



Recruitment Process Optimization – Must do

With the continued gap between budgets and hiring, recruitment process optimization is more important than ever. It would be careless to lose candidates within the recruitment process, because of slow response rates, poor interviews or lacking feedbacks. A company's reputation is on stake. Candidates that weren't hired have an opinion too, which they will likely mention in front of a friend or on Social Media. The Human Resources and especially the recruiters function as brand ambassadors of the company, as well as Line Managers, Hiring Managers and (future) employees. Only if every involved party is aware and acts in concert, recruitment can be successful.

Recruitment does not end with signing the contract. Big Budgets can be wasted, if there is something off with the recruitment process and/or the on-boarding of new employees. This applies for big, middle-sized and small companies alike. Especially fast growing companies suffer if they can't find and hire suitable employees fast enough to ensure their further growth and competitive advantage. As a business grows and changes, hiring requirements will likely change too. Optimizing the recruitment process saves costs up to 65% and time to fill a position up to 35%, raises quality and quantity per hire and increases the satisfaction level of hiring managers and improves candidate experience up to 80%. Thus recruitment process optimizations help to build up a strong talent brand, sustain candidate's attraction to build up a talent pool.

Optimizing an existing recruitment process towards a lean HR Strategy that can be managed fully in-house needs smart technology such as HRMS (Human Resources Management Systems) and ATS (Applicant Tracking Systems). A lean and optimized HR strategy enables to react faster to sudden market changes and launch a staff marketing campaign without further costs. The core processes remain completely within the company. If the hiring volume exceeds the own capacities to hire top candidates fast enough Managed Services Providers or temporary Recruitment Process Outsourcing delivers a fast solution in bottleneck situations. Just contact us.

Heike Anna Kruger is the founder and Managing Director of OpenPloyer GmbH, a global hub for innovative HR solutions and technologies, specialized on Recruitment Process Optimization and HR Consulting. OpenPloyer offers you a free consulting and links you with HR services and solution providers that suit your company's needs. www.openployer.com