



**Boost Talent Acquisition with a
Digital and Visual Offer Experience**

This Ain't Your Grandfather's Recruiting

Sounds cliché, but the pandemic really has shifted just about everything — recruiting, hiring, and engaging with top talent is no exception. Fatigue, shifting expectations, evolving priorities, a mastery of WFH technologies — the workforce has a clearer understanding of what they want and don't want more so now than it did before COVID-19. Combine this with the Great Resignation and you have an employee's market rife with demands.

Sure, today's recruits are making increased demands (WFH, salary increase, better health coverage, etc.), but employers are adjusting in kind (a steady increase in hybrid or fully remote positions, salary increases, parental leave).

So what's the problem? Well, there's one that's talked about ad nauseam in HR circles: Failure to effectively communicate in a shifting environment. Employers, recruiters, and hiring agencies are simply playing a new game by an old set of rules — and they are playing it too slow. If you think this is alarmist or overwrought, here are some sobering numbers to put things in perspective:

A PwC survey revealed that 65% of the workforce was actively looking for a new job¹

According to Glassdoor, 86% of all employees want a flexible (WFH or hybrid) schedule²

Another PwC survey indicated that 49% of those surveyed had previously declined an offer due to a poor recruitment process³

Companies must think differently about recruiting – and take several pages out of total rewards marketing playbook – to win (and keep) the top talent.

¹ Job-hopping heats up: 65% of U.S. workers are looking for a new job

² COVID-19 Return to Work Survey

³ The future of recruiting



7 Recruiting Imperatives

The job market is undoubtedly changing, but also growing — and employers need to be prepared to recruit more efficiently and win the top talent. However, today's typical employer isn't effectively communicating the total value of their open positions nor are they moving through the hiring process quickly enough to stay competitive. Employers, recruiters, and hiring agencies can adapt using the following seven key principles to boost talent acquisition in the post-pandemic jobs market.

Be More Transparent, Less Ambiguous

Ponder this: Job calls that feature salaries receive 75% more clicks, yet only 27% of businesses share salary ranges publicly. Future employees have a pretty good idea what it is they want to earn at their next position and 67% of them will actively try and find information about an open position's salary if it isn't posted. This is true for other benefits outside of salary. In fact, not knowing what benefits come with an open position is frequently cited as a source of stress when it comes to looking for a new job. This is unsurprising since a vast majority of talent with children (both men and women) prefer better benefits than an increase in salary.

Take-away: If your open position's total value is competitive, you've got nothing to hide. Post it. Be transparent. Recruits are familiar with Glassdoor, Google searches, and LinkedIn, and are trying to get at the information that is vital to them in the hiring process. Give it to them.

Get Social

As workforce demographics shift, so do the means of communication. Gen Xers and Millennials together are continuing to squeeze the Baby Boomers out of the workforce, and Millennials are already starting to overtake Gen Xers as the dominant generation. Even Zoomers are beginning to make up a not-insignificant portion of available workers. As these demographics continue to shift, employers will need to go to favored communication streams of the audiences they hope to reach.

Gone are the days of phone calls and in-person interviews — here are the days of Facebook posts, LinkedIn ads, and virtual interviews. And if you think you have time to pivot because it's only Gen Z cruising social media for their next job, you couldn't be more wrong; 73% of Millennials have found jobs on social media. This isn't contained to just Facebook and LinkedIn either, employers must post to Twitter, Instagram, and even TikTok.

Take-away: The work force is getting younger and more tech-savvy (thanks in large part to a two year crash course in remote work technologies), so expanding your advertising into social media positions is only logical.



Get Mobile

Also consider the ubiquity of mobile phones and tablets. How does your recruiting page look on a small screen? Can your application be reached, let alone completed on a mobile device? The simple fact is that recruits are on the move and moving away from traditional computer setups 86% of potential recruits with a mobile phone have used it to search for a job while almost half of those same recruits have used a mobile phone to apply for a job.

You've got to reach them on mobile devices, which means optimizing for mobile devices. Some job candidates are even trying to boost their application packages by creating video resumes (which they create right on their phone), potentially giving us a look of things to come in the world of recruiting and hiring.

Take-away: Smart phones are ubiquitous, omnipresent pocket computers that a significant number of job seekers are using to look for their next position. Think about how to reach people on mobile devices. Go mobile.

Simplify Your Process

Millennials, and especially Zoomers, have grown up in a time and place where an impeccable user experience is an expectation not a nice surprise — they will not engage with anything (especially anything digital) that is frustrating, cumbersome, or unintuitive.

