How to Quickly Attract High-Quality Candidates

Oleeo

No matter what industry you're in, it's not enough to simply post a job listing and hire someone — especially in the current recruitment market. Barriers like time, piled-up data, extraneous administrative work, and more attractive organizations can make it difficult to find good candidates for your job. Even if you do manage to find a few applicants, it's difficult to know if they're actually the right candidates for your open position.

At Oleeo, our talent acquisition platform intelligently automates data to save you time at every stage of the recruitment process, while communicating data in a way that's efficient and unbiased. With this platform, organizations of various sizes have attracted more applicants, narrowed down their candidate pool with all the criteria in mind, identified problems within their businesses, and had no trouble reducing time to hire.

Has the Recruitment Market Shifted?

The modern workforce has changed since 2020, which has inevitably caused a shift in the recruitment market. While things are certainly more straightforward now than they were during the early months of the COVID-19 pandemic, almost every industry has seen change in some way. Particularly for the recruitment market, those changes don't seem to be stopping.

A few examples of changes in the workforce that directly impact recruitment include:

- ✓ The shift to remote work
- ✓ Talent shortage
- ✓ The great resignation
- ✓ Increase in freelance and contract workers
- ✓ Changes in demand for certain jobs and industries
- ✓ Increased cost of living
- ✓ Concerns over another recession

PRO TIP:

On top of all of these changes, the need for inclusive recruitment is as essential as ever in the current market. Maintaining diversity in the workplace not only ensures you have a balanced talent pool but also keeps you ethical, legally compliant, and opens your company to new, crucial perspectives.

What to Expect in 2023

Time is of the essence and that theme is set to continue throughout 2023, there are more applications in some cases, but a long drawn out process is likely to turn the top talent for your roles away.

Understanding and having the tools in place for candidates to engage on the channel they are most comfortable with. Giving candidates the option to choose how they interact with you will be key.

With the ever-changing market, it's important in 2023 to consider the talent and talent mobility within your own company.

Maintaining an impartial applicant tracking system will keep you ahead of the current market as well as help you identify the skills and potential you already have within your workforce. Additionally, providing consistent talent mobility will keep your current employees from looking for other jobs and make your organization more appealing to new applicants.

Candidate expectations are rising, how can you ensure you engage with them effectively?

1 Speed ensures your recruitment process is quick and sleek

2 Mobile-optimized applications should be easily completed on a phone

3 Great candidate engagement keeps them updated at every stage

CASE STUDY:
Police Scotland

[A recent case study from Police Scotland](#) sets a great example for the recruitment challenges that markets are facing and how great recruiters took the initiative to get around them. Lorna Allison, a recruitment manager of Police Scotland, recognized that the pileup of data and administrative work was becoming a massive obstacle for recruitment, particularly because they were doing almost everything manually. This led to inaccuracies, data protection risks, and hiring processes that would last over a year. Due to the great importance of knowing someone's skills and experiences before hiring them as an officer, Police Scotland realized something needed to change.

Police Scotland adopted an automated talent acquisition platform that would keep all of their data in one place and improve the recruitment experience both on their end and on the candidates' end too. As a result, the police force brought its hiring process down from an average of 12 weeks to 24 hours. In-depth reports that would usually take weeks to complete were finished in one to two hours.

1,900+
annual hires

reduction in time to hire
from 12 weeks to 24 hours!

Overall, Police Scotland's new data automation streamlined efficiency, helped them better understand the data they were working with, and made their open positions more appealing to candidates at a time when more police officers were needed.

Instant Attraction

To stay ahead of the competition and other recruitment challenges in 2023, it's important that your open positions instantly attract candidates. To do this, keep the wording of your job posting inclusive and gender-neutral to attract more candidates and not exclude anyone. When you're finished, post the job listing as immediately as you can to ensure you get as many eyes on it as possible.

