Can technology help deliver a more human recruitment experience?

No technology application can replace or synthesise quality human connection and interaction

…but it can support and augment these

Keeping it human is about how and
where we use technology, what for,
who with and when

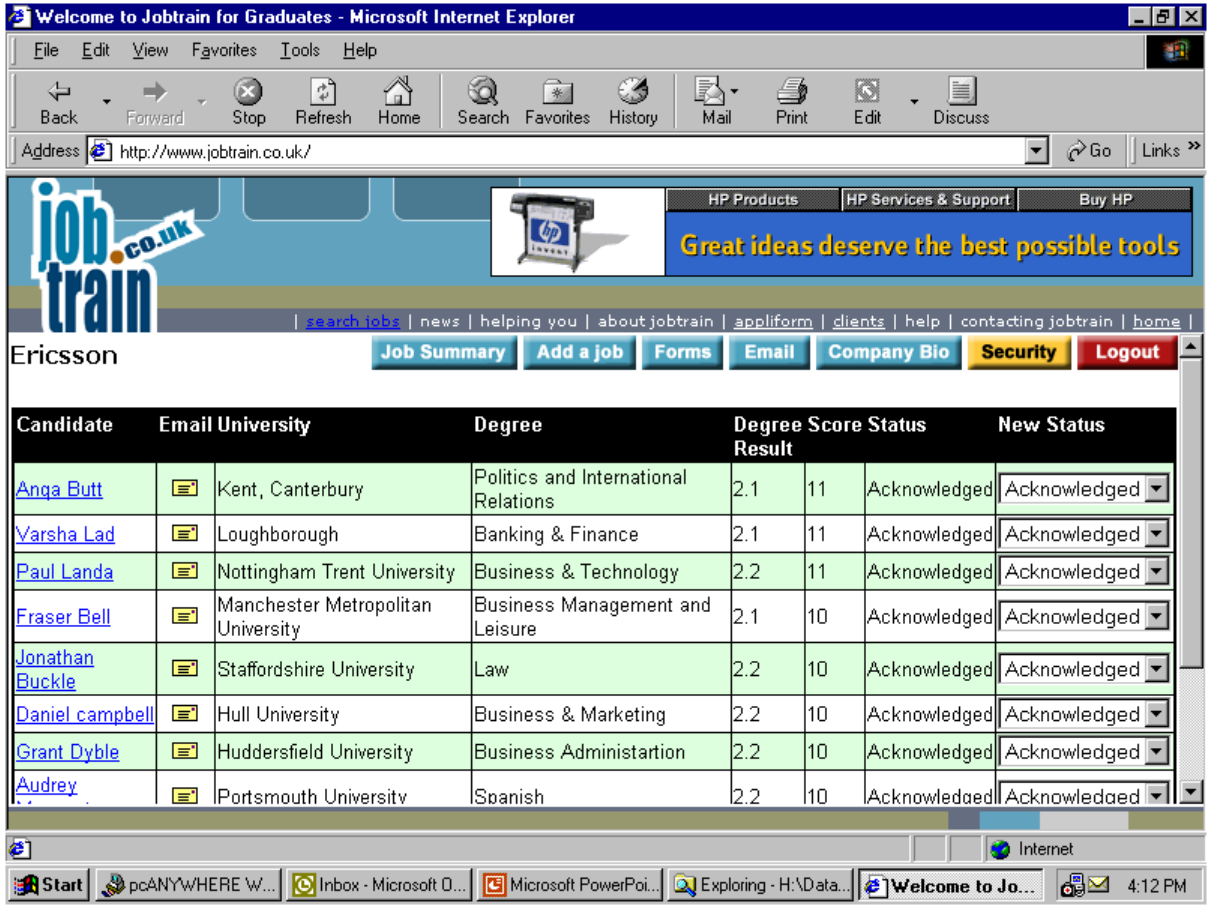
Who are we?

“Delivering pioneering technology that keeps people at the heart of recruitment”

- 20 years since Jobtrain was first launched
- HR and recruitment is in our DNA
- Supporting solutions across all sectors – from 200 to 170,000 employees
- 50 million applications through Jobtrain this year

