

SKILLSURVEY



WHITEPAPER:

Potential job candidates are easy to find, if you double-dip

Enterprise-sized companies have an untapped talent resource — they just need to think differently

Hiring conditions are challenging.

With more job openings than job seekers right now, recruiters and hiring managers are struggling more than ever to find skilled, qualified candidates.

At the same time, the rate of U.S. workers switching jobs is 5.7% (up 1.5% since last year), according to ADP's Workforce Vitality Report. For a company with 5,000 employees, that's 285 employees who are jumping ship for new opportunities. Put another way, talent acquisition leaders at a company that size have to refill those positions at a rate of over five per week on top of other hiring needs in a talent-scarce jobs market.

Making matters worse, recruiters and hiring managers are frequently being ghosted by candidates in the hiring process. As the demand for high-quality talent rises and the need to build a sustainable talent pipeline grows more urgent, more options for creatively sourcing talent are needed.

Again, the tight jobs market means candidates have choices, multiple job offers, and an impatience with the hiring process. Meanwhile, economic indicators are hinting at a slowdown. That could shift the jobs market to conditions that keep people in jobs longer for economic security. Employees staying put would create a new, but equally vexing, challenge to filling the talent pipeline.

How can talent leaders possibly find enough qualified candidates to fill jobs in a sub-4% unemployment market or in an economy where job seekers are even harder to identify?

A recent analysis of the U.S. labor market indicates that 42% of key U.S. markets exhibit undesirable sourcing conditions for employers. Also consider that about one-third of all employees are considering changing jobs and 78% say they are not actively looking for a new role, but they would switch jobs given the right opportunity, according to data by Harris Poll.

The bookends of scarce talent and people ready to jump ship at a moment's notice are putting the squeeze on recruiters and hiring managers.

It's time to get creative about sourcing.

One in four companies cite a lack of applicants as the top reason they can't fill open positions. In response, many sourcing professionals have turned to social media channels to optimize their talent acquisition strategies. Online professional networks are the fastest-growing source of quality hires, trailing just behind online job boards and company websites. That success, however, has its downside.

With more than 20,000 recruiter accounts today on LinkedIn, the top performers you're trying to reach are being tapped multiple times every month with InMails, emails and telephone calls. The results aren't good for sourcing professionals who are finding it harder to make that initial contact with high-quality talent.

And it's not just social media channels that are becoming harder to navigate. Companies today are more aware of the hazards of poaching and are making it harder for recruiters to find their employees. One columnist writing for SourceCon points to her own discovery that more than half of the employees at a large medical facility were not listed in the company directory. They're also making sure that specific contact information is less available on websites and through search engines.

“Passive talent” is still under-sourced.

Discovering so-called “passive talent” is tricky, but not impossible. LinkedIn’s Global Recruiting Trends report notes that “while three-quarters of professionals consider themselves ‘passive’ when it comes to a career change, only 61% of companies recruit passive candidates.” That means recruiters still have an opportunity to source talent faster and more successfully than their competitors.

The talent pool may be much deeper and wider than any of us thought.

Creative recruiters know they need to make use of every tool in the toolkit to identify and engage top performers. But they also need to make wise choices about where to invest time and resources. Sourcing professionals are turning to specialized networks like GitHub and Quora, and content sites like Reddit and Medium to find talent in large part because these sites don’t just list a potential candidate’s accomplishments — they uncover that candidate’s expertise and mastery in a particular industry or job specialty — as measured by other experts in those fields.

Target talent through professional references and peer-to-peer referrals.

Recruiters have long known that references and referrals are a great source of potential job candidates. Automation of the reference-checking process has not only led to recruiting efficiencies and greater velocity in landing great talent, it has revealed an additional, invaluable unintended benefit — an inside track to encourage opt-in access to potential candidates. As more recruiters adopt new technologies, they’re discovering that they can access better data faster — and not just for the candidate being actively recruited, but for their pipelines by turning their references into high quality potential candidates, the double dip!

“About 30% of our references opt in to SkillSurvey Source. We’ve pulled 41 people in to become candidates and 11 were hired.”