Watch out for the "nice to have" list on your job posting. While you should list all skills and experiences essential to your job, adding non-essential qualities only complicates your job posting. Including extraneous preferences that not every candidate would have, could alienate candidates who would otherwise be perfect for the role.
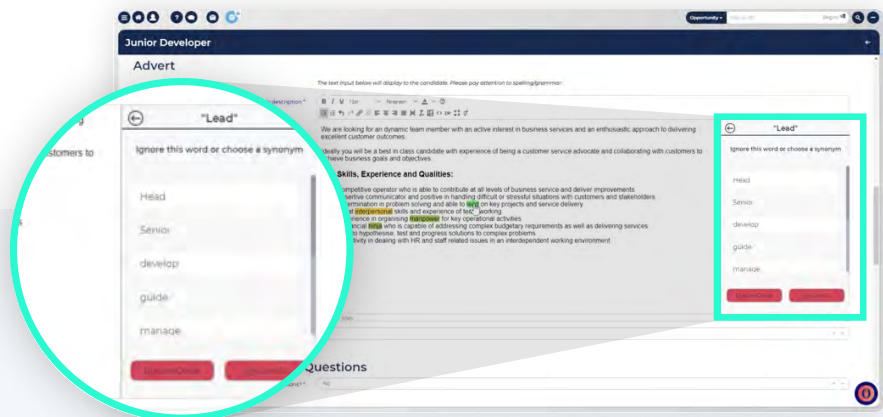
SOLUTION

Intelligent Writing

One of the most important things to look out for when writing job postings is gendered language. Using pronouns like "he" or "him" could dissuade women and non-binary candidates from applying for your position. Furthermore, using masculine-perceived words like manpower or champion could further alienate candidates who may not connect to the social dominance associated with those words.

Keeping your wording gender-neutral and inclusive will help you attract a larger, better-balanced talent pool. **Oleeo's intelligent writing filter highlights specific, biased words that may drive candidates away**. It's important to remember that words can be interpreted differently by each reader, so having an extra set of eyes on your job listing is crucial to attracting a diverse talent pool.

Faster Screenings

Once you've quickly and efficiently grabbed the attention of a solid pool of candidates, you need to ensure the screening process moves just as quickly. Whereas manually sifting through data can take anywhere from hours to weeks, automating your data will let you immediately score all candidates based on the specific skills and qualities important to you.

Not only does an applicant tracking system help you reduce the time to hire, but it will also help your organization not miss any crucial details when it comes to finding the right candidate and will help reduce bias. **By taking you out of the trivial steps of screening, you can now focus only on the bigger picture and the aspects of each application that are important to you**.

SOLUTION #1

Intelligent Assessment

Oleeo's intelligent assessment instantly and accurately scours through applicants' answers, skills, experiences, behaviors, and other qualities. It's able to understand written responses, so you can feel free to personalize assessment questions without worrying about adding extra time to the screening process. Applicants' answers will be automatically rated, but you'll have the option to go back and read specific answers as needed.

Once Oleeo has accurately and reliably finished its assessment, candidates will be recommended to you based on the skills and experiences you've selected. This intelligent assessment process ensures every candidate is assessed equally and without bias based solely on their applicable skills and what they feel comfortable sharing with you.

SOLUTION #2

Intelligent Selection

Oleeo's intelligent selection system helps recruiters make informed decisions and become aware of current problems in the recruitment process, be it a lack of inclusivity or a problem with the position itself. After realizing how much time was being spent on screening high volumes of recruits, a leading retailer in the U.K. partnered with Oleeo. Through Oleeo, the retailer managed to cut down on time spent on the recruitment process but also identified two major issues within their company.

