

**Can technology help
deliver a more human
recruitment experience?**



A blurred background image showing a crowd of people, some holding up signs, suggesting a protest or public demonstration. The image is out of focus, with the primary subject being the text overlaid on it.

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

**...but it can support and
augment these**

A blurred background image showing a crowd of people, some holding up signs, suggesting a protest or public demonstration. The image is out of focus, with the primary subject being the text overlay.

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

Supporting solutions across all sectors – from 200 to 170,000 employees

HR and recruitment is in our DNA

50 million applications through Jobtrain this year

Who are we?

Jobtrain, way back
in 1999...

Welcome to Jobtrain for Graduates - Microsoft Internet Explorer

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Ericsson

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| Candidate | Email | University | Degree | Degree Score | Status | New Status |
|---------------------------------|-------|------------------------------------|--------------------------------------|--------------|--------|--------------|
| Anqa Butt | | Kent, Canterbury | Politics and International Relations | 2.1 | 11 | Acknowledged |
| Varsha Lad | | Loughborough | Banking & Finance | 2.1 | 11 | Acknowledged |
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| Audrey | | Portsmouth Universitv | Spanish | 2.2 | 10 | Acknowledged |

Start pcANYWHERE W... Inbox - Microsoft O... Microsoft PowerPoi... Exploring - H:\Data... Welcome to Jo... 4:12 PM

Who are we?

...all the way
to 2019

The screenshot displays the Jobtrain ATS interface. At the top, a navigation bar includes links for HOME, JOBS, TALENT, and REPORTS, along with search, settings, and user profile icons. The main content area is titled 'List Of Jobs' and features two summary cards: '77 Jobs Awaiting Approval' and '4 Jobs Advertised'. A sidebar on the left lists actions: List jobs, Add a job, Edit Job, Print, Export, and Talent pools. Below these are job listings with checkboxes, including 'Apprentice Branch Administrator', 'Hardware Engineer', 'International Management Accountant', 'Lift Repair Engineer', 'Marketing Manager' (highlighted), 'Sales Consultant', 'Station Manager', and 'Systems Engineer'. A search bar at the top right contains the text 'jtadmin_new'. To the right of the job listings are two more summary cards: '0 Interviews arranged' and '0 Application/Offered Ratio'. Below these is a table with columns: TOTAL, NEW, 1ST IV, EDIT, and MORE. The table contains several rows of data, with the row for 'Marketing Manager' highlighted. A chatbot window is overlaid on the interface, showing a conversation where the chatbot says 'OK, let's Add A Job together' and asks 'What is the Job Title?'. The chatbot has a 'start over' button and a 'Type a message...' input field at the bottom.

77 Jobs Awaiting Approval

4 Jobs Advertised

0 Interviews arranged

0 Application/Offered Ratio

| TOTAL | NEW | 1ST IV | EDIT | MORE |
|-------|-----|--------|------|------|
| 0 | | | | ... |
| 22 | 8 | 4 | | ... |
| 40 | 9 | 11 | | ... |
| 0 | | | | ... |
| 26 | 3 | 2 | | ... |
| 1 | | | | ... |
| 0 | | | | ... |
| 7 | 2 | | | ... |

The current technology landscape

There's an overwhelming choice!

