The Recruiter's Automation Playbook

TextRecruit

Recruiter®

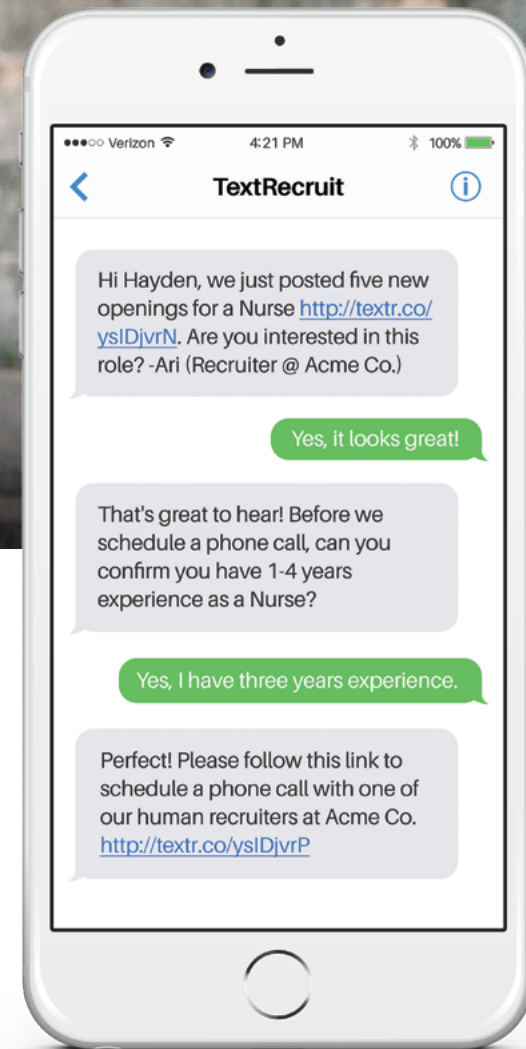## 30 TIPS ON CANDIDATE ENGAGEMENT, SOURCING & SCREENING

What's Inside

Hire and Engage at the Speed of Now

TextRecruit is a candidate and employee engagement platform that leverages text, chat, and artificial intelligence to optimize your hiring funnel. Powered by analytics, personalization, campaigns, and integrations, this is the most effective engagement software for HR on the planet.

Learn more at **TextRecruit.com**

info@textrecruit.com | textrecruit.com | 415-952-6094

TextRecruit — phone conversation:

4:21 PM — Verizon — 100%

Hi Hayden, we just posted five new openings for a Nurse http://textr.co/ysIDjvrN. Are you interested in this role? -Ari (Recruiter @ Acme Co.)

Yes, it looks great!

That's great to hear! Before we schedule a phone call, can you confirm you have 1-4 years experience as a Nurse?

Yes, I have three years experience.

Perfect! Please follow this link to schedule a phone call with one of our human recruiters at Acme Co. http://textr.co/ysIDjvrP

The Age of Automation Is Here

It's official: The machines are pretty great at making hires.

At least that's what the results of a study conducted by the National Bureau of Economic Research[1] seem to indicate. The study compared hires made by an algorithm to hires made by hiring managers across 15 companies and found that retention rates were roughly 15 percent higher when algorithms made the decisions.

Far from taking this to be a sign of the recruiting apocalypse, many recruiters are rejoicing over the advances of machine learning, artificial intelligence (AI), and other forms of automation in the field. In a survey of more than 450 recruiters and 4,000 candidates conducted by Jobsite[2], 75 percent of respondents said automation "allowed them to complete routine tasks quickly." Sixty-eight percent said automation "freed up their time to do better work," and 50 percent said it "allowed better client and candidate service."

In this eBook, we've collected 30 tips on how to bring automation to your recruiting process. The tips inside are arranged in three categories: candidate engagement, candidate sourcing, and candidate screening.

Are you ready to reap the benefits of recruitment automation for yourself? Then let's get started.