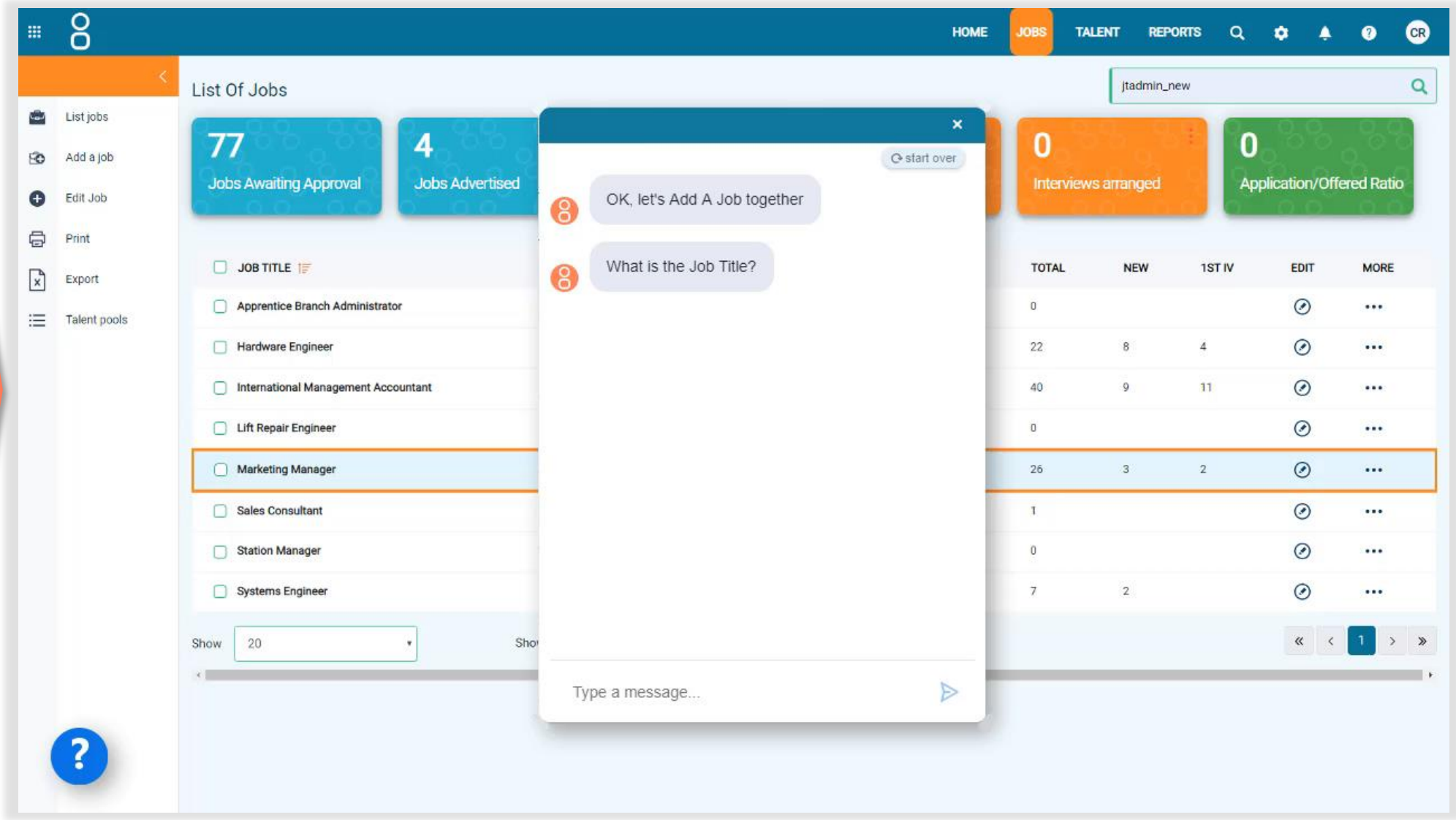
Who are we?

Jobtrain, way back in 1999...



Who are we?