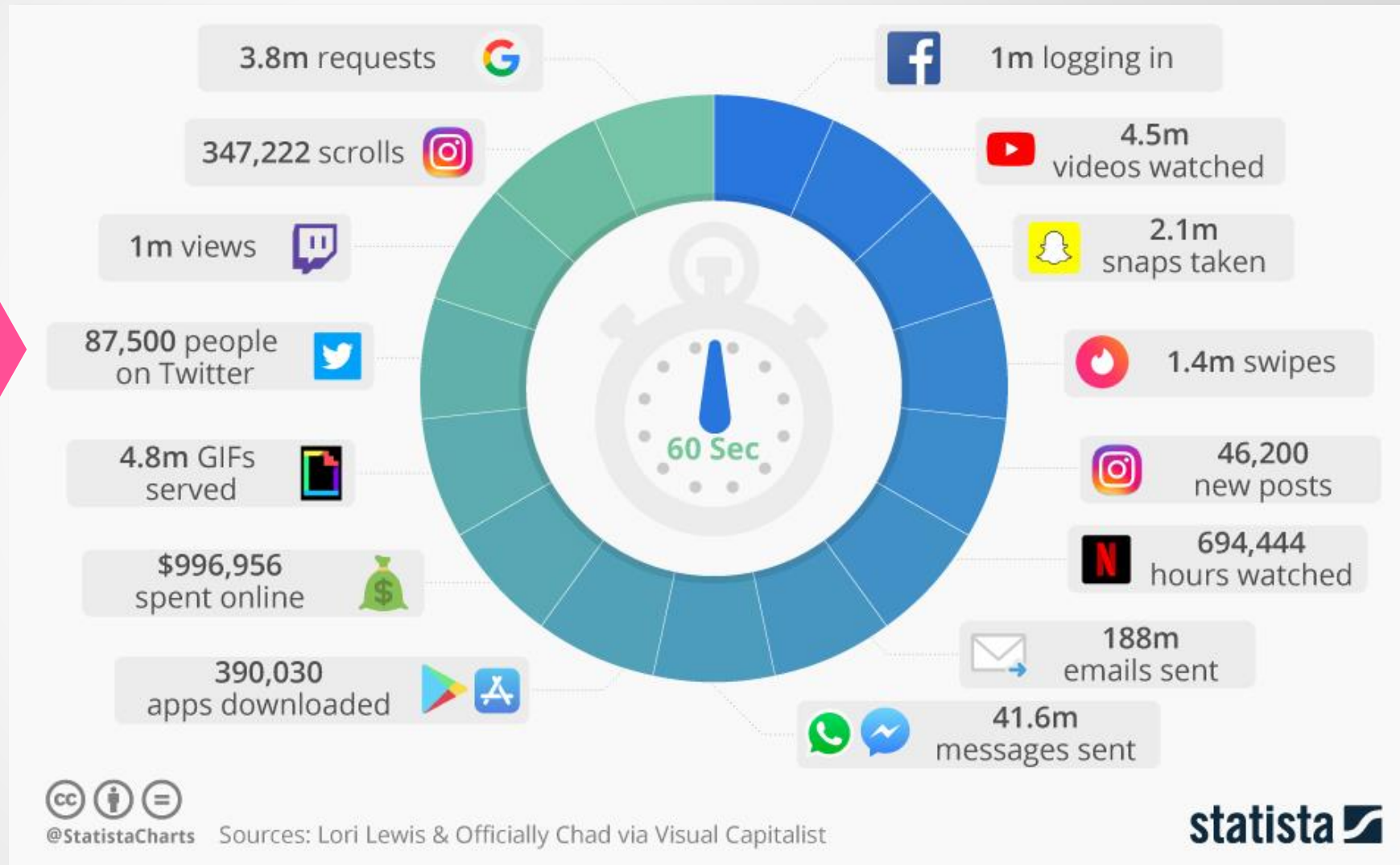
50+ ATS in the UK alone
40+ video assessment providers