1 https://www.nber.org/papers/w21709.pdf

2 http://www.jobsite.co.uk/news/automation-recruitment-industry-2651/

10 Tips on Automating Candidate Engagement

Similar to employee engagement, candidate engagement means getting candidates interested in and excited about a company and its job openings. Candidate engagement is often a matter of communication: The more responsive, informative, and helpful recruiters are, the more engaged candidates will generally feel.

1. Automate Your Emails

Given that the average corporate job opening receives 250 resumes[3], it can be hard for recruiters to connect with each and every applicant manually. As a result, strong candidates can slip through the cracks.

You can combat this by automating communications with candidates. Use an auto-emailer application to send out responses to each new applicant as soon as they apply. These responses should set realistic expectations for the next stage of the recruiting process, including when applicants should expect to hear back about the status of their applications.

You can also use an auto-emailer to schedule follow-up messages in advance. Keep candidates warm by ensuring they are contacted automatically at certain

3 https://www.ere.net/why-you-cant-get-a-job-recruiting-explained-by-the-numbers/

milestones in the process – e.g., after their resume has been reviewed or their interview has concluded.

2. Automate Your Text Messages

Automated emails can be a great way to keep candidates warm, but text messages are an even better choice. While the average email open rate tends to hover around 30 percent, text messages have an almost 99 percent open rate[4]. Moreover, text messages have a 45 percent response rate, compared to email's 6 percent.[5]

Given the superiority of text messaging in this arena, why not automate first contact and follow up messages via SMS instead of email?

Automating email may seem easier than automating text messages, but candidate engagement platforms like TextRecruit can help. Text messages also have the added benefit of being more convenient for recruiting teams. If a candidate responds to an automated text message in search of additional help or information, the recruiter

on the other end will be able to more easily assist the candidate, thereby keeping them engaged.

3. Bring Chatbots Into the Mix

A recruiter can't always be there to answer a candidate's every question in a timely manner – but a chatbot can. In addition to automating emails and text messages, recruiters can also automate entire candidate conversations through chatbots.

By introducing an artificially intelligent chatbot to the recruitment process, you give candidates access to the information they need

4 https://www.business2community.com/infographics/text-marketing-vs-email-marketing-one-packs-bigger-punch-infographic-01249186#HlYebylMI1Z5Uwke.97

5 https://martech.zone/text-messaging/

anytime, anywhere. Does a candidate have a question about next steps? Is a candidate looking for more information about the company before applying? Chatbots can easily answer simple questions like these, freeing up recruiters to focus on more strategic matters.

4. Post to Social Media Without Lifting a Finger
Another rote task that can suck up undue amounts of a recruiter's time is posting on social media.

But as dull and time-consuming as doing the daily social rounds can be, this is still a vital component of candidate engagement. Twitter, LinkedIn, Facebook, and other sites can all be critical employer branding platforms. They can also be valuable channels through which to advertise openings, share information about an employer, and educate candidates on a company's recruiting process.

Luckily, posting on social media doesn't have to be a manual affair anymore. Some apps allow you to

schedule social media content in advance. Other apps are even smarter: they can automatically adjust posting times for maximum engagement and fill in gaps in your social flow by repurposing older – but still relevant – content.

5. Skip the Back-and-Forth While Scheduling
Who among us hasn't been caught in that dreaded scheduling dance? You send an interview time to the candidate; it doesn't work for them, so they propose a

new one; that doesn't work for you, so you propose a third time; and so on until you'd both like to tear your hair out.

Scheduling apps can prevent the back-and-forth before it even happens. You share your calendar with the candidate, they pick a time, everyone is notified of when the meeting will take place, and the time of the meeting is blocked out on your calendar automatically. To make the whole process even easier, consider having a chatbot act as the intermediary between recruiter and candidate. The chatbot can automatically share the recruiter's calendar, register the candidate's chosen time, and send out invites to the involved parties.

6. Let Your Pipeline Build Itself

The best recruiters know they should always be recruiting — even when they don't have a role to fill. That way, when a position does open up, they have a crop of candidates ready to go.

While building a talent pipeline can save time when it comes to filling an open role, it requires a lot of time-intensive candidate engagement up front. If you're not careful, the time you save on filling the role can be completely cancelled out by the time you spend cultivating your pipeline.

