

# The Do's and Don'ts of **Data-Driven Recruiting**

**Organizations that use recruitment data to drive processes:**

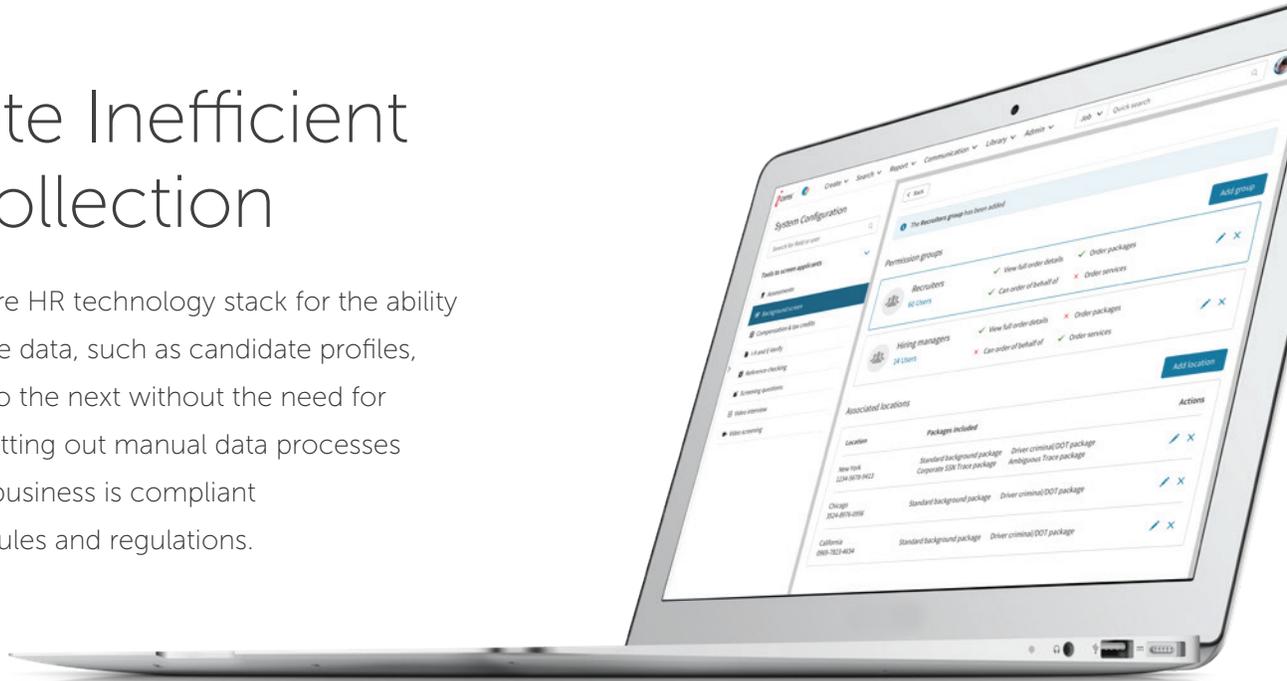
- Identify and address inefficiencies
- Integrate solutions for better reporting
- Break down organizational silos
- Stretch recruitment budgets further

Data-driven recruitment is at the core of successful companies – and is often plagued with inefficiencies, redundancies and poor communication across teams. **Follow these do's and don'ts to ensure your company operates with the best recruitment data possible:**

## Do:

### Eliminate Inefficient Data Collection

Integrate your entire HR technology stack for the ability to seamlessly move data, such as candidate profiles, from one system to the next without the need for manual entries. Cutting out manual data processes ensures that your business is compliant with government rules and regulations.



*“iCIMS created a more efficient way to collect and report out on talent acquisition activities. As a federal contractor, this allows us to easily pull applicant tracking for our Affirmative Action plans.”*

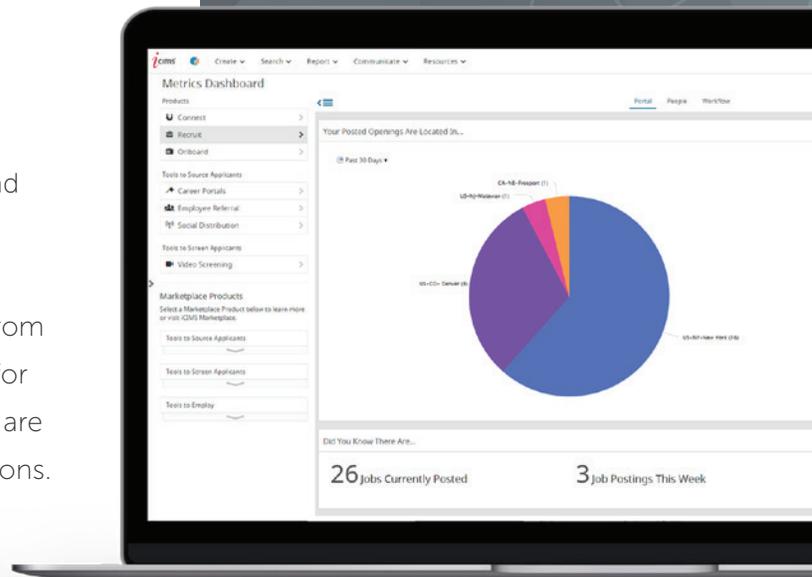


**Lisa Johanning,**  
director of talent acquisition,  
Fulton Financial Corporation

## Don't:

# Operate Separate Recruitment and Data Analytics Solutions

Siloed recruitment and data analytics software results in inefficiencies, misinformation and data errors, which lead to wasted money and resources. The most successful organizations keep the collection and analysis of data closely tied to HR. These companies consolidate data from their talent acquisition solutions into one central place for clear, accurate reports on recruitment functions, which are then shared with leadership for stronger business decisions.