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



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

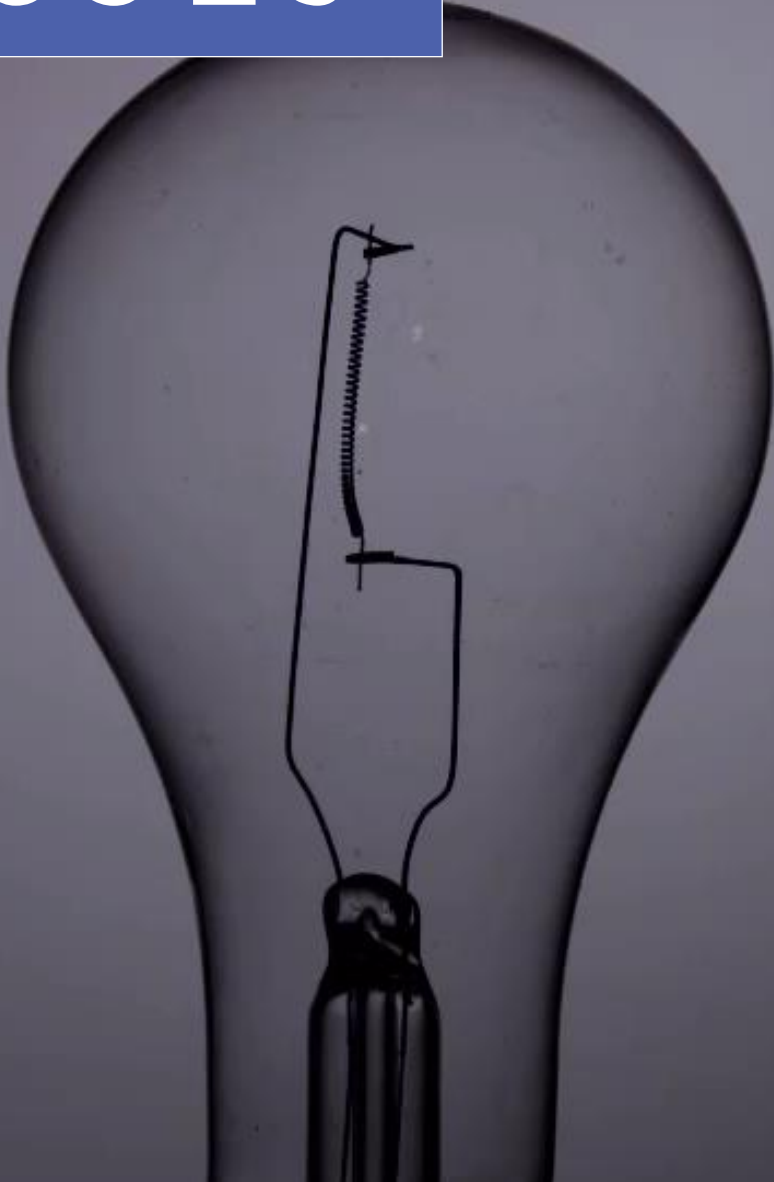
Delivering personal feedback

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

The background of the slide is a collage of numerous interlocking gears in shades of yellow, orange, and brown, set against a textured, light-colored surface. In the lower-left corner, there is a cluster of several analog clocks with white faces and black hands, some of which are partially overlapping. A large, blue diamond shape is positioned on the right side of the slide, containing the word 'Efficiency' in white text.

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

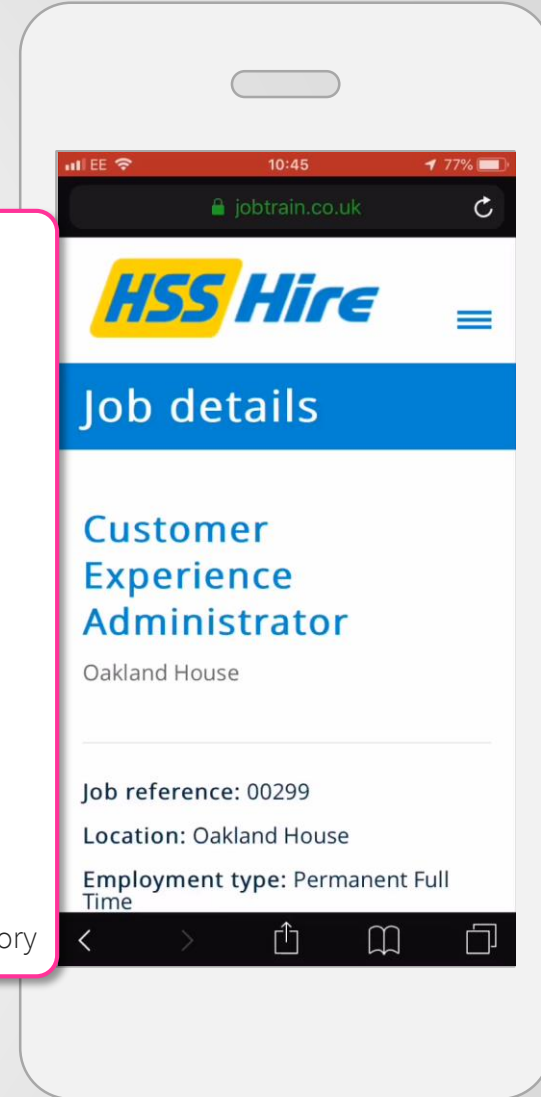
2.5x

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

A close-up photograph of a hand with pink nail polish tapping a smartphone screen. The background is blurred, showing a dark patterned surface and a light-colored object, possibly a cup.