That's why it's a good idea to automate as much of the pipeline-building process as possible. Create an area of your company career site or other online portal where interested candidates can sign themselves up to become part of your pipeline. Use some of the marketing tactics discussed in the next section of this eBook to spread the word. In no time, you'll have a self-sustaining talent pipeline.

7. Keep Your Talent Pipeline Warm

Simply building a self-sustaining talent pipeline isn't enough. Once candidates have joined your pipeline, you have to keep them engaged. Otherwise, they'll lose interest quickly.
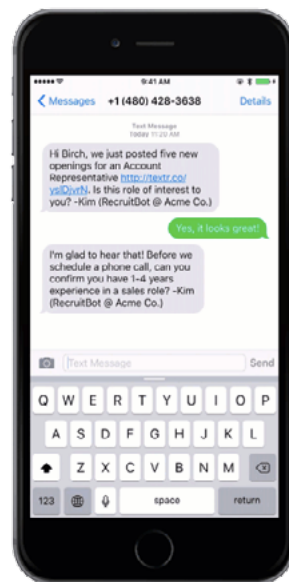
To keep your pipeline engaged, send automated messages via text, email, or chatbot on a regular schedule. The messages can be job ads, but that should by no means be the only content you send. Share company news, relevant articles, employee testimonials, and other genuinely informative content on a regular basis.

8. Get Candidates to Engage You

We typically talk about candidate engagement in terms of what recruiters can do to attract candidates and gain their interest. With automation, however, you can flip the whole process on its head.

When you deploy a candidate-facing chatbot, it gives candidates the chance to make the first move and engage you. Because the chatbot is handling the conversation, recruiters don't have to worry about unqualified candidates wasting their time. The chatbot will only let the qualified candidates through.

Moreover, the chatbot gives candidates who might go overlooked a shot at wowing recruiters. Recruiters pass over perfectly qualified candidates for a variety of reasons, including incomplete or outdated social profiles, the wrong keywords in the candidate's resume, or a simple error in judgment. When candidates engage chatbots, however, they can make the case for why they are qualified — thereby making it less likely that a great candidate will wrongly slip through the cracks.

9. Get Notified When Candidates Are Ready to Make a Move

Some recruiting software solutions will keep tabs on candidates' social media profiles, looking for signs that a candidate is ready to make a move. For example, if a candidate starts suddenly updating their LinkedIn profile after a long period of silence, that suggests the candidate is about to embark on a job search.

When the solution detects the right signal, it notifies the recruiting team that a target candidate may be open to communication. The team can then quickly get in touch with the candidate — possibly before anyone else does.

10. Gather Feedback on Your Process

At its core, candidate engagement is all about making sure candidates have a good experience with your recruiting process. To ensure that your candidate experience really is up to par, you need to gather feedback. No one knows more about your recruiting process than your candidates. Incorporate feedback surveys into your candidate engagement process. Thanks to automation tools, you can set up surveys to be triggered once a candidate reaches a certain stage in the process. Links can be sent via text, chatbot, or email. Once the candidate fills out the survey, AI can score the response and create reports that give recruiters insight into what works — and what doesn't — in their engagement efforts.

10 Tips on Automating Candidate Sourcing

You can't fill a role without sourcing some candidates – nor can you source candidates without spending hours trawling social media, job boards, and other sites for possible fits.

Until now, that is. Thanks to the advances discussed below, much of the sourcing process can be automated out of a recruiter's hands.

11. Set Up a Drip Marketing Campaign

Drip marketing is a marketing strategy in which a series of messages are sent to a target audience according to a predefined schedule. In this sense, it is similar to the automated emails and text messages discussed above. Drip marketing differs in that it can be used as a powerful sourcing tool, rather than a candidate engagement tool.

Recruiters can use solutions like TextRecruit to set up drip marketing text message campaigns that target existing or newly created talent pipelines. The messages can be used to advertise new roles, encourage applications, and even promote a company's employer brand. Drip marketing's greatest strength is its repetition: By sending multiple messages, spaced out so as not to be obtrusive, drip marketing campaigns foster higher response rates than one-and-done emails.