...all the way to 2019

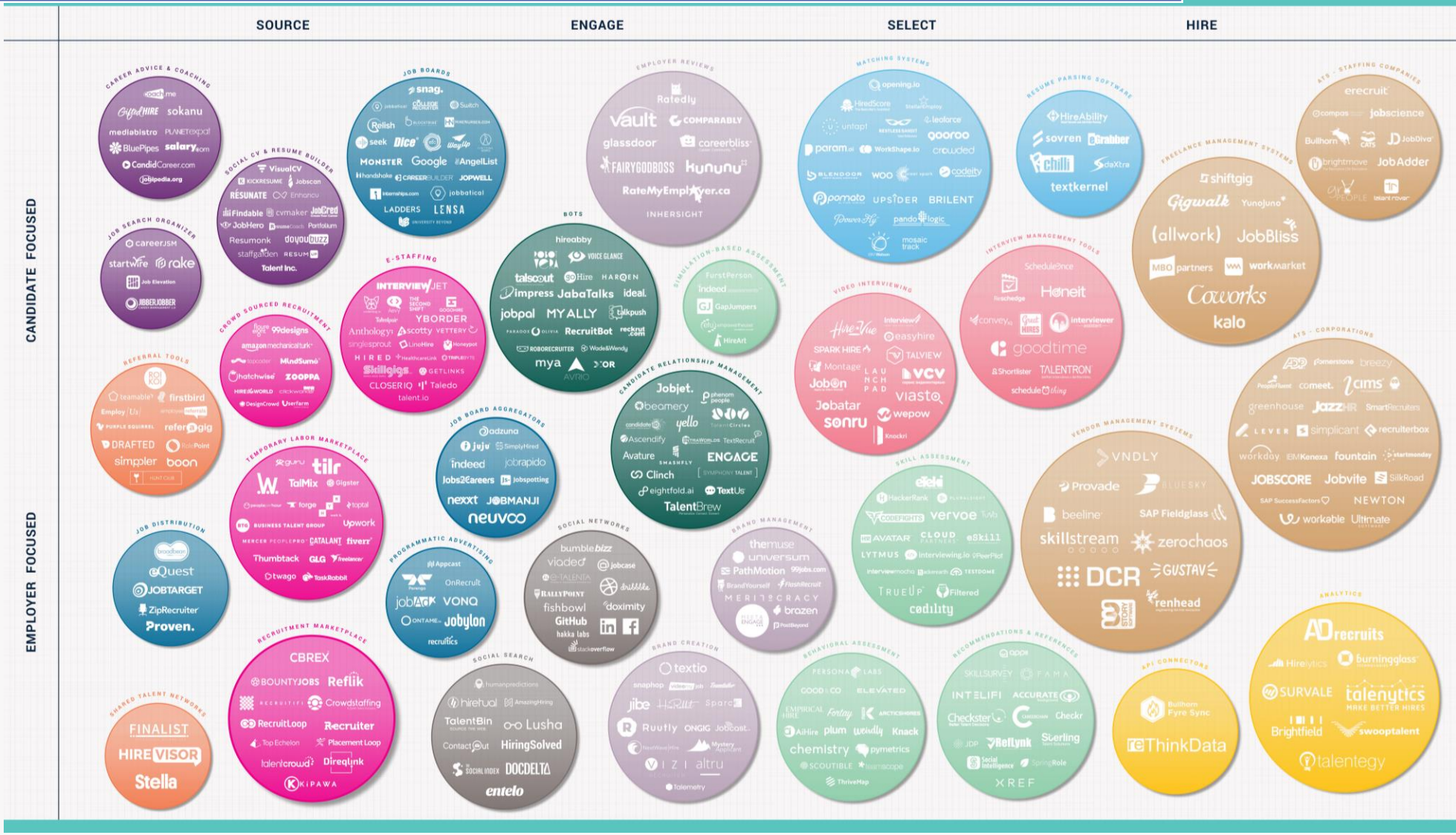


The current technology landscape

There's an overwhelming choice!

50+ ATS in the UK alone
40+ video assessment providers

Speak to peers, seek recommendations and ask about results.



