

Candidates Are Calling The Shots



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Missing out on the **best talent?**

With record breaking job vacancy growth and candidate shortage at its highest, employers need to work harder than ever to attract and secure the best talent.

It's a jobseeker's market, so companies whose recruitment strategy is 'business as usual' are struggling to secure the people they want — and, in a candidate-driven market, who can afford an empty seat?

So, the big question is: what can you do to improve your recruitment process to fit with the world as it is now?

To find the answers, we surveyed over 500 hiring managers in companies with under 250 employees, and over 1000 professionals who've changed jobs within the last two years. Our findings suggest that, while the UK jobs market grows in confidence, employer inadaptability is costing businesses across the board.

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candidate-
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Speed is everything.

If a strong candidate is interviewing with you, it's more than likely that they're doing the same with your competitors — and if your rivals' recruitment process is faster, more thoughtful and more streamlined than yours, you'll lose what's fast becoming an increasingly common hiring battle. Savvy employers make their offers quickly.

Nearly half the professionals we surveyed reported that they received multiple job offers during their search—a figure that rises to 75% as seniority of role increases. Those in the IT, HR, and accountancy and finance sectors received the most offers, showing that you need to act quickly for high-demand skills. We found that 60% of SME hiring managers have job offers rejected because a competitor has already hired their candidate.

Clearly, candidates value speed and efficiency—and yet, according to Glassdoor Economic Research, the average hiring time in the UK has doubled from 14 to 28 days since 2010, and it's likely to cost you.

**Savvy
employers
make their
offers quickly.**

A jobseeker's ideal journey.

Candidates want simplicity, clarity and transparency. Making them jump through hoops won't win you any points in the race for talent.

Almost all jobseekers want an application process that's simple (95%), a recruitment journey that's transparent right from the start (97%), and a job description that's detailed (96%). Without these, over 80% said they'd be less likely to apply for a role. Being transparent and keeping things simple will make all the difference between getting that perfect person for the role or missing out to a rival offer.

A clearly defined recruitment process is more important to jobseekers than meeting a potential boss (29%), learning about the company (22%) understanding its culture (28%) or having a good opportunity to ask questions at interview (26%). If your hiring process is complex, you may want to consider a new approach – especially as the next generation of promising professionals are looking for something different.

95%

of jobseekers want an application process that is simple.




Attract the next **generation**, their way.

Smartphones and social media have created wildly different experience of, and expectations about, communication for younger candidates.

According to The Recruitment and Employment Confederation report 'The Candidate Strikes Back', today's candidates engage with employers quickly, with minimal commitment and effort, through many different online platforms and apps. This complex communication landscape sets your hiring managers the tough challenge of attracting candidates who are time-conscious.

Younger people are creative about how they hunt down their next career opportunity. They have a stronger grasp of what a good recruitment process looks like. There's also the power of influence to consider: younger candidates are largely swayed by the views of their peers, and with the popularity of review sites such as Glassdoor, there's a risk that your candidates' experience with you will be shared online. Bad reviews spread like wildfire. For employers, there's nowhere to hide.

Every step of your recruitment process makes an impression, good or bad. It influences your candidate to accept or reject you. Take care that the only impression you make is a great one.



“ To make your business more attractive to today's jobseeker, reduce, combine or drop stages in your hiring process. ”

Candidates in demand.

The changing nature of employment is increasing the competitiveness of the hiring process: one in five hiring managers are losing candidates to rival offers far more frequently than five years ago. Why?

Back then it was an employers market. The sheer volume of jobseekers meant that hiring processes were slow. This, combined with hiring managers' natural aversion to recruiting the wrong person, meant that there was no need for speed. But now, with unemployment at its lowest level in 44 years, competition for the best talent has intensified—but hiring managers are still cautious.

Jobseekers now have an array of choices and if your hiring process is slow, lengthy or overly complicated, they won't choose you.

As job vacancies increase and unemployment declines, review the process and speed of your decision-making.

Communicate, communicate, communicate.

How quickly you follow up on an interview influences the success of your recruitment process: 40% of the professionals that we surveyed expect to be contacted within one to two days of their job interview; 80% expect to be contacted within four days, and virtually no one expects to hear back after one working week. If you want to stay in with a chance, speedy communication is key.

Similarly, two in five (37%) people expect to receive a job offer within two days, and almost three in five (68%) within four days; after this time, if a rival employer swoops in with an offer, you're likely to lose out. Don't believe it? You might when you consider that, when interviewing with two different companies, 96% of jobseekers are influenced by the speed of follow up. You might have an awesome talent attraction campaign, a killer benefits scheme, and a salary scale to be proud of, but if you're slow to respond, it will all go to waste.

And it seems that employers are fully aware of the problem. Over half (52%) of hiring managers think that in cases where a job offer was turned down, if they'd acted more quickly their candidate would have said yes. This belief is even more prevalent in the HR (70%), IT (69%), and accounting and finance (57%) sectors.

So, if employers know that lengthy hiring processes could cost them valuable talent, why aren't they moving faster?

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40%

of professionals expect to be contacted within one to two days of their job interview.

Keeping them warm.

They've said yes. They've accepted your offer. But that's not the end of it. 34% of people admit to changing their mind about a job after saying yes. More senior people, and people within the legal, IT and HR sectors, are the most likely to change their minds.

But if you pay extra attention to your star interviewee's experience of you from their acceptance right up until contract signature time, their first day and beyond, then there's an excellent chance that they'll stay with you.