For recruiters, account-based marketing operates similarly. Say a recruiter wants to target job ads toward people who work for certain companies or graduate from certain schools. The recruiter can use account-based marketing solutions to automatically distribute job ads to internet users logging on from IP addresses associated with these institutions. It's hyper-targeted advertising with little manual activity.

12. Do Some Account-Based Marketing

Like drip marketing, account-based marketing is a marketing innovation being adopted by many savvy recruiters. Account-based marketing targets internet users based on their IP addresses. By targeting ads to certain IP addresses associated with desired audiences, account-based marketers ensure the right people see their ads while surfing the web.

13. Get Into Programmatic Advertising

Programmatic advertising uses a complex network of machine communications to purchase online ad space in real time according to specified criteria. For sourcing purposes, a recruiter can define their ideal candidate pool along demographic lines like location and income. From there, the programmatic ad-buying system takes over. It uses an algorithm to figure out where your candidates spend time on the internet, and

then it buys ad space accordingly, displaying recruitment advertising messages to exactly the kinds of candidates you're looking for.

14. Advertise Jobs Through Your Chatbot

For perhaps the most targeted job advertising, hand the task off to your chatbot. When a new role opens, recruiters can search their existing talent databases for candidates who might be good fits. Once these candidates are identified, the chatbot can reach out to them directly with information on the role. The chatbot can also assess the candidate's interest level and, if appropriate, direct them to the application.

15. Have Chatbots Help Candidates Through Their Applications

Even if you've created what you believe to be the most straightforward job application possible, candidates may run into snags along the way. Technology can glitch; instructions can be less

clear to others than they are to you. Heck, maybe a candidate just wants to double-check that they're applying correctly.

Rather than tasking a recruiter with guide duty, why not have a chatbot walk candidates through the application process? That way, if a candidate runs into a snag, they can turn to the chatbot for immediate help. Meanwhile, recruiters can focus on more important things than simple procedural questions.

16. Try Talent Rediscovery

The term "talent rediscovery" refers to the process of sourcing talent from existing databases of candidates who have applied to previous roles. That doesn't mean recruiters need to go manually digging through saved resumes. Technology can handle it.

In a nutshell, talent rediscovery works like this: You connect a software solution to your applicant tracking system (ATS). When you have a job to fill, that solution compares the open role to the profiles of candidates saved in your ATS. When the solution finds a candidate who could be a match, it automatically reaches out and encourages the candidate to apply. Through little effort of their own, the recruiter gains access to a pool of qualified candidates who have already expressed interest in working for the company.

17. Make Sure Your Job Posts Aren't Driving Candidates Away

Writing a job post can be difficult for a number of reasons, including the fact that unconscious biases can leak into the post through the language you use. For example, research[6] has found that even seemingly neutral words like "ambitious" and "challenging" can be perceived as "masculine" by

readers, which can deter perfectly talented women from applying.

It can be hard for human beings to detect such biased language, but machines are quite capable. Using natural language processing, companies are now creating solutions that can flag potentially off-putting language in job posts. These solutions also generate alternative word choices, meaning all a recruiter has

6 https://www.eremedia.com/ere/you-dont-know-it-but-women-see-gender-bias-in-your-job-postings/

to do is plug in the right choice to prevent unintentional discrimination.

18. Make Employee Referrals Easier

Given that referred candidates tend to be happier, more productive, and more likely to stay for the long term[7], it's a good idea to encourage employee referrals as much as possible. One way to make sure you get more referrals is to automate much of the process.

New employee referral automation solutions can automatically surface referrals for you. These platforms connect with employees' social networks and scan those networks for candidates who might be a good fit for an upcoming role. When a candidate is identified, the system pings the employee. From there, the employee can submit the referred candidate with just a few clicks.

19. Use Chatbots to Attract Passive Candidates

By some estimates, passive candidates account for 75 percent of the candidate pool at any given time[8]. Since these candidates aren't coming to you, it's your job to come to them.