1 minute on the internet in 2019

There's a new battle…for visibility and attention

JOBTRAIN ...more than an ATS

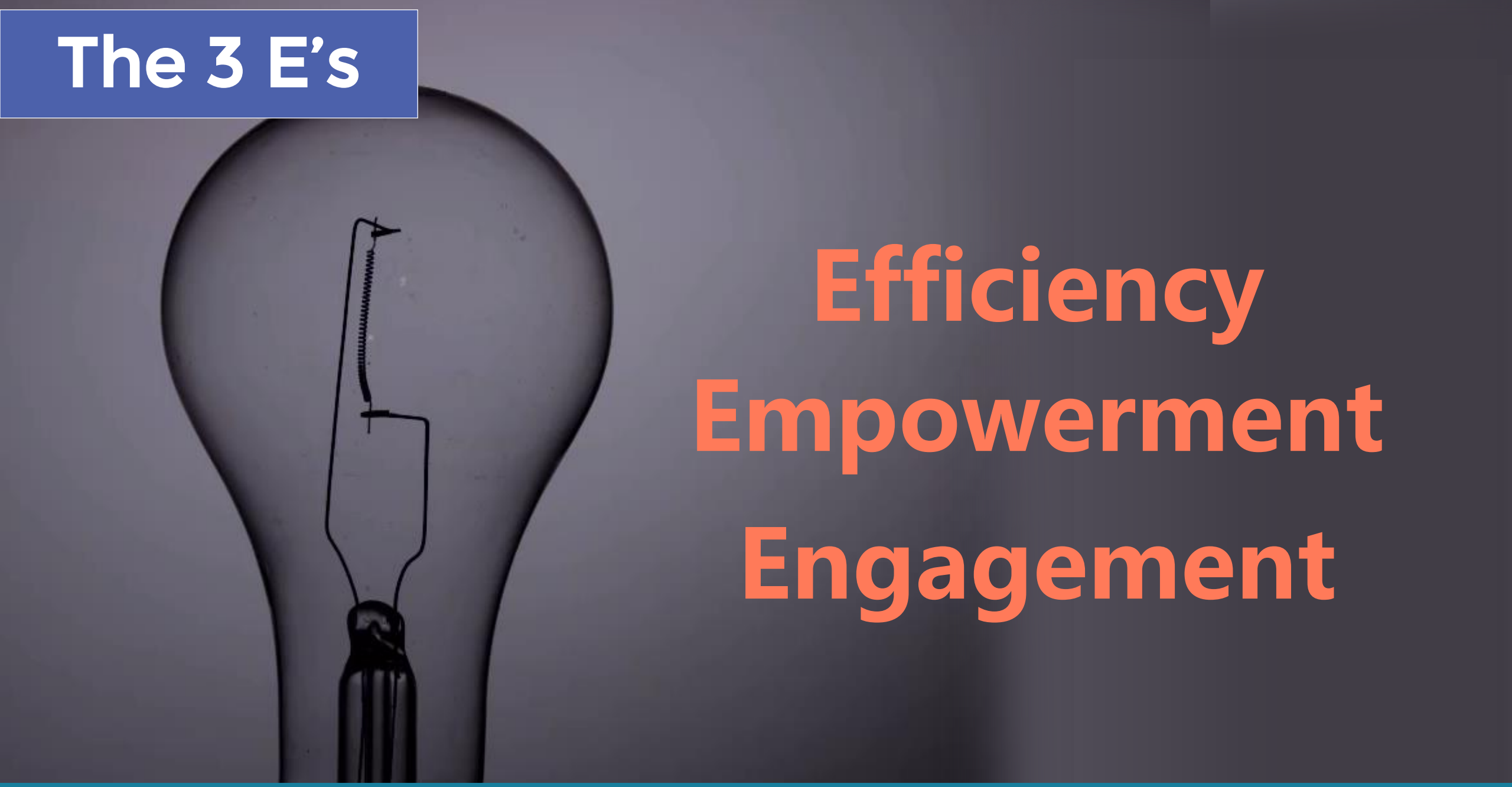
The human touch

Think of everything else we could be doing if we just had more time...

Soft skills (social and emotional) will only become more important with the growth of digital and AI – Human USPs

- Working with Hiring Managers on training, planning and briefing
- Creating connections with future talent
- Delivering personal feedback
- Engaging with candidates
- Interviewing
- Pre/onboarding engagement

The 3 E's



Efficiency
Empowerment
Engagement

How technology can help hiring

Efficiency and workflow tools

Automate admin/transactional processes

Engagement tools

Extend our reach to make new human connections and maintain existing ones

Empowerment (insight) tools

Analyse data, uncover and show insights we can act on

Efficiency

Efficiency

- **Implement technology well to automate transactional processes and free up time**
- **Communication – personalise it and set expectations**
- **Concentrate on the high value tasks**

Pre-hire
Managing approvals

Advertise and find
Job posting
Candidate searching and sourcing

Assess
Applications
1st level screening/testing

Communication
Interview booking

Offer and onboarding
Pre-employment checks
Offer letters
Contracts
Compliance
New-hire engagement

Empowerment

Empowerment

Search and find
Advanced search tech can help candidates and recruiters connect quickly

Chatbots/Chat
Offer alternative ways to engage automatically or person to person

Performance metrics and insights
If you can measure it, you can improve it!

Automation (AIP)
Reduce admin, improve user experience and increase speed and effectiveness