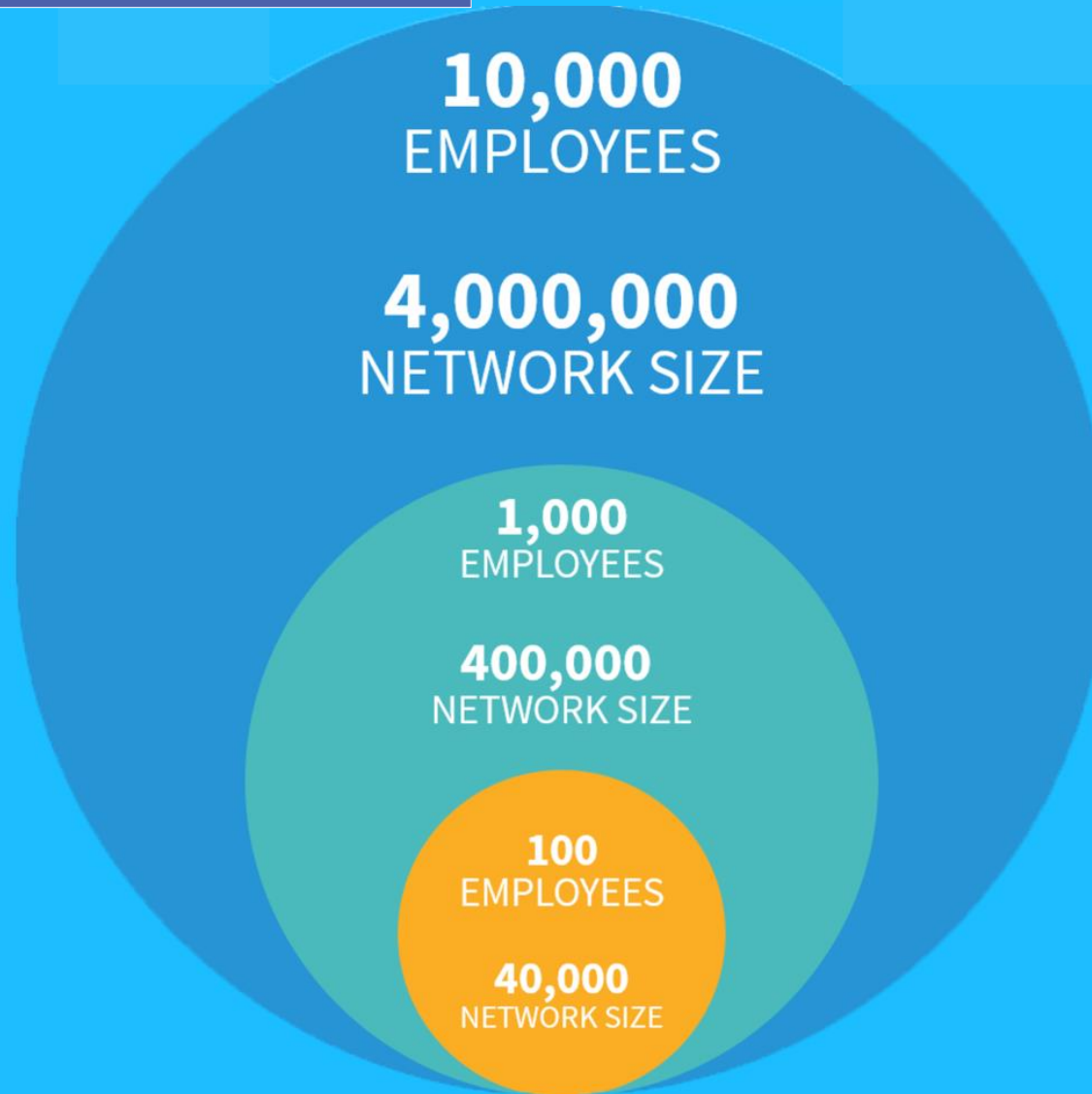
55% of candidates say employee generated video is more trustworthy