First, they saw that they were repeatedly hiring the same types of recruits, leading to less diversity and perspectives in the workplace. Second, they observed most new hires had a very fast turnaround, which complicated recruitment even more. **By partnering with Oleeo, this retailer was able to diversify their talent pool and identify why people were leaving, leading to better practices across the entire organization and reducing time to hire.**

40%
time saved for recruiters

16%
**improvement in candidate quality**

48%
increase in ethnically diverse candidates

The Interview Stage

The next step in the hiring process is the interview stage. While Oleeo cannot replace the important personal aspects of interviews, **our recruiting platform will simplify almost everything it can to keep the interview stage focused and painless for both you and the candidate**.
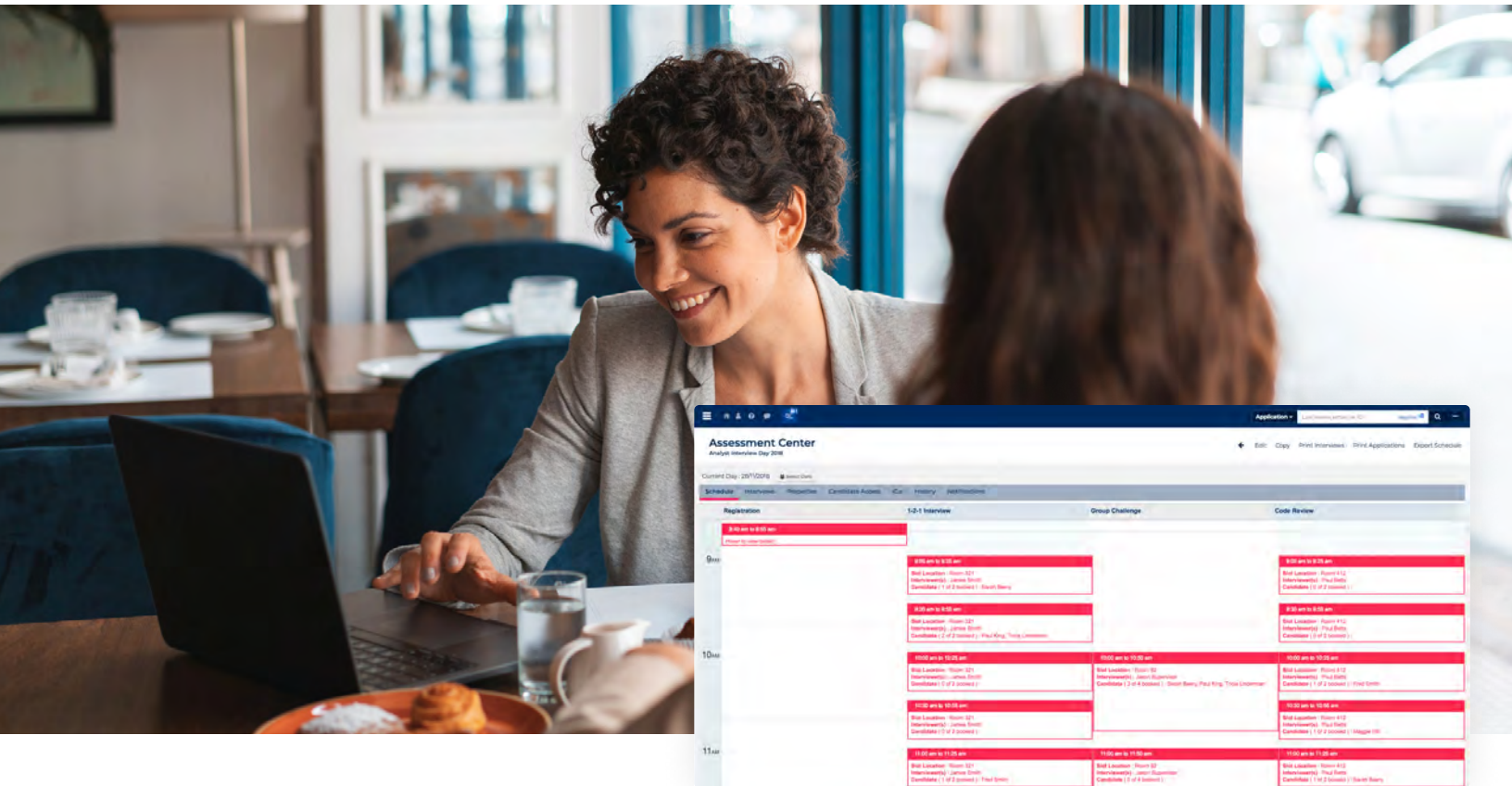
The system lets you conveniently choose between live, video-recorded, and in-person interviews. Its interview scheduling tools and calendar integration make interviews easy to schedule from both ends while still prioritizing everyone's time. This flexibility is especially important to candidates in the current recruitment market as they may be interviewing for multiple positions at once.

