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HR TRENDS & TECHNOLOGIES FOR RECRUITING IN 2019

2019 will be a busy year for hiring new talent. Here at [AssessAdvantage](#), we are witnessing a huge demand for replacement and additional employees. Hiring managers and HR are now able to handle and process this demand faster, easier and with less administrative cost because of new internet cloud technology that now covers all areas of the hiring process.

Are you still hiring like its 1999? It used to be when someone mentioned HR Recruitment; you envisioned a roomful of people interviewing, hiring and exiting people. Times have changed and with it the functions and processes of today's recruiters. As such, businesses are actively introducing and refining their HR technologies to speed up of the hiring process, cut administration, source talent and filter applications faster based on specific job benchmarks.

What's even more exciting is these new online technologies save not only administration time, and time is money, but also the time frame between vacancy and appointment can be dramatically decreased. On top of that, technology forces frontline managers to conduct a structured process, stopping the emotional, gut feel appointments that most manual procedures encourage. All this adds up to a lower recruitment budget and employee turnover, coupled with a more productive and motivated workforce.

We all agree that technology is moving at the speed of sound and impacting every corner of our lives, even searching and applying for a job. So, this begs the question, "What technologies will make the most impact on your recruitment process this year?" Budget time is looming, so as you kick into the new financial year, think about allocating some budget for one, some, or all of my magnificent seven.

1. Capturing and Processing Applications

If you are still placing adverts on job boards or in the press and inviting candidates to email you a CV you are truly living in the dark ages! The days are over having to spend hours (most managers do not – it is just a glance) trawling through dozens of CVs. The best thing a CV will tell you is how good a writer the candidate is, or someone else is. Many studies highlight a conservative 60 to 70% of CVs contain gross embellishments, or darn right lies. Technology allows you to collect a standardised CV, the information you need to filter out those candidates that don't fit your role.

Most progressive companies with fifty or more employees have switched over to an online [Applicant Processing/Tracking System](#) (APS/ATS) not only to save time and effort but also to avoid emotional, gut feel hirers. Tedious and time-consuming spreadsheets, manual reports and huge stacks of paper CV can be replaced with automated data collection. An APS automates and streamlines job postings, social media connections, on-going candidate communication via mail merged emails, employee job-fit assessments, on-demand video interviews and online reference checking.

Once you automate the collection of information needed to match candidates to your specific job roles, it frees HR professional out of mundane administration allowing them to concentrate on developing their internal human capital.

2. Hiring is no Longer Selecting Candidates from your Backyard

Businesses are going global and technology is penetrating the deepest corners of the world. Many of our clients, large and small are stepping up their talent acquisition game by focusing on remote locations and workers by connecting with potential employees virtually, irrespective of where they are located. On-demand [video interview](#) is booming. This takes a step up from those free services such as Skype, Google Hangouts and Apple Facetime. Now you can send a link to candidates to complete a job specific interview in their own time – no more playing telephone tag and set appointments – easy for both parties. Vidcruiter is an excellent [ATS platform](#) that has integrated video interviewing features. These are candidate-friendly and come at an annual low-cost for unlimited usage.

3. Automated Online Reference Checking

I predicted online reference checking would become the next huge advancement in recruitment during 2019. From my experience, I see many HR departments stuck in the old, “But that will not work, we love to talk personally to referees, it gives us a good feel for who they are”. This is exactly why online reference checking gets better, and more *predictable* results. It takes the emotional, gut feel evaluation out of the conversation and collects information based on the competencies required for your specific job. Plus it standardises the process and ensures proper referencing will be done will ALL candidates, by ALL hiring managers. Chequed is our recommendation and you can learn more and get a free, [one-job trial here](#)

4. Social Media

Social media and other digital platforms have made it much easier to source potential candidates. Unfortunately, sourcing is not enough. Pre-hiring engagement is gaining importance so that candidates can get a glimpse of your company’s culture even before applying!

2019 will see HR departments take giant strides in engaging candidates. Optimise the right tools and technology to help you do the same. Use algorithms to assist your recruitment team with sourcing so that they can save time and focus on engaging their top talent. It is important that you build a relationship with passive job-seekers and engage them before they graduate to an active candidate and finally become your new employee.

Within your social accounts, weave in stories and posts from current employees about why they enjoy being part of your team.

5. Employment Branding

Social media has allowed the candidates to learn everything about your company through your social media pages and digital presence. This has put the ball in the candidate’s court where they can browse through the company profile of several businesses, learn about job opportunities, work culture and other necessary details, and apply accordingly. Strong employment branding will attract the best candidates over your competition.

Throughout 2019, hiring managers will focus more on employer branding. Social media activity will improve and get more efficient with a strong emphasis on

improving digital presence through an interactive website and an engaging company blog. As mentioned above, employee advocacy on social media will also play a vital role. Encourage your A players to share their stories as it will strike a personal chord with your prospective candidates, which is a crucial aspect of branding.

6. Reliance on Analytics and Recruiting Metrics

We all understand that relying on recruitment factors like the confidence a candidate displays during the interview and trusting your instinct while hiring someone is fraught with danger, but is still a common hiring process. This 'gut feel' hiring process is now being replaced by predictive analytics that helps in providing valuable insights. Job-fit scores derived from assessments and ratings aligned to specific job competencies will translate into a better hiring process. Using predictive analytics, recruiters can pinpoint candidates with better job-fit. HR has always been a 'people's person job', and so technology was not crucial, but 2019 will change all that!

All of our assessments and our online reference check platform are benchmarked to your specific job. This gives you solid predictive analytics to evaluate each candidate's fit to your job based on innate and learned behaviours.

7. Mobile Strategy

We know from our APS platforms that around 50% of candidates are now applying via their smartphones, this is only going to increase. Companies must become phone friendly when it comes to applying for jobs. A wave of mobile tools and applications is making it easier to communicate and engage candidates through their phones without playing Outlook tag. All of our APS, Video Interview, Assessments and Reference Checking platforms are mobile friendly. If you are not, you are going to miss out on a large pool of candidates.

Summary

2019 will be another year for big changes in the way we conduct our recruitment process, technology will rule. Automating the application process, like the collection of standardised CVs, on-demand video interviewing and competency-based online reference checking will quickly identify candidates that fit your specific job roles. This will be the norm when we look back on 2019.

To understand how you can use technology for your next recruitment cycle (no matter what size your business), talk to Rob McKay or Andrew Bain at [AssessAdvantage](#)

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