Engagement

Engagement

Fewer than 1% of fortune 500 companies currently enhance job adverts with video

Video job ads are shared 20x times more than text ads

Engagement

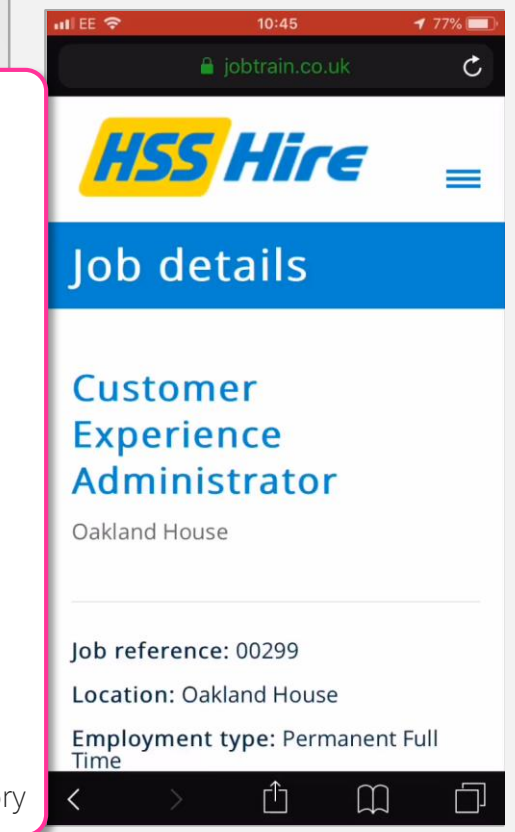
2.5x

Candidates want to see videos of hiring managers!

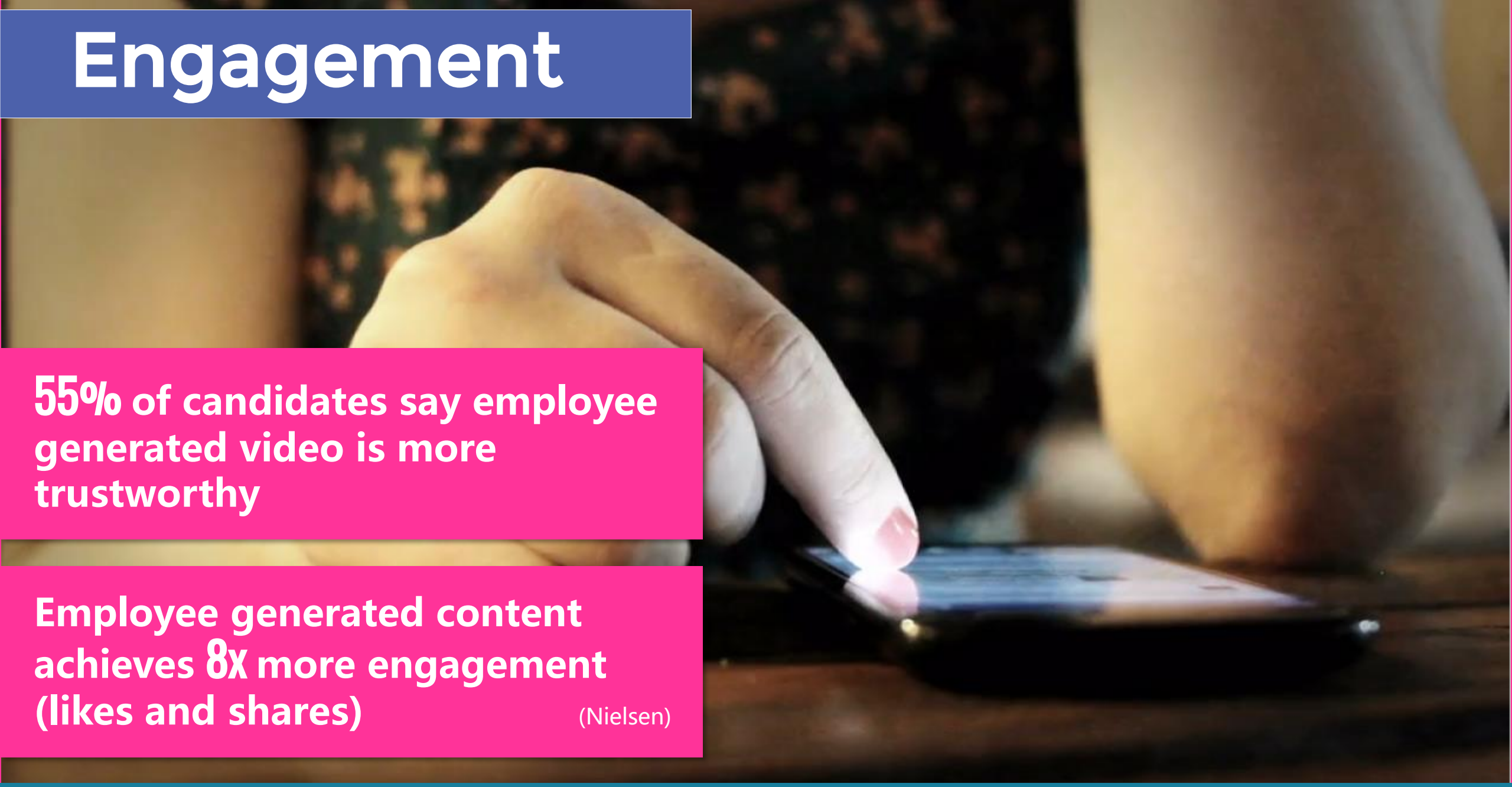
These are **2.5x** more effective than company overviews

10x more effective than an HR/recruiter video!

