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Bad Candidate Communication is Bad for Business

My daughter recently applied for a full-time position in the retail fashion industry. She had completed her practical fashion technology courses with NZ Fashion Tech and had recently returned from Milan having attended IED studying Fashion Marketing and Merchandising. She has found her passion and aspires to be a buyer for a retail fashion chain. She realises "working the floor" selling fashion is the critical starting point. To this end, she has applied for several roles in medium to large fashion chains here in Auckland.

As you all know, I am on the other side of the fence, so it has been a real eye-opener for me to hear her experiences. To be quite blunt, I am astounded at the way most of these businesses treat their candidates. From my daughter's experiences, here's what I have gleaned.

Most applications and interviews were deal with poorly by "supervisors" at a branch store. The information was then passed on to head office for a decision. Twice she has been interviewed one-on-one in a crowded food court. The interviews were basic chats and no questions centred on if she had the competencies to perform the job.

On one of those occasions, she was thrown in the deep-end and put on an immediate one hour, in-store trial. I know I am biased, but I witnessed this trial sitting in the shopping centre in front of the store. I was so proud of her, she was great. However, the person running this process had no power, and it was, "Thanks we will be in touch" - no time frames. This was a three-week trail and despite two phone calls and follow up email, my daughter struggled to get the status of her application, only that head office had not processed it yet!

Candidate communication is what I want to get on my high horse about. It is not only my daughter's experience, but bad candidate communication is one of the pet peeves of job

seekers everywhere. Apart from it being just bad manners, it surely must reflect badly on the brand image of the said organisation.

Bad candidate communication can also cost you good hires. Chances are your candidates are applying for several roles so that an outstanding person will get snapped up quickly. My daughter has this week put another two irons in the fire, she will likely be successful, and a big loss to the fore mentioned the company.

I am not suggesting you make instant decisions based on the first person that walks in the door. Nor do I want you to be pushed into a decision by candidates that try to blackmail you into a decision as they have another job offer they must accept or turn down tomorrow.

Managers constantly tell me candidate communication is one of the most work-intensive areas of recruitment, but with today's technology this is a "one-click breeze". If you are still collecting CVs via email and trying to communicate to individual candidates the same way, you really are making hard work for yourself. This is one reason candidate communication is so poor, the way it is done is labour intensive, so it does not get done - there's no system.

Enter an online applicant processing system. These systems can collect the information you want to filter dozens of candidates, but one of their major attributes is the ability to have merged email templates enabling you to keep candidates "alive" and up to date via mass email - one click of a button.

Here at AssessAdvantage, we have the answer to the above problems - you can use our online application system no matter what size your organisation, either for one-off jobs, or ongoing unlimited usage. Our system operates in over 1500 global sites. That is a lot of happy hiring managers that are saving loads of time and money and getting better hires. Not to mention getting great word of mouth from candidates because they are constantly kept in the loop as to the status of their application.

If you would like a 30-minute demo of our system, email support@assess.co.nz. We do this over the web, so you do not have to leave your office. Alternatively, visit a brief overview and view a 90-second video at www.assess.co.nz/online-recruitment - Got a job coming up, put us to the test a run a free one month trial – conditions apply.

Rob McKay MA(Hons) Organisational Psychology is Director of AssessAdvantage Aust/NZ Ltd. He can be contacted at +64 9 414 6030

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