So, how can you keep your new hire warm during that difficult period between acceptance and first day? Plan how you'll stay in touch. Take care of them. You might consider a suite of welcome activities to show how much you value them: a warm, welcoming email from their manager; a tour of the office to experience your culture first-hand or an informal meet-up with their team. Keep their interest and make them feel wanted—because they are.

Your star interviewee may have caught the attention of more than one employer, so, capture theirs early in the process.



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Be ready for a challenge.

According to our research, 43% of employers, in a bid to keep hold of their workers, have made counter offers at resignation. This figure rises in line with company size, presumably due to the freedom offered by more flexible budgets. In terms of industry, employers in finance and accounting, HR and IT were more likely to counter offer, perhaps due to skills shortages in these areas. These figures also tally with our candidate findings: half the employees we surveyed had been counter offered in the last 24 months at the time of resignation – a figure that rises to 64% amongst under 24-year-olds.

Glassdoor Economic Research has found that local employers are having to pay more to compete with major companies coming in to scoop up local talent as remote workers. Already, employers are seeing an increase in competition from companies hiring remotely. Based on Glassdoor data, 11.1 percent of UK employers hiring locally between January and October 2021 were competing against remote jobs, up more than eightfold from 1.4 percent in the same time period in 2019.

Recruiting **talent** when candidates call the shots.

You want people to feel drawn to your brand, but you also want to make them feel excited to work with you and enthusiastic about spreading the good word. So, the experience you give your candidates through the entire recruitment process directly impacts how they feel about you, whether they'll say yes and whether they stick with their decision. Our research found that a slow response from a potential employer would put 39% of people off a role; a lack of information about the role itself would turn off 38%, and awkward interview scheduling would deter 25%.

Candidates often have multiple offers and when they want a fast, flexible, fulfilling route to their next role, they demand more than drawn-out, drag your- heels hiring practices.

The key takeaways:

1

Speed is vital:

A slow, convoluted recruitment process puts off the people you want in your business.

2

Keep them warm:

Keep communicating with candidates clearly and positively.

3

Be clear on clarity:

Be transparent and open about your recruitment methods and what your candidates should expect

Our top tips for a sleek recruitment process.

1. Be clear and straight forward

From creating a clear, enticing job advert to setting out a straightforward interview process, design a recruitment experience that reflects your brand accurately, authentically and positively. This will attract and engage the people who fit.

2. Schedule reasonable interview timings

Nothing leaves a jobseeker feeling more frustrated than awkward interview arrangements, so schedule times that are reasonable. Think how your scheduling affects them - disappearing from work for several hours can be difficult for them to explain.

3. Keep interviews close together

Make it easier for yourself by staging candidate interviews as closely together as possible; that way, you'll make a more accurate comparison and a better decision.

4. Think about the individual

Make allowances for individual needs: will they require extra company information upfront? Have you allowed enough time for questions? If the process is not clear and information not made available, you may give them a bad experience.

5. Sell your company

Always keep in mind that while you are scrutinising your applicant, they are doing the same to you. Sell your brand and be proudly vocal about everything that makes you stand out from your competitors.

6. Be ready to move quickly

Choose the right moment to begin your recruitment campaign: avoid times when your decision makers are on holiday, schedule interviews well in advance with everyone who needs to be there and have HR ready to go with a contract for your top candidate.

7. Keep up the communications

Don't take the risk that your star interviewee will turn you down because you didn't communicate. Try to make the offer within two days and certainly no later than four; you need to keep your candidates continually updated. And for good brand management, provide constructive feedback to your candidates that didn't make the grade. They'll remember you in a positive light.

**“ Have HR ready to go with a contract
for your top candidate. ”**

The people experts.

We're Office Angels. We're one of the UK's most recognised recruitment experts.

We find those uniquely amazing people who will help skyrocket your business. For more than 30 years our expertise has helped businesses like yours become more agile, more customer responsive and more resilient, and, because we live in uncertain times, you need the right people more than ever, so consider it done.

We believe that people are not assets. They are not resources. They are individuals with skills, talent, potential, and the drive to succeed and enjoy what they do, and that's why we believe in the power of relationships. All business success (ours and yours) starts with relationships.

We find those uniquely amazing people who will help skyrocket your business.

Strong, productive relationships based on trust, understanding and expertise release the best in everyone.



The roles we recruit for.

Office & Support

- Executive Assistant
- Personal Assistant
- Office Manager
- Medical Secretary
- Receptionist
- Data Entry Clerk
- Administrators - all levels
- Facilities Assistant

Operations & Logistics

- Scheduler
- Freight Forwarder
- Sales Order Processor
- Traffic Clerk
- Transport Manager
- Stock Controller
- Fleet Coordinator
- Supply Chain/Purchasing
- Project Coordinator
- Project Manager

Human Resources

- HR Assistant
- HR Officer
- HR Adviser
- HR Manager
- HR Consultant
- Benefits Specialist
- In-House Recruiter
- Resourcer

Customer Services

- Customer Service Executive
- Inbound Call Handler
- Team Leader
- Help Desk Operator
- First Line Support
- Complaints Handler
- Claims Handler
- Multilingual Advisor
- Host

Marketing & Data

- Marketing Assistant
- Marketing Executive
- Marketing Manager
- Graphic Designer
- Digital Marketing
- Copywriter
- Data Analyst
- Database Administrator
- Market Research Executive

Finance & Accounts

- Accountants (Qualified)
- Accounts Assistant
- Credit Controller
- Bookkeeper
- Sales/Purchase Ledger
- Payroll/Payroll Manager
- VAT Specialist
- Reconciliation Clerk
- Finance Management

Talk to us.

For friendly, expert advice and help about attracting, hiring and retaining new talent for your team.

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