— Claire Domark, Director of Talent Acquisition, Cooper’s Hawk, Winery and Restaurants

After all, the same logic that drives the success of collaborative sites like GitHub and Quora applies to candidates and their references: talent tends to attract talent. References, whose contact information is captured in online reference checking solutions like SkillSurvey Reference®, often come from the same industry or job specialty as the candidates they are evaluating. With a reference database collected through SkillSurvey Source® — an add-on to SkillSurvey Reference — recruiters, sourcing specialists, and hiring managers have a new pool of targeted talent, particularly for those hard-to-place positions that aren’t easily filled by job board postings.

In addition to leveraging reference information, with SkillSurvey Source you can also build your pipeline by targeting all candidates, or just your new hires, to ask them to refer others they think will be a great fit for your organization.

SkillSurvey.com 1 (877) 976-8005

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How automated reference checking is helping fill the enterprise talent pipeline.

Can you really expand your talent pool using reference data? Let's do the math.

As an example, with SkillSurvey Reference users collect feedback from an average of four references per candidate. If your organization is making 100 hires annually (that's a pretty modest estimate for larger organizations), using SkillSurvey Source can potentially provide your sourcing managers with 400 passive candidate leads. And, because organizations are using this online technology earlier in the hiring process, they are now conducting references from their top three competing candidates for any particular position — allowing the potential candidate pool to quickly swell to 2,000.

That's a hypothetical scenario, of course, but we do know that clients are sourcing and hiring many candidates every month. One specific example, a healthcare facility in Florida using SkillSurvey solutions **hired 292 references** in one calendar year. The savings in sourcing those candidates alone has more than paid for the cost to acquire the reference checking solution.

“All of the capabilities in SkillSurvey Reference are allowing us to successfully transform at the speed the Deluxe organization is moving at today.”

— Recruitment Leader, Deluxe Corporation

Deluxe Corporation, with the use of SkillSurvey Source, is finding candidates for hard-to-source positions. Within the first few years of using the solution, over 500 references have opted in as potential candidates to their private talent network, with 59% of those having manager-level titles.

Now imagine adding referrals to the mix of passive candidates. Suddenly your top talent pool has expanded using tools already at your disposal. Recruiters and sourcing professionals can easily create specific talent pipelines based on job role and other key criteria and set alerts when the right contacts opt-in to the talent database.

Plus, as your talent acquisition team expands its reach to references and referrals, you can boost your talent brand by providing custom branded opt-in pages, links, and forms to recruit references and referrals. Digital recruitment marketing tools can help you reach contacts faster right from SkillSurvey Source and you can create automated email campaigns to nurture and keep your contacts engaged.

“SkillSurvey Source has the easiest and most user-friendly email template editor out of all the html email tools I have used.”

— Aubrey DePriest, Provider Recruitment - Sourcing Specialist, Go Health Urgent Care

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Integration can optimize continuous talent pipeline management.

Tapping into your automated reference checking solution becomes a highly effective talent acquisition tool when it seamlessly integrates with your ATS or CRM. It can help you stay in touch with your “silver medalist” candidates, the ones who weren’t selected the last time you had that position open but were qualified or may be a tremendous asset to your organization in another role.

Imagine that: increasing the talent pool while also driving efficiency.

A sourcing strategy to keep you ahead of the game.

Using online tools, like those from SkillSurvey, can help you easily and quickly grow your talent pool.

Sourcing professionals will also find they can build their candidate database much faster, since references respond more quickly and provide their current contact and job information. Now when phone calls are made, they are more productive and on point.

Boost your recruiting strategy with SkillSurvey Reference and SkillSurvey Source. You’ll have more success identifying candidates, building a targeted talent pipeline, and hiring more quickly for competitive positions.

Want to learn more? Visit us at [SkillSurvey.com/Source](https://www.skillsurvey.com/Source).

“We have a great leadership team that really pushes innovation. We’re always looking for creative technologies that can help us find the best people.”

— Senior Manager of Talent Acquisition, Brinker International,
Hires two passive candidate a month that come from reference checking opt-ins

About SkillSurvey.

SkillSurvey applies the science of human behavior and smart technology to help customers make better hiring decisions faster. Our online reference checking and talent sourcing solutions will help you discover new talent and assess your candidates’ soft skills with the only solution proven to reduce turnover.

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