Source: Lighthouse Research & Advisory



Engagement

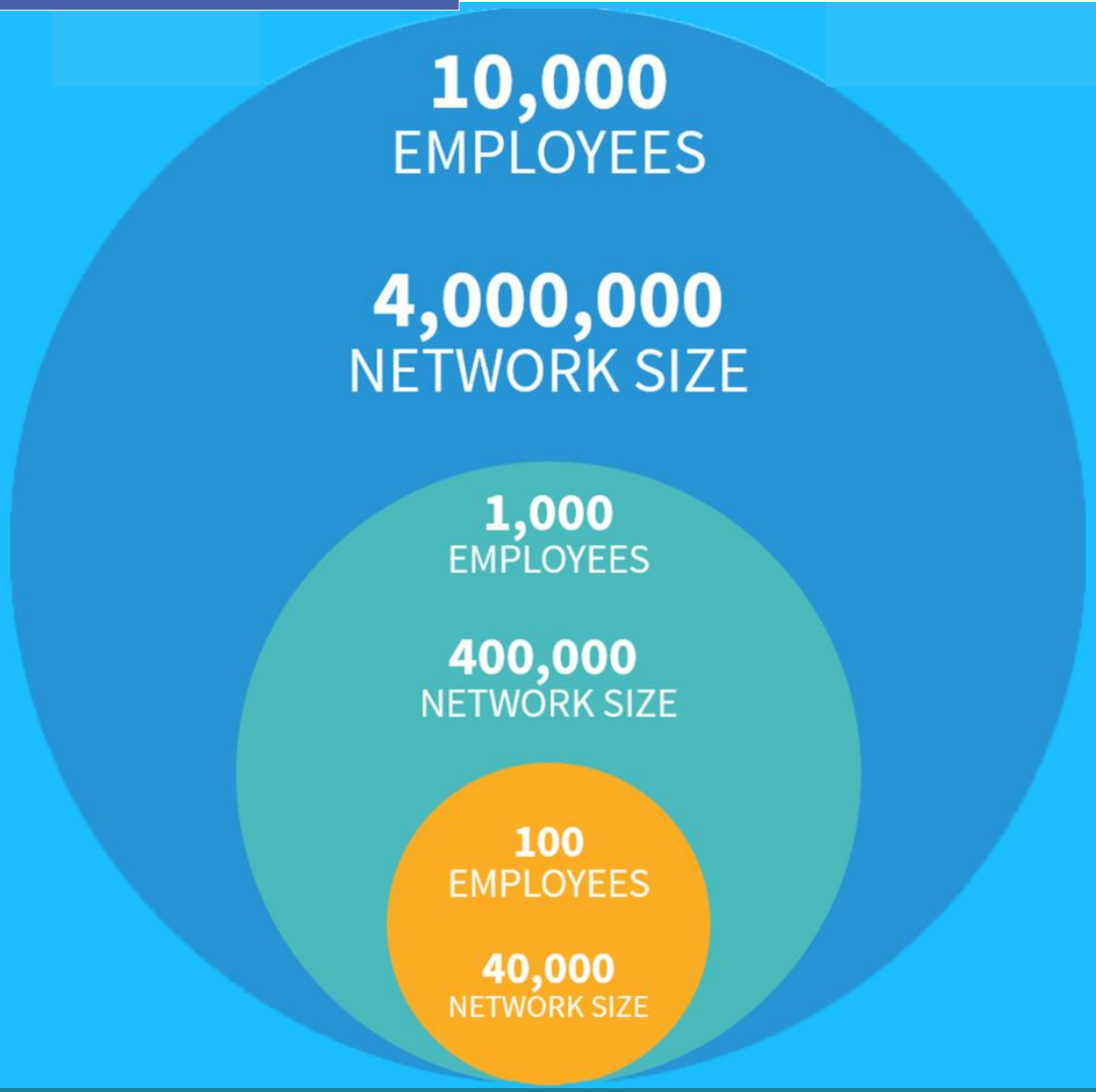


55% of candidates say employee generated video is more trustworthy

Employee generated content achieves 8X more engagement (likes and shares) (Nielsen)

