5 TIPS FOR REDUCING APPLICATION ABANDONMENT

You put a lot of effort into enticing the best people to fill out an application. Nothing is more frustrating than when a candidate exits before completing it. Unfortunately, this is very common, particularly in the current talent market. What measures can you take to prevent or minimize this?

Try these five tips to reduce your abandonment rates:

1. REEVALUATE JOB DESCRIPTIONS
Take a look at the jobs you post. The descriptions should be brief, engaging and to the point. They should never ramble on or include a list of impossible to find "nice to haves." Make the description clear and accurate so the candidate doesn't second guess their qualifications or interest level midway through the completion process.

2. ELIMINATE EXCESS SCREENING QUESTIONS
Some employers believe that long applications will be completed by candidates who are dedicated and highly motivated, weeding out any lazy applicants. In a market that favors candidates, the opposite is true. The best people know they are in demand and are not going to jump through hoops for your jobs. Don't ask for info upfront that you don't need before the interview or at all.

3. MAKE IT MOBILE FRIENDLY
Most candidates apply for jobs on their smartphones during breaks, lunch or after work. People are busy. Why not make it easy for them to apply on the fly while instead of waiting until they have time available to dedicate to sitting down at a desktop.

4. REDUCE REPETITION
One of the application pet peeves most often cited by job seekers is being required to reenter information provided in a resume they have uploaded. This is the point at which many candidates grow frustrated and drop out. If you give applicants the opportunity to upload a resume, that should be sufficient, other than asking them to fill out a handful of critical fields. After all, how much do you really need to know before determining you'd like to interview a candidate?

5. ELIMINATE ROADBLOCKS
There are several points where you can expect (and can avoid) applicant drop-off. This includes fields that get too granular. Do you really need to know what month they started that fast food job twelve years ago? Premature requests for information such as references can be a major turnoff. Reference checking comes before or after the offer, not before the initial meeting.