However, because passive candidates aren't itching to change jobs, they can be quite picky about the opportunities to which they respond. If a passive candidate isn't too thrilled about the role a recruiter has to offer, that doesn't mean all hope is lost. All you have to do is bring in the chatbot.

By asking a series of questions, the chatbot can understand why the passive candidate isn't interested and what they are looking for instead. Then, using this information, the chatbot can either direct the passive candidate to another job opening that better meets their needs, or file the candidate's information away for when a new role opens up.

7 https://www.recruiter.com/i/3-industry-secrets-that-could-rescue-your-employee-referral-program/

8 http://www.hrotoday.com/uncategorized/passive-ver-sus-active/

20. Have Candidates Delivered Straight to Your Inbox

With some sourcing solutions, you barely have to lift a finger. These solutions create candidate databases of their own by scraping the web for information. When you have a role to fill, you simply enter it into the system, and the system itself sources candidates and sends them straight to your inbox.

There is a downside to this approach, as it gives you very little control over the initial round of sourcing. These solutions are not perfect, and they can miss great candidates who are a little harder to find. However, when a recruiter is pressed for time, getting a list of qualified candidate profiles automatically delivered certainly doesn't hurt.

10 Tips on Automating Candidate Screening

There may be no more time-intensive recruiting activity than screening candidates. By some estimates, it can take up to 23.5 hours – roughly three full 8-hour workdays – for a recruiter to screen candidates for one opening.[9]

By handing some of the work over to automation, however, recruiters can drastically reduce their time spent scrutinizing resumes.

21. Have Algorithms Screen Resumes for You

Machine-learning-assisted screening tools use complex algorithms to assess how good a match a candidate is for a given opening. Resumes are fed into the tool, which compares them against the job description and the resumes of previous candidates and current employees. Candidates are then scored based on how well their resumes align with the job require-ments and the profiles of previously successful workers in the company.

Because these tools utilize machine learning algorithms, they get smarter over time. The more resumes the algorithm analyzes, the better it becomes at identifying qualified candidates.

9 https://recruiterbox.com/blog/first-in-hr-know-your-numbers-in-hiring

22. Automate Your Reference Checks

You don't have to pick up the phone and call every candidate's references anymore. Instead, you can have an automated reference-checking solution do the heavy lifting for you.

In this scenario, the candidate submits their references to a digital portal. The portal then generates brief surveys and sends them to the candidate's references. References fill out the surveys and send them back. The recruiter doesn't have to do anything but review the references when they're ready.

For added convenience, some solutions can contact references via text message or chatbot. This makes it even easier for a candidate's references to fill out and return their surveys quickly.

23. Ask Your Chatbot to Prescreen Candidates

Skip the phone screen. Set your candidates up with a chatbot instead.

During a typical phone screen, a recruiter is simply confirming that a candidate meets all the requirements and has all the right qualifications for the job. Chatbots like TextRecruit's ARI can perform the exact same function by asking questions and collecting information. Plus, once the chatbot has gathered the necessary information, it can assess on its own whether the candidate meets the criteria to advance in the process.

24. Assess Culture Fit With a Chatbot

Aside from gathering simple screening information, chatbots can also help you determine the potential cultural fit of a candidate. Perhaps even more impor-tantly, chatbots can help those candidates who are not a good fit self-select out of the recruiting process.

During a conversation with a candidate, a chatbot can share detailed information about the company's culture. Recruiters can use the candidate's responses to this information to assess how well they align with the organization's culture. Moreover, candidates

can use the information they've gathered to decide whether or not this is the right workplace for them.

It may seem like a bad thing to have your chatbot driving candidates away, but it actually saves you a lot of hassle. Isn't it better for an ill-suited candidate to drop out before you've spent hours interviewing them?

25. Build Predictive Candidate Profiles With Public Information

Every one of a candidate's social media profiles contains useful information about their skills, interests, personality, and values. The trouble is finding all of those profiles and aggregating the information in one location.

While googling the candidate's name used to be the only way to find their social media profiles, new tools can automatically scan the web for you. These tools pull info from all of a candidate's public online profiles and compile it in one convenient place.

