

Adding Innovation to the Recruiting Process for Better Results

With Taryn Owen, President, PeopleScout



PeopleScout
312-915-0505

www.peoplescout.com

In today's competitive labor market, organizations need to leverage innovative tools and programs in order to become an employer of choice. And this matters: According to research from Glassdoor, 84 percent of survey participants would consider leaving their current role for an organization with a well-known reputation. Where should companies begin? The recruiting process, says Taryn Owen, President of PeopleScout. She explains how organizations can innovate their processes in order to attract and retain today's top talent.

Q In what ways can HR add innovation to the recruiting process?

A As a consultative partner, we approach each client's recruitment process individually to identify areas which could be viewed through an innovative lens to yield greater efficiencies and elevate the overall candidate and hiring manager experience. Digital interviewing immediately comes to mind and we have successfully helped our clients innovate in various aspects of scheduling processes, candidate engagement strategies, assessment administration and pre-employment screening. We have developed some of the industry's leading software which provides metrics showing how companies, regardless of their vertical or size, can get the most out of their recruiting process and to remain an industry leader. We embrace innovation because it supports our mission of delivering positive business impact to our clients.

Q What types of results will this produce? Better quality of hires? Improved time to productivity? Improved candidate pipeline?

A All of these areas can be positively impacted if approached strategically. Results often can be felt and measured very early on, allowing for an almost immediate

ROI. For example, should a client opt to introduce an automated scheduling tool, candidate fallout will very likely be decreased due to the ease of the process, so hiring managers and recruiters will both rapidly realize the benefits and added efficiency. Adding this automation enables hiring managers to be much more judicious with their time and recruiters are able to focus more of their efforts on maintaining a healthy and engaged qualified candidate pipeline. Another benefit—more frequent communication and interaction between recruiters and hiring managers so they can operate more effectively as one team. We work to understand where our clients wish to see the most improvement in their process and to provide value where it matters most.

Q How will innovation provide organizations a competitive advantage?

A Innovation has to be smart and done for the right reasons to provide an organization with a competitive advantage. PeopleScout collaborates to ensure that the benefits, employer value proposition and culture of a particular client are being communicated most effectively through the process. Innovation that is a true extension of a company's brand enhances that brand and, as a result, the recruitment process. Even candidates that do not move forward through the process can be left with a positive impression, which

can translate to social media reviews, buying habits and conversations with friends and family. Through collaborative innovation from the best minds at PeopleScout and our clients, it's a better experience for everyone and that leads to top talent, candidate satisfaction and valuable partnerships, resulting in more innovative leaps forward.

Q What role does technology play?

A Innovation often means "high tech," but not always. It is important to understand that being truly innovative means leading the way with a client-focused approach that has not yet been implemented, or implemented properly, before. That being said, technology plays (and is expected to continue to play) a major role in the innovative solutions we build, develop and deploy for our clients. Digital interviewing, automated scheduling, SEO analysis, social media, mobile deployment strategies, SMS campaigns are just a few common examples of how technology has shaped recent innovation. As technology is ever-developing, our clients expect us to be nimble to proactively incorporate cutting-edge tools and techniques into the process, ensuring we are always optimizing. We welcome that responsibility and look forward to continuing to provide our clients with innovative, global workforce solutions.