



HOW TO KEEP THE CANDIDATE EXPERIENCE WARM AND ENGAGING IN A VIRTUAL WORLD

Welcoming. Enthusiastic. Warm.

These adjectives are sometimes used to describe positive in-person hiring experiences. But virtual interviews? They're a different matter entirely — but that's bound to change. For companies eager to remain competitive, those traits will need to translate to remote hiring.

Quite a few companies are already exploring (and profiting from) the digital recruiting experience. According to Yello's **2020 Virtual Campus Recruiting Benchmark Report**, about three-quarters of recruiters surveyed said virtual hiring had led to beneficial outcomes. Furthermore, 45% of respondents said virtual recruiting made it easier to source candidates representing diverse backgrounds, while about half of those surveyed said they saw more applicants since moving everything online.

Of course, virtual recruitment isn't perfect for either side of the hiring process. Candidates may not have access to technology, or they might stumble while attempting to navigate complex online hiring systems and communications. Plus, applicants could fail to access virtual hiring portals when using certain devices. As for recruiters, they might struggle with the inherent challenges of getting to know someone through Zoom.

Despite these struggles, it's still possible to give prospective employees a warm and human virtual hiring experience. By weaving those elements into the fabric of your digitally flexible remote hiring experience, you can breathe life into the process and create experiences that resonate with prospective talent.

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MAKING A CASE FOR DIGITAL FLEXIBILITY

Digital flexibility in the recruitment process isn't too difficult to master or too complicated to understand. It just requires putting the needs of talent above those of the company. The entire virtual hiring process becomes an opportunity for recruiters to deliver a thoughtful and engaging applicant journey from beginning to end. When handled correctly, digitally flexible hiring systems ensure that all candidates — even those who aren't offered a position — feel buoyed by their experiences.

How does digital flexibility play out? One tactic involves ensuring online applications accept and support mobile and desktop users. This allows candidates to move seamlessly from job boards and search engines into a single online application system. It also helps deliver a consistent experience for virtual applicants regardless of what devices they use to access a recruiting platform.

Another example is giving candidates access to the technology they lack. This might involve setting up an in-person environment that's safe, clean, comfortable, and device-laden. Local candidates can then visit that secure location and conduct business in a socially distant manner.

Does this move toward increased virtual adaptability require quite a bit of effort? Certainly, but it's essential and expected. A LinkedIn research project, [The Future of Recruiting](#), found that 70% of talent experts believe virtual recruitment is here to stay. Accordingly, respondents cited adaptability as the single most crucial recruitment skill.

Candidates have their own limitations related to the pandemic and their risk factors. Companies that prioritize adaptability by providing touchless, professional online experiences that require few in-person trips will come out on top. Those that don't could lose market share — not to mention potential superstar employees.





DELIGHT CANDIDATES WITH YOUR DIGITAL RECRUITING EXPERIENCE

From sourcing candidates to onboarding newly minted workers, recruitment professionals need to establish responsive and empathetic online systems, procedures, and guidelines.

These three suggestions should help you develop a process that excites candidates and keeps them from feeling like “just a number.”



1. Be there — even when you’re not.

The personal touch matters, particularly for candidates facing a mostly self-guided online early recruitment experience. To prevent anyone from feeling alone, lost, or insecure, it’s a great idea to map out ways to customize digital recruitment.

For instance, choose automation tools that leverage advanced AI chatbots that feel human. Be careful to segment applicants appropriately so automated messages sound fresh and pertinent. Take every opportunity to give candidates a clear and immersive peek into open positions and the company’s culture.

At Integrity Staffing Solutions, we seize every opportunity to connect with virtual candidates. To give remote candidates in-depth previews of potential positions, we provide virtual tours of the jobs they’re targeting and take them through a typical day to show what lies ahead.

Any chance remote candidates have to form a personal and caring connection with your recruiters can put them at ease that your company is the right place for them — even if you’re not sitting directly across a table.



2. Keep candidates informed at all stages.

Applicants should never wonder whether they’ve fallen through the digital cracks. Keep your candidates moving through the pipeline while reaching out to them at each destination point in the hiring journey.

These updates could be through phone calls, text messages, or emails. For instance, you might send a simple text message after someone applies for an opening: “Congratulations on completing your application! Your next step is to schedule your interview. [Click here to proceed!](#)”

By continuing the dialogue and letting candidates know what to expect next, you’ll improve and strengthen your relationships while encouraging candidates to keep moving through the process. When you inevitably have to tell applicants that they’re no longer in the running, do it immediately and with honesty. Most people appreciate transparency in hiring — especially when everything is done virtually.





3. Personalize all communications.

The best marketers know that content personalization produces results. Think like a marketer when communicating with candidates — ditch generic greetings and instead use people's names in all correspondence.

Be specific, adding information related to their individual journey and their preferred job. Your ultimate goal is for the recipient to know that you took the time to think about them rather than just blasting out boilerplate messaging.



WARMING YOUR WAY TO SUCCESSFUL VIRTUAL HIRING

Although the COVID-19 pandemic has forced humans to physically distance, that doesn't mean we lost our humanity in the process. Job candidates still crave a human touch — particularly when they're applying for jobs virtually.

While it might seem counterintuitive, the need for humanity in the hiring process doesn't mean you have to eschew all technology. Instead, use leading-edge recruitment software and other digital advancements to your advantage.

In doing so, you'll wow applicants at every stage of the hiring process. Even though you might never meet some of these candidates in person, you can still offer a welcoming, enthusiastic, and warm first impression of your organization.



Integrity Staffing Solutions is a full-service staffing agency and ranks in the top 2% of agencies across the country for quality service based on ClearlyRated's "Best of Staffing" client survey. To learn more about Integrity or for help with your hiring needs, visit [integritystaffing.com](https://www.integritystaffing.com) or call 833-446-1300.