This is bad news for employers, especially given the fact that even back in 2016 it was conservatively estimated that 60% of all applications were abandoned because of the complexity or length of an application.¹

When you combine this with the fact that only 50% of career sites (not even counting home-grown application pages) are optimized for mobile, the chances of a successfully completed job application get pretty grim.²

This not only necessitates an overhaul of the user experience from a technical perspective, it begs for shorter, faster, less complex applications that boost completion rates.

Take-away: An increasingly tech-savvy workforce that has grown up on slick user interfaces and intuitive mobile processes will not stick around for an overly complex, lengthy application process. Make it simple. Make it quick. Cut to the chase.

Make Organization a Priority

In addition to a slick, simplified, mobile-friendly process, a lot of candidates — 66%, actually — want to hear more from employers during the application process.³ This, among a lot of other hiring process needs, requires organization. The obvious solution is a total rewards marketing platform (TotalRewards Software, for example) but even if your company can't, or doesn't want, to invest in a dedicated total rewards marketing program, organization must be a top priority.

This talent pool is unlike anything we have ever seen — 65% of people in the workforce are looking to change jobs in the next 12 months and 89% of them are thoroughly evaluating your brand before even applying.^{4,5} These candidates are informed, savvy, and motivated. A high touch, transparent, intuitive process that communicates the total value of the position and company culture is not just a good idea, it's a necessity.

Tracking who has applied for what, when, where they are in the recruitment process, and automating what you can — you can expect application volume to increase due to the sheer number of job seekers — is going to be the difference between getting the best and picking from the rest. It doesn't matter how this is accomplished, just that it is accomplished.

Take-away: There are a lot of candidates on the market, and those candidates know their value. This means that your recruiters must engage with applicants like never before. This means being highly, obsessively organized — dedicated total rewards marketing solution or not.

Improve Your Turnaround Times

The best candidates are available for, on average, ten days.⁶ But, it takes, also on average, 27 days for a company to extend an offer.⁷ You see the problem here? While you're less than halfway through your process, the best and brightest are long gone. The solution is to improve your time to hire.

This means combining a lot of the previous principles in this list into a solid recruiting process — obsessive organization, a simplified application, high touch with the candidates, consistent engagement, and position transparency. As an organization you will also have to evaluate where your recruiting process is slow and speed it up or possibly eliminate/combine those steps. Can you schedule interviews more quickly and with multiple stakeholders? Can you communicate with candidates more efficiently? Where is your slow up? How can you fix it?

Take-away: Top talent goes to the team that can beat the average time to hire by quite some margin. To be competitive you've got to tighten your turnaround. This means creating an incredibly efficient, lean, speedy quick recruiting process.

1. Study: Most Job Seekers Abandon Online Job Applications

2. How Many Jobseekers Use Mobile Devices for their Job Search?

3. Top recruitment statistics you need to know ahead of 2022

4. 22 Recruitment Statistics to Understand Hiring in 2022

5. Job-hopping heats up: 65% of U.S. workers are looking for a new job

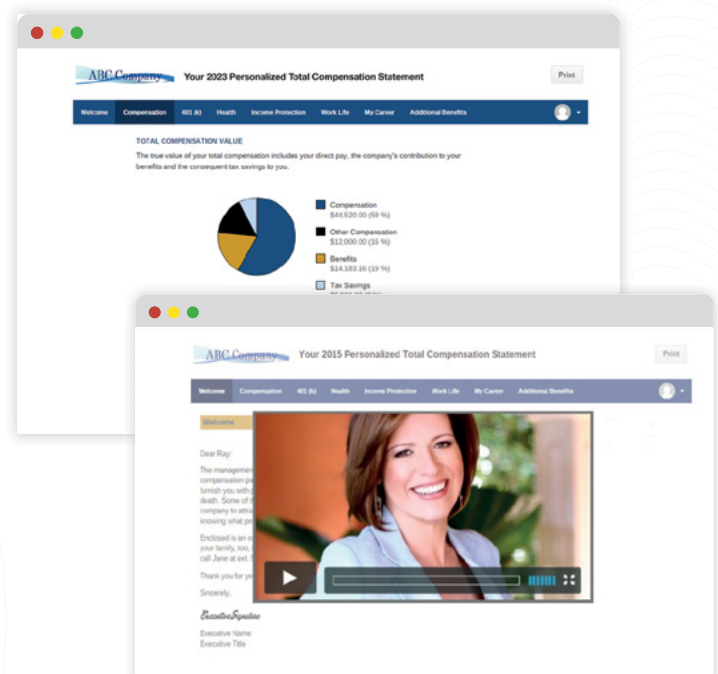
6. Top recruitment statistics you need to know ahead of 2022

7. 2020 Hiring Statistics, Trends & Data: The Ultimate List of Recruitment Stats

Seriously Think About Investing in a Total Rewards Platform

A dedicated total rewards marketing solution can really help you create a lean, nimble, agile recruiting process that will put you in the best position to secure the best talent in what is shaping up to be an incredibly competitive market. A whopping 98% of Fortune 500 companies use recruiting software, and 70% of recruiters say it is hands-down the best way to boost hiring performance.³

Take-away: Today's pool of candidates is large, but the top talent moves quickly. To get the best of the best, companies need to be consistently sophisticatedly engaged with candidates. Investment in a total rewards marketing platform provides transparent, intuitive total compensation information that candidates want while organizing your recruiting process in a way that allows you to be quick and efficient.