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

(Nielsen)

Engagement

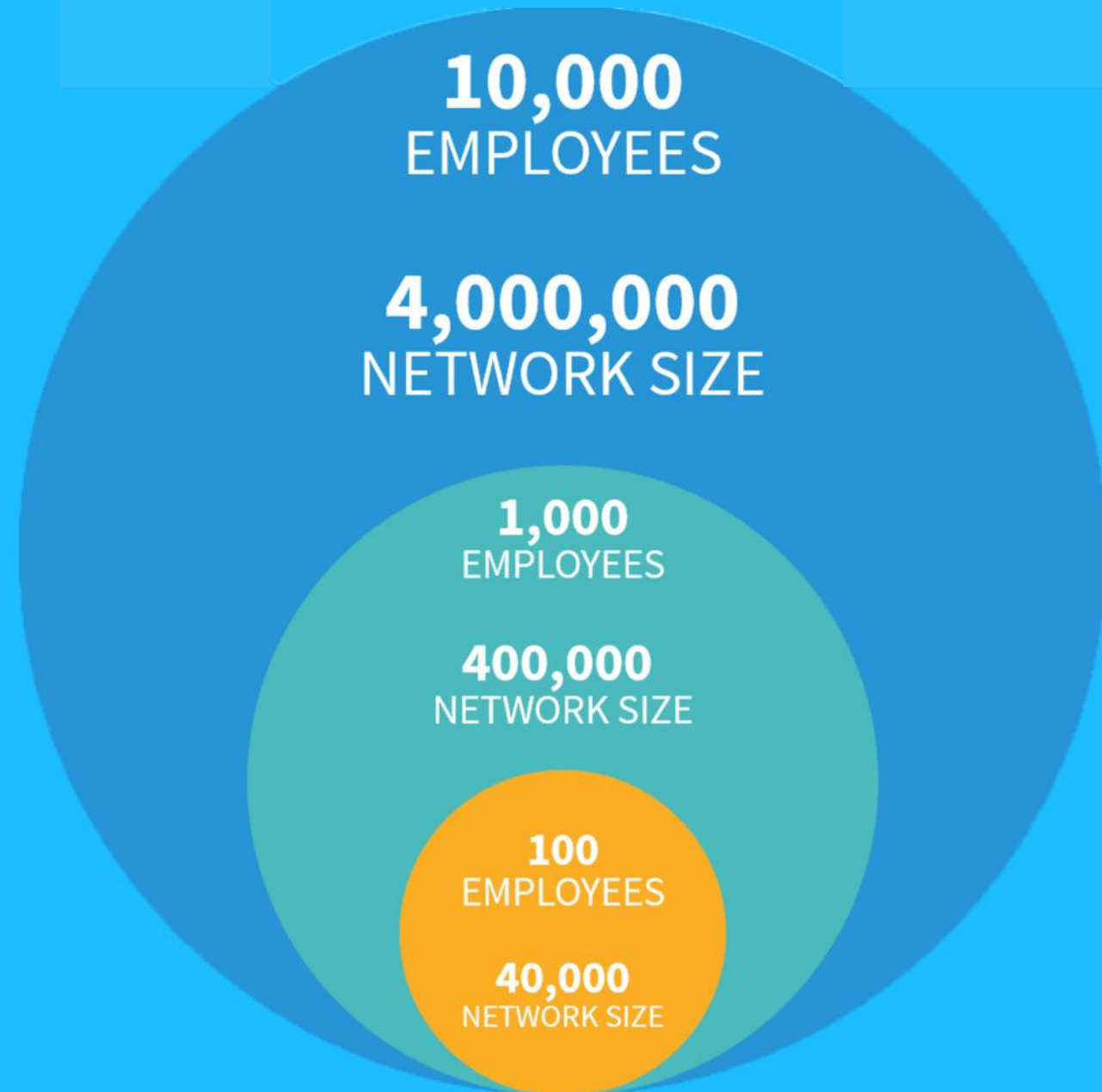
Employee referrals



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%

