



5 TIPS FOR ADDING THE HUMAN TOUCH TO THE CANDIDATE EXPERIENCE

The modern age of staffing and recruiting requires agencies to have the cutting-edge technology available to streamline the recruiting and onboarding process. People expect everything to be mobile and connected in real time. However, with all the benefits of current technology, the human touch and personal connection can be lost in the process. The challenge is blending a candidate experience that provides the ease of technology with an element of human connection.

If you are at a loss on how to meld the two together, we have some effective practices that you can easily implement to put the humanity back into your business.

1. LET THEM HEAR YOUR VOICE

Reach out over the phone. Hearing someone's voice automatically creates a personal connection. A simple follow up call to verify that your candidate has received your email goes a long way.

2. MAKE YOUR COMMUNICATION VISUAL AND PERSONALIZED

Utilize technology to personalize your candidate communication. Technology can actually enhance your personal connection when it's done the right way. For example, everyone likes to put a face to a name. Seeing a visual representation of the person behind the email address humanizes that contact.

- Include a link to your LinkedIn profile in your email communications and urge your candidate to add you to their network
- Create a welcome message to new candidates from the company executive

3. TRACK INTERACTIONS AND PERSONAL ATTRIBUTES

Track interactions with your candidates and employees – make note of not only business related items but things like birthdays, special events, vacation, and other personal exchanges and set reminders to reach out to help build a personal relationship (phone, email, mail a note, etc).

4. FOLLOW-UP

Paperless tools should enhance the recruiter-candidate experience – not replace the communication. Make sure to follow up any paperless tasks with a phone call or email. This will let your talent know that you are personally following their progress and not just automating them into a workflow.

5. RESPOND TO REJECTED CANDIDATES

When a candidate is rejected, reach out to them and offer to refer them to other similar positions. This shows that your agency cares about the candidate regardless if they get the job and can lead to the candidate referring you to other prospects.

Knowing how to balance the benefits and integration of technology without losing that human touch is not as hard as it sometimes seems. Remember to put yourself in the candidate's shoes and make changes that show the people behind the process.