Engagement

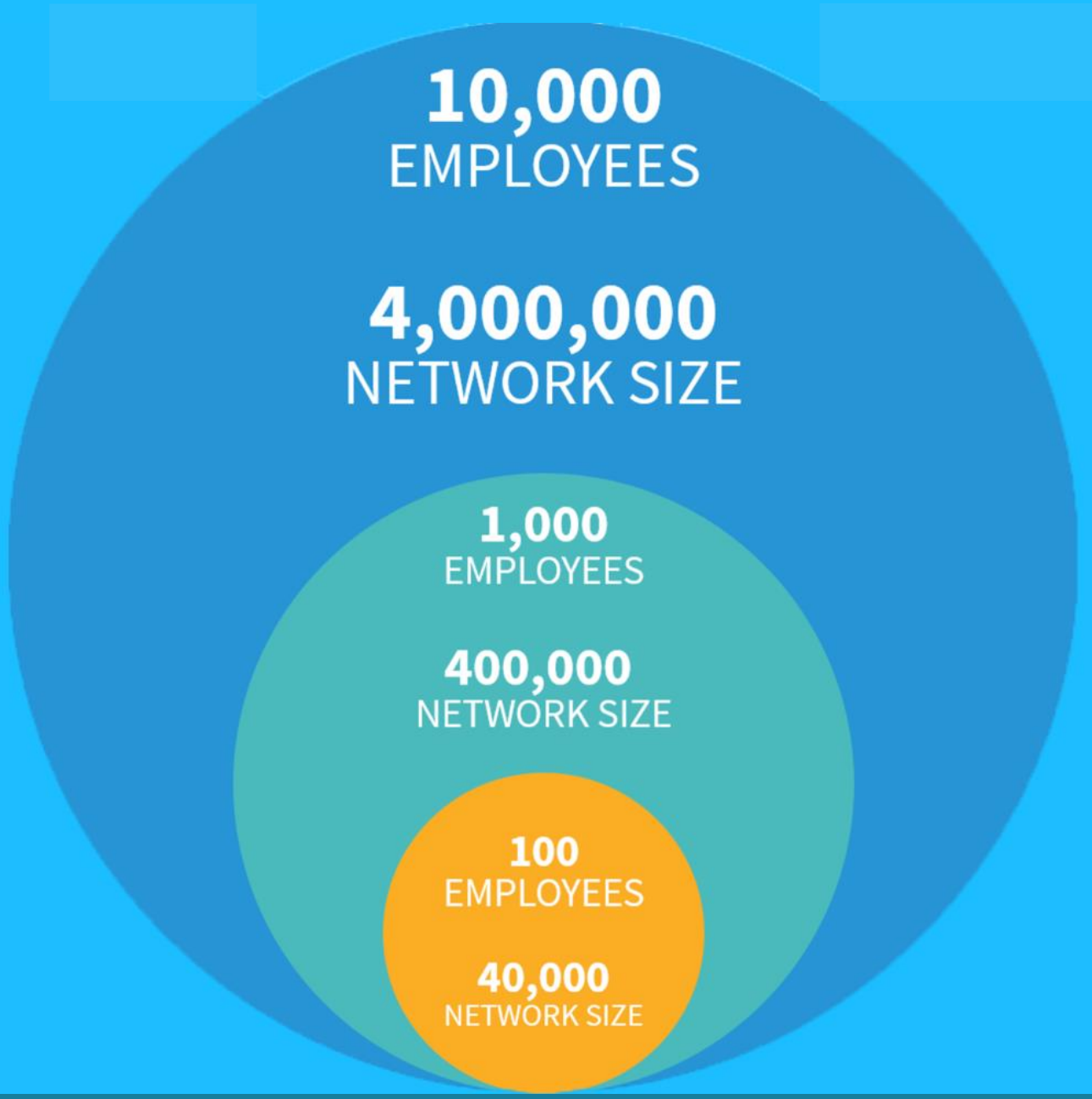
Employee referrals



Engagement

Referral networks

- Harnessing employee networks
- Creating brand ambassadors
- Crowd source to super-charge your reach



Engagement

Talent Communities

Support connections, deliver information and create emotional engagement

Engagement

Onboarding

30% of new hires continue looking for new roles after they're offered…

10% accept other jobs!