Ensuring a painless interview process will help keep your organization at the forefront of their mind.

Securing a Desirable Candidate

Once Oleeo's automated screening process and the interview stage help you find the ideal candidate(s) for your position, the final step of the hiring process is to snap them up! Many job applicants put their feet in as many doors as possible. The candidate you want may have offers from other organizations, which is why it's crucial to make sure your position stands out.

The candidate's decision will likely be based on the organization as a whole rather than the specific recruitment process. However, there are a number of things you can do as a recruiter to speed up the hiring process and keep your position looking more desirable.

These include:

- ✔ Communicating consistently and keeping as much of the process digital as possible
- ✔ Conducting background and reference checks quickly to give candidates faster answers
- ✔ Digitally automating contracts and offers for faster delivery
- Reducing time to hire so they can start working sooner

New Automation and Intelligence

Right-to-work checks, background checks, and contracts can increase your administrative work and leave candidates waiting for prolonged lengths of time for answers — time they could easily use to find a different place to work.

Oleeo's digital RtW offering enables you to remain compliant whilst ensuring your processes are streamlined and efficient saving you time and helping you to hire great talent.

Recruitment, Your Way

At Oleeo, we may be experts in the recruitment market, but we understand that no one understands your organization and industry the way you do.

Oleeo's talent acquisition platform is designed to adapt to your organization's specific needs and criteria. Rather than telling you what the solution to your problem is, the platform works with you at every step to create a solution that meets your needs and stays consistently ahead of the competition. If something in your current recruitment plan isn't working, **Oleeo lets you easily adjust, add, and remove criteria to find the candidates you need.**

Oleeo doesn't believe in a one-size-fits-all approach. Our highly configurable solution has been designed to support you to be the best recruiter you can be.

1   **Reduce time to hire**

2   **Reduce cost to hire**

3   **Understand the talent available to you**

4   **Improve efficiency**

Quality Control

Judging a candidate's quality takes more than scanning their resume or talking to them in an interview. **Quality is determined by a large variety of factors that Oleeo's applicant tracking system will help you pinpoint**.

PRO TIP:

It's important to consider all factors when it comes to hiring new employees. After all, a candidate with an ideal skillset may also have a history of quietly quitting jobs or making undesirable mistakes that you'll want to be aware of sooner rather than later.

A high-quality candidate can usually be identified by a combination of these factors:

- ✔ **High assessment scores**

- ✔ **How far they progress through the recruitment process**

- ✔ **Hiring manager satisfaction**

- ✔ **Answers to written questions**

- ✔ **How in demand they are among other organizations**

- ✔ **How long they've stayed with previous organizations**

Reducing the Barriers to Attract Quality Candidates

Relying on manual and administrative tasks is no longer viable in the modern, fast-paced recruitment market. Reducing time to hire is the only way to stay ahead, which means you, as the recruiter, need to automate your processes wherever you can and use AI to strategically organize details.

[With Oleeo's talent acquisition platform](#), you can quickly narrow down your talent pool and give applicants an answer as quickly as possible while confidently knowing you're hiring the best possible candidate for the job.

About Oleeo

Oleeo provides an intuitive talent acquisition platform, that utilizes powerful data-driven insights and automation to help you recruit faster and smarter than ever before.

Powerful tools embedded in the software boost efficiencies, engagement, quality of candidates and promote inclusive hiring; helping you reduce recruiter admin and your time to hire, whilst working to reach your diversity goals.

Our platform is fully configurable, to meet your unique recruitment processes.

Recruit your way, with Oleeo.

www.oleeo.com