Taking it a step further, these tools can also use the information they've gathered to make predictions about a candidate's behavior, skills, and all-around suitability for your role.

26. Have Candidates Assess Themselves

Set up your recruiting process so that once a candidate reaches a certain stage — say, after the

first interview — they automatically receive a link to a self-evaluation form. The link can be distributed via text, chat, or email, depending on what is easiest for the candidate.

Self-evaluation forms have only gotten smarter in recent years. Many solutions can generate custom forms based on the kind of role you need to fill and your ideal candidate profile. Moreover, these solutions leverage machine-learning algorithms to score candidates' responses and evaluate their fitness for the role.

27. Streamline the Interview Feedback Process

While it can be useful to have candidates assess themselves, you will sometimes need recruiters, hiring managers, and other company reps to do the evaluating. Automation can help here, too.

Upon completion of the interview, you can automatically send out evaluation forms to the interviewers. Like the candidate's self-assessment,

these forms can be customized for the specific role at hand. To keep everyone on track, you can also send automated reminders via chat, email, or text. That way, you won't have to chase down the interviewers yourself to gather their feedback.

28. Set Up Interviews in Advance

Thanks to advanced video interviewing solutions, you don't even have to be in the same room with a candidate to interview them. Heck, you don't even have to be on the same video call. Consider setting up a series of interview questions in advance and having candidates answer those questions via short, recorded videos. That way, the whole team can watch the candidate's interview on their own time.

Some video interview solutions are even exploring ways to use algorithms to assess a candidate's tone, vocabulary, and body language. While the technology isn't widely available just yet, it's certainly something to keep an eye on.

29. Give Meaningful Rejections Through AI

We've seen all the ways AI can evaluate candidates. These evaluations won't always be good. Some candidates simply won't be right for the role.

While you may worry about delivering bad news to a candidate, you shouldn't. Research[10] shows that candidates actually want to be told when they are rejected. If you go silent once your AI has decided a candidate is not a good fit, this will leave a negative impression on the candidate, making them less likely to apply again and more likely to tell others about their bad experience.

Instead of disappearing, use the feedback from AI evaluations to explain why you won't be moving forward with a candidate. You can either send the AI report directly to

the candidate, or tweak it a bit for a more personalized feel. Either way, you're giving candidates meaningful and genuinely

helpful feedback about their performance during the recruiting process.

You may also want to consider delivering the feedback through your chatbot. That way, if the candidate has questions about other open roles for which they might be a better fit, the chatbot can steer them in the right direction.

30. Match Candidates to Better-Fitting Jobs

Say a candidate applies for a marketing manager role at your company. They aren't quite experienced enough yet, but they're clearly talented. This

10 https://www.softwareadvice.com/resources/8-tips-improve-candidate-experience/

candidate would make for a great marketing associate — and wouldn't you know, you're looking for a marketing associate!

This is where job-matching software comes in. These algorithms assess candidate resumes and then identify the roles for which a candidate would be best suited. In the event of the hypothetical candidate above, the job-matching algorithm would notify you that the candidate would be a great fit for the associate role instead of the manager role. You can then choose to notify the candidate about this better-fitting role. If they accept, you can send the candidate into the proper recruitment pipeline. This way, you never miss a great hire simply because they applied to the wrong role.

Start Streamlining Your Recruiting Process Today

In a 2017 survey[11], 72 percent of employers said they expected some talent acquisition and HR roles to be automated completely within the next 10 years. Why wait around for the inevitable when you could get started automating your recruitment process today?

By now, you have a good sense of how automation can fit into your recruiting process, as well as the benefits that automation brings. The next step in your journey should be to research the various automation tools available to find the solutions that are right for you.

A good place to start your research would be with TextRecruit, the all-in-one candidate engagement platform. TextRecruit is making automation more accessible, thanks to its automated text message campaigns and its AI chatbot, ARI. With TextRecruit, you can automate your engagement, sourcing, and screening processes.

Make better hires, faster. [Learn more about TextRecruit today.](#)

11 http://press.careerbuilder.com/press-releases?item=123262

Recruiter

www.recruiter.com

Brought to you by

TextRecruit