

# Employee Digital Life Cycle



## Employee Journey Episode 2: Recruit



September 2021

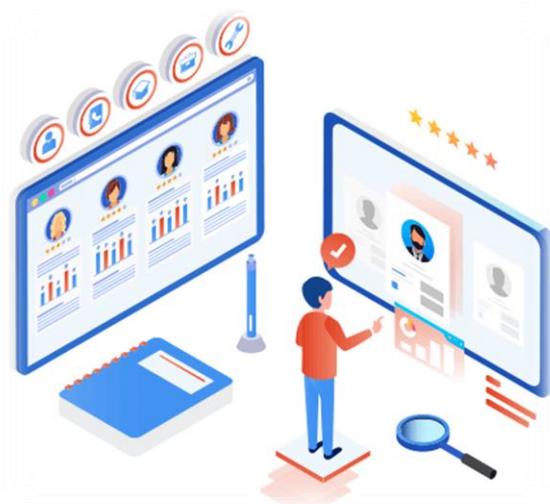
- Recruiting new employees for your company is a lengthy and complex process. It takes a good amount of planning and effort to select the right person for a post. While companies struggle to prepare a step-by-step recruitment process manually and lose time, energy, and patience – smart people look for something innovative and effective.
- In this episode, we will discuss how HR recruiters can easily manage the recruitment process using HR technology.



## ❖ Recruitment Management System:

- Every Human resource department has a team to manage the recruitment and selection process. **HR systems have made it possible for companies to have a dedicated tool which helps in organizing the complete recruitment and selection process.**

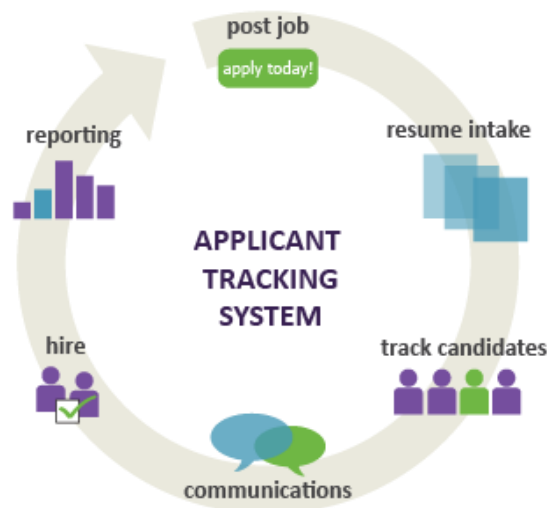
- A recruitment management system (RMS) is a set of tools designed to manage the recruiting process. It may be the most important core human resources (HR) system. Recruiting is competitive, especially for candidates with high-demand technical skills, and it is driving interest in sophisticated recruiting systems. These systems are being designed to improve the efficiency of recruiters as well as job seekers.



- Recruitment management systems have a range of components and functions. They include applicant tracking system for managing job postings and applications, and customer relationship management-type functions to keep applicants connected and engaged. Many of these tasks are automated. Routine tasks, such as scheduling phone calls and in-person interviews, comprise part of the work performed by these systems.

## ❖ How Do Recruitment Management Systems Work?

- The line between recruitment management system “RMS” and applicant tracking system “ATS” has become blurred, but an RMS generally supplements the functions of an ATS. Where an ATS is great at posting requisitions, tracking candidates, and automating the employment offer process, an RMS goes several steps further by helping HR to engage candidates, automating additional manual tasks, and improving the matching of candidates with open requisitions.



- For example, in addition to posting open job requisitions, the RMS will simplify the posting of requisitions across multiple job boards and on social media.
- For candidates, the RMS may let them apply directly from job boards or by using their profiles on platforms such as LinkedIn.


## ❖ Advanced Functionality:



- More advanced functionality of RMS can include ranking systems that use **algorithms** to analyze an employer's workforce. The technology may look at employee performance reviews, resumes and other records to identify the characteristics of a firm's most successful employees. These technologies rely on machine learning techniques to look for patterns in the data. This process informs the ranking system what employers use to select applicants to interview.

- Recruitment software also deploys anti-bias technology to analyze job postings to flag words and phrases signaling gender preference, for example, which can discourage some applicants. The anti-bias technology is also applied to hiring. A hiring manager, for instance, may favor graduates of certain universities. The technology can exclude this limitation and help keep the focus on identifying applicants who best meet the job requirements.
- Recruitment management systems are also getting friendlier. Applicants may see a chatbot on an employer's job page that is able to converse and answer questions, replacing a long and tedious FAQ section.
- Ease of use for candidates is also a goal. The RMS may be able to parse a candidate's resume and pull-out relevant information, such as work history and education, instead of the candidates having to manually enter information about themselves. Once the system learns a little about an applicant, it can suggest other jobs that may fit their skill set. The intent is to engage the applicant and keep them interested.

## ❖ Examples of RMS features and capabilities:

- Integrated applicant tracking system functionality.
  - Automated matching of candidates to open requisitions.
  - Chatbots to answer typical questions.
  - CRM features to keep qualified candidates engaged with the hiring team.
  - Automated interview scheduling and integration with calendar software, such as Microsoft 365 and Google.
  - Integration with job boards, social media, and other HR systems.
  - Advanced reports and dashboards.
  - Standard templates for letters, communications, and requisitions.
  - The ability to include third-party recruiters.
  - Improved data security since all the information is stored in one system.
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- Reminders for qualified candidates and hiring team members.
  - Employment agreements customized with the candidate's information and details captured from the job requisition.
  - Digital signature support.
  - Branding by region or country and to improve the look and feel of job postings; and
  - Integration with supporting recruitment tools, such as assessments and background checks.



## ❖ Benefits of Recruitment Management Systems:

- One of the primary benefits of an RMS is its ability to offer all the functionality needed by a hiring team in one application, eliminating the need for additional talent acquisition and recruitment software. Everything from opening the requisition, maintaining regular contact with qualified candidates, tracking candidates in talent pools, and automating steps throughout the whole hiring process is available in one application.
- This includes the candidate's resume, notes from the interview process, additional files and information provided by the candidate, pre-hire assessments, and comparison metrics based on other candidates who have applied. Depending on the specific RMS, the system may also rank candidates by employing advanced technology, such as AI and machine learning.
- An RMS will often integrate with an onboarding application from the same vendor or the vendor of the core HR system. The integration provides a seamless experience for new hires and reduces the manual effort required of the HR team to set up a new employee in the HR management system.
- ❖ When finding the right talent gets challenging, it becomes almost imperative to bring in technologies that can free you up from the mundane and allow you to focus on acquiring quality talent, even in the tightest labor market.
- ❖ With the right tools, you will be able to simplify recruiting and apply yourself in more critical tasks, like developing full-scale talent acquisition strategies and maintaining relationships with active and passive candidates.