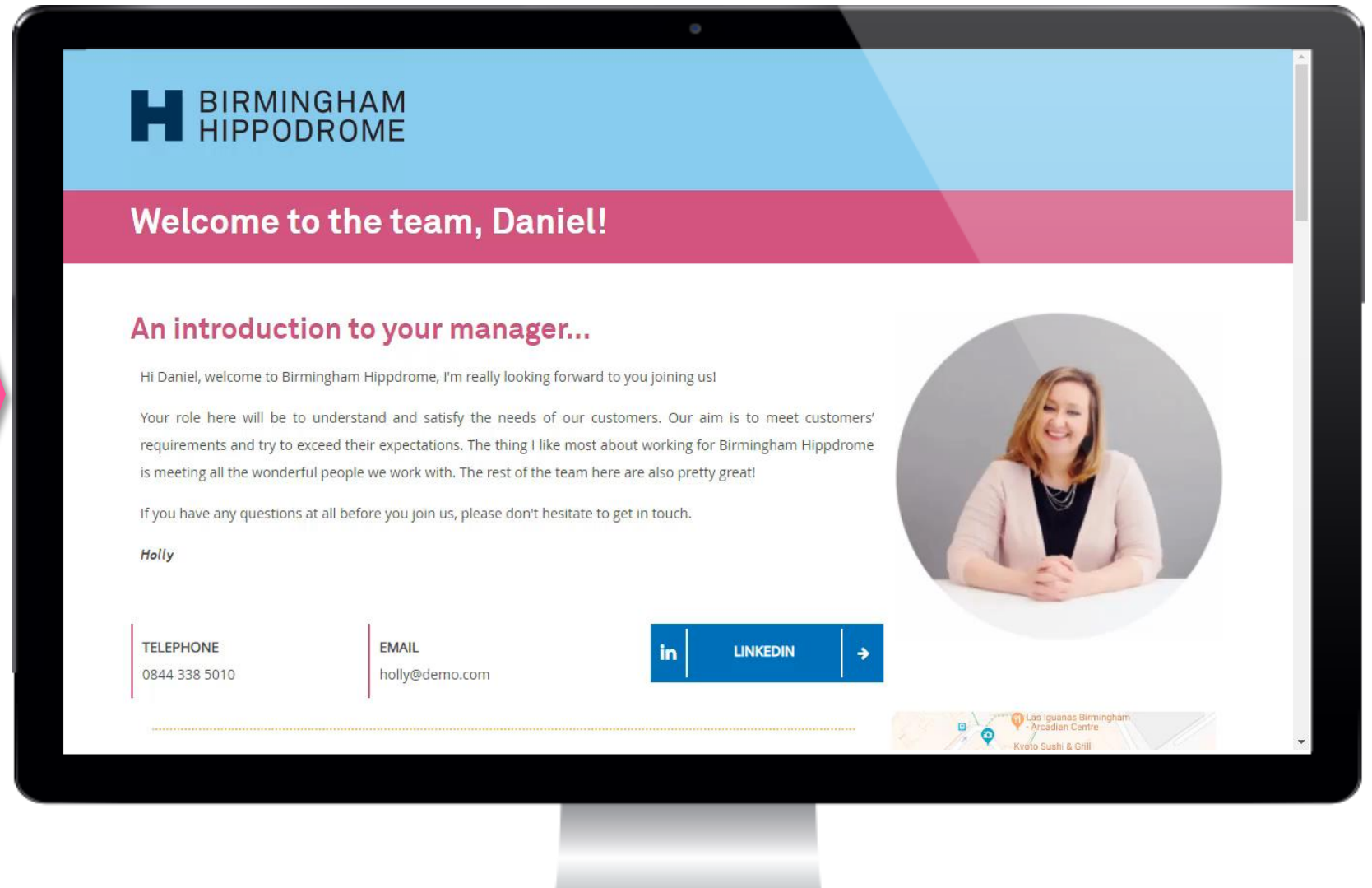
Increase productivity from day one by 70%

(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!

Jobtrain.co.uk

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