreds of wasted hours skimming through unqualified resumes. While screening hundreds of resumes can be mind-numbing for human recruiters, it's exactly the type of pattern matching AI (Artificial Intelligence) and other advanced tech was designed for.

Let's say you work with multiple job boards across multiple regions, as is common. A lot of times, unfortunately, different job boards won't directly "speak" to your back-end Applicant Tracking System (ATS), which means added manual work for recruiters and TA professionals, on top of all their interviews and scheduling. You want to save them time and aggravation by finding a simple work-around here.

What you need isn't even fully advanced AI. It's a bot script that will look at predefined fields from a job application and take those fields, drop them into an Excel or similar file, and move the contents of that file into the ATS. Now all the unification work of the hiring process – getting all the candidates into the same system, with similar information available – is handled in seconds by technology, which frees up the human side to actually learn more about these people.

The extra benefit of this approach is cleaner reporting on recruiting metrics, i.e., time to hire, source of hire, average years of experience, and more. A lot of times, talent runs up through HR, and HR has historically lacked a "seat at the table" in part because their data is unclear to executives. With cleaner data, you make easier connections for people, and that leads to better presentations, and you begin to bridge the respect gap with the top rungs of the organization.

In short: you don't need the fanciest tech you've seen in grand reveal YouTube videos. You need something simple that does what it's supposed to every time out. More on that in a second.

DO NOT ADD A NEW PROCESS THAT REPRESENTS EVEN MORE CHANGE

A pandemic is enough for most people. But look at some of the shifts in talent even in the last five or so years:

- 76% of hiring managers say that finding quality talent is one of their biggest struggles.
- The power has shifted more towards candidates, with 86% of recruiters and 62% of employers [believing it's a candidate-driven market](#).
- While referrals are still consistently the top source of hires -- 30% overall and 45% internally -- the hiring game has shifted in many other ways.
- For example, 59% of employees say they were attracted to a company that promoted recruitment events on social media
- But -- 90% of candidates aged 18-29 are on social media, and yet only 67% of employees claim their employer doesn't do any social media pre-work or advertising for recruiting events.

A lot is changing. It was changing before COVID, and it's still changing – and this is happening while people's views on work are shifting, so the entire picture is chaotic.

You can't bring in a new software suite that people need to be trained in. It's too much. People are too busy and have familial obligations on top of work. You need something lightweight, bolt-on, that can save time, money, and give you cleaner metrics in the back end. We work within the RPA (Robotic Process Automation) world, and thankfully for RPA – there are admittedly pros and cons, yes – the products tend to be pretty lightweight. They can handle seasonal demand and fluctuations and high-volume hiring, but you don't need to budget three months for everyone to learn what's happening. You just need to run a bot script to aggregate resumes and standardize data. It's a simple, one-flick-of-the-finger move with a lot of ROI.

IMPROVE CANDIDATE EXPERIENCE

If someone is looking for a new job because their last place was a hellscape, they won't be impressed if your hiring process is disjointed. They will begin to get triggered and think "Oh, this place feels like a hellscape too." Hiring processes get disjointed for

several reasons, but commonly it's because:

- Processes aren't good.
- Recruiters are overextended and can't focus on the candidates.
- The tech is asking candidates to do a bunch of useless fill-ins for back-end compliance. (Candidates hate this. Why did they just upload a resume, then?)
- Hiring managers are spending too much time micromanaging the process and not thinking about the needs of the open position.

This is admittedly a lot to solve, and most companies can only solve a couple of these bullet points. But in general, what you're looking for is a way to free up time for everyone involved in the process, so that they can prioritize the right things: i.e., the relationship with candidates and understanding what makes these future employees tick.

OUR SOLVE

We work with companies to solve this core time management + ease of solution intersection with [one of three main digital products](#): specifically, our [CV Aggregator](#), which was built internally because we realized – transparently – that we were spending all our time herding cats rather than quickly identifying and connecting with our next superstars. So, we created a hyper-automation bot that compiles all job board applications and inputs them into a client-specific recruiting or talent acquisition platform. We can scrape information out of multiple websites, and we can scrape specific information based on candidate need, i.e., English speaker with x-years of experience. Our technology can connect with job boards that don't have integration capabilities, and we can integrate with any current platform that the customer runs.

This works best in high-fluctuation industries, i.e., retail, hospitality, shipping, and delivery – but in the current climate, it can work well in almost any industry where people are re-evaluating what they want to experience with an employer.

If interested in discussing more, let us know!

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