The 4 Cs of Onboarding:

- **Compliance** *(paperwork, R2W and the necessary but 'boring' stuff!)*
- **Connection** *(personal relationships)*
- **Context** *(setting expectations for the new role)*
- **Culture** *(welcome people to the team/ethos)*

Engagement

Onboarding Green Room

- Congratulate, welcome, engage and inform new hires *(Connection, Context and Culture)*
- Create a sense of belonging *(even before they start)*
- Connect and engage *(with manager, mentor and team)*
- Reduce anxiety pre first day *(where do I go, how I get there, what do I wear?)*
- Share critical info ahead of first day *(what to bring, what time to arrive, where to park!)*

Engagement

Onboarding Green Room

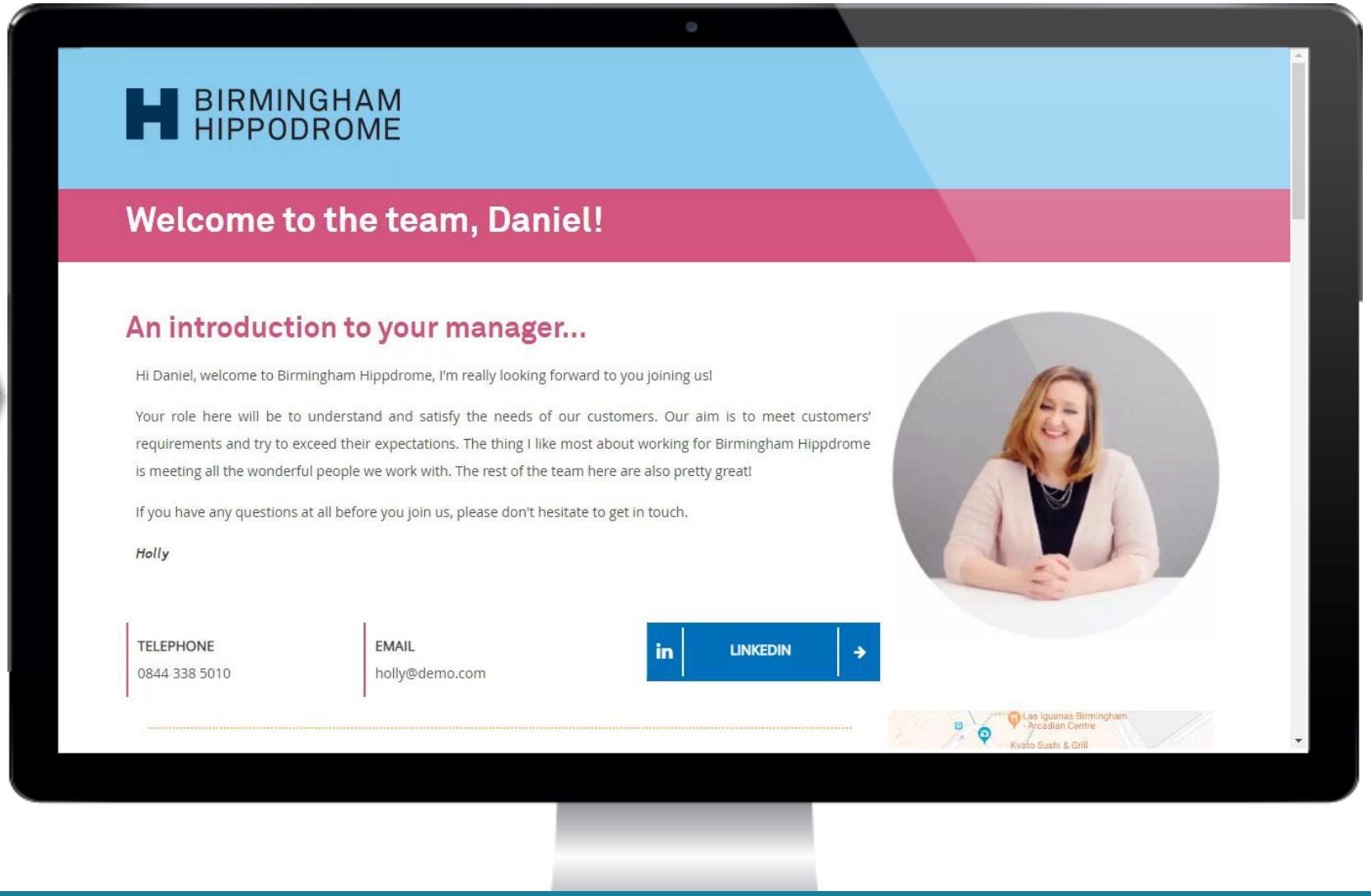
The numbers:

30%	Decrease time to settle and perform by 30%
82%	Improve new hire retention by 82%
70%	Increase productivity from day one by 70%

(Brandon Hall Group)

Engagement

Jobtrain's Onboarding Green Room



Final thoughts

Technology should always support and not replace human touchpoints

Does this tech solve a specific problem and how will I use it?

- Implemented and used the right way with care, tech can show human consideration
- Put yourself through the process you've created. As a human, how does the experience make you feel?

Thanks for reading!

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