Why the Offer Letter Must Go Digital

For companies still sending a traditional, PDF-based offer letter, you might as well be delivering it via the Pony Express. Recruiters are steadily moving toward digital and visual offer experiences for a generation of tech-savvy candidates.

In today's candidate-driven market, companies need to focus on creating an exceptional employee experience from the very beginning. Plus, digital platforms allow you an immediate, comprehensive insight into what candidates care about most.

Here are four reasons to implement employee offer microsites and digital offer letters into your recruitment processes NOW.

Stand Out

PDFs fall flat with a generation of recruits who have grown up in a highly digitalized world. Substance is still king, but don't think style points don't matter — they do! A simple text-based offer just won't land the same as an aesthetically pleasing, user-friendly digital offer experience. With virtual offer letters, you position yourself to set the pace instead of playing catch up. And you demonstrate your dedication to employee experience from your earliest interactions.

Best Foot Forward

By creating a digital and visual offer experience like your company's workplace environment, candidates get a taste of what working for you might be like. Even the smallest detail matter; think about how often you pass on recruits because of resumes with unreadable typefaces or poor formatting. If a candidate can't demonstrate excellence in a snapshot, it's difficult to trust they would perform any better for your company. This holds true for how top prospects evaluate new job opportunities, too! A high quality, engaging digital offer letter shows candidates your commitment to quality.

Speed

Digital strategies for offers have proven to increase the speed of acceptance and lessen negotiation cycles. A shorter turnaround time means less time your company needs to allocate resources toward the hiring process. And lengthy hiring processes often result in current employees shouldering an extra load until the gap is filled. You don't want employee satisfaction to fall under the weight of added responsibilities — with an easy-to-deliver, easy-to-navigate digital offer experience, you can expedite that time between offer and acceptance.

Intel on What Candidates Care About Most

Perhaps the greatest distinguisher between virtual offer letters and their text-based counterparts is the built-in intel available within the digital medium. With the ability to track clickthrough rates and time spent within any particular feature, your company leaders don't have to guess about what it is candidates value most within a total rewards compensation package. This also allows you to amend offers in real-time, if necessary, based on the components of the offer a candidate visits most often. And, over time, a company can acquire enough information to assess trends in their hiring processes and implement data-driven best practices to streamline their method and land top candidates.

As employee benefits packages become less traditional, so too should the way those total rewards are presented. If you're offering more than a standard salary plus medical benefits, you're already demonstrating a commitment to an exceptional employee experience. What better way to showcase your company's evolving benefits structure than a next-level digital offer experience? You want to be sure your style matches your substance, after all.

In today's world, a PDF offer just doesn't make a splash. Or even a ripple. Simply, if you're still sending out traditional offer letters, you've fallen behind. Not only are you losing time and digital intel internally, but you're also likely losing talent to companies with a greater wow-factor. If you want to be competitive in this job market, you need to consider evolving your offer process to fit the demands of this digitally sophisticated generation of candidates.

Leverage a Digital Offer Platform

A digital and visual offer platform from TotalRewards Software will allow you to build custom virtual offer experiences at scale for even your highest volume jobs. These custom offer experiences built at scale for individual candidates communicate the full monetary value of your job offer, promote your brand, and track the movement of candidates through the hiring process.

TotalRewards Software's cloud-based recruitment platform, CandidateRewards, enables you to:

- » Show candidates the true value of their total compensation, including an interactive benefits tool and stock option value presentation
- » Communicate the full compensation value benefits, incentives, bonuses, stock, time-off values, cash, and retirement contributions, etc. — in an intuitive breakdown
- » Present your brand, colors, images, and story alongside the compensation value proposition
- » Show candidates their total compensation value based on the real costs of the benefits package being offered
- » Provide each candidate a personalized benefit portal
- » Track candidates throughout the hiring process and provide useful analytics, yielding automated ways to engage candidates around decision making points
- » Optimize for mobile interactions and viewing, always

The CandidateRewards platform not only tracks the recruitment and hiring process, but once applicants become employees, TRS has a fully-featured employee engagement suite.

Ready to boost your recruiting efforts?

Learn how to amplify your recruiting and win at the race for top talent at <https://candidaterewards.com>. Request a demo or send us your most important job, and let us create a digital and visual offer experience sample today.