*"This was the first time I'd ever seen anything this intricate pulled off without a glitch. The way the platform was able to be configured to allow those integrations to run smoothly and at the same time to deliver a really consistent experience for our end-users, that to me was a huge win and a special story."*



**Peter Gioacchini,**

former vice president of talent selection, solutions and services, Hackensack Meridian Health

**Do:**

# Integrate Your HCM Provider with a Best-in-Class Recruitment Solution

Successful companies use centralized recruitment solutions as a hub to unite all their recruitment tools and act as an extension of their core HCM technology. This integration provides richer user experiences, optimized hiring workflows, compliance and data governance within one system of record. You'll gain the flexibility to switch supporting solutions like assessments, recruitment advertising and background checks—and even your HCM—as your needs change and grow, without disrupting your hiring workflow.

*"The integration between iCIMS and ADP locked down our recruitment and onboarding process to reduce the number of input errors we used to receive from manual entry. It not only expedited the [hiring] process, but ensured all needed documents were collected and we remained in compliance"*



**John Turner,**  
human resources tech analyst,  
Trilogy Health Services

The screenshot shows a candidate profile for Amy Andrews, a Tech Sales Analyst. The profile includes a profile picture, name, title, and a 'CAND:ACTIVE' status. It features a 4.5-star rating (4/5 ratings) and statistics for 'Prof. Exp. (Yrs)' (10), 'Submissions' (10), and 'Source' (Job Fair). A 'SUBMIT TO JOB' button is visible. Contact information includes the location 'Matawan, New Jersey, United ...', email 'person2430@person.icims.com', and phone number '732-847-1941'. Below this is an 'Activity' section with a dropdown for 'All Activities'. The activity log shows: 'Advance Candidate' (9 months ago) by Tom Fitch; 'iForm Status Updated' (6 months ago) twice; and 'Workflow Profile Edited' (7 months ago) twice by Admin.

iCIMS Integrated Recruiting Workflow

## Don't:

# Stop at Data Collection

Partnering with the data-analytics team, TA leadership can work cross-functionally to break company-wide objectives down into quarterly, monthly, and ongoing goals, and then build out a formal analytics strategy. This informs the company how resources should be used to respond to data, and how that information is reported up to an executive team.

*"The operations team now recognizes the value our team is adding. We are able to produce more timely position-filled reports and pipeline status reports, allowing us to talk to specific scenarios, such as how many candidates were contacted for a specific job, all of which we were previously unable to access with our previous ATS."*



**Lindsey McMullen,**  
clinical recruiter,  
NorthStar Anesthesia

Though the specific structure of a data-driven recruitment strategy varies from company to company, all strategies should make it possible to clearly showcase how recruitment drives business results. Pointing to specific numbers and trends helps HR communicate across departments how they contribute to company growth and success, which ensures things like HR budget, staff and resources continue to increase as necessary.

## Do:

# Invest in Systems for a Better Candidate Experience

Richard Branson's Virgin Media lost \$5 million annually, as 6% of rejected candidates who reported bad application and interview experiences switched their media subscriptions.<sup>1</sup>

The key to avoiding a \$5 million mistake lies in systems that elevate the candidate experience while eliminating inefficient and costly processes.

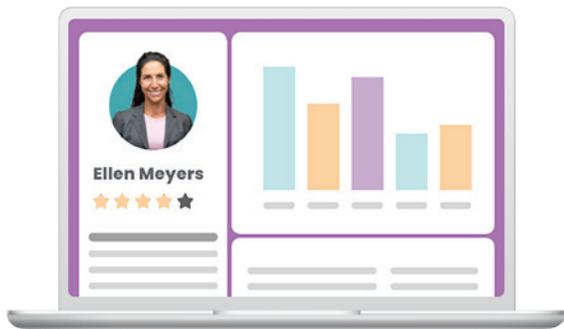
Career portal engagement, application duration and completion rates are examples of data points that help tell the true story of your candidate experience. If you find the data lagging, consider new recruitment technology, like recruitment marketing solutions that bypass job boards with Google-optimized listing and programmatic job advertising that adjusts ad spend in real time.

Don't forget to measure recruiter-candidate engagement rates, as a drawn-out process forces qualified candidates to drop out and look elsewhere – which is the worst-case scenario amidst our current talent shortage.



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The Talent Cloud



## Talent Powers Transformation

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See it in action [www.icims.com/see-it-in-action](http://www.icims.com/see-it-in-action)