



Power Your Business with

VIRTUAL HIRING

Tools and tips for the realities
of the pandemic and beyond

Let's keep moving

Virtual solutions have empowered our recruitment for 20+ years, and now they're essential to our business.

At iCIMS, we use every vehicle for recruitment, from employee referrals and in-person meetings to virtual career fairs powered by AI bots. In times of disruption, we lean into our virtual tools to operate remotely with the same efficiency.

In helping our customers hire more than 4 million people every year, we've learned how leading employers rise above difficulty during times of change. Today, we are sharing some of those insights with you.

Read on to find the latest best practices for simple and effective virtual hiring.

Learn how to ease your team's workload with the following:

- Quick and timely communication with candidates and employees
- Collaborative, automated, and easy-to-use tools that eliminate unnecessary bottlenecks
- Personalized and transparent experiences that attract talent anywhere

From nice-to-have to the world we live in:

25-30% of the workforce will be working from home multiple days a week by the end of 2021.¹

75% of enterprises are expanding remote work beyond the pandemic as they see more benefit than risk.²

50% of employees prefer to stay away from their workplace out of fear of COVID-19 exposure.³

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1. Global Workforce Analytics: Global Work-from-Home Experience Survey

2. FlexJobs, Global Workplace Analytics Report, 2019

3. PwC COVID-19 CFO Pulse Survey June 2020

It's time to reinvent recruitment events

Cancellations had no effect on organizations who quickly adapted to virtual hiring events. At a fraction of the investment, recruiters are attracting more diverse talent while retaining a personal touch.

Aside from the obvious reason of the pandemic, why are employers shifting to virtual processes?

STEVE:

How we work is changing. The very term "workforce" should reflect not just employees but contractors, retirees, gig workers, and more. How we build that winning workforce (i.e., hiring) has changed and should radically change, as well. We'll see a revolution here, enabling organizations to more closely hone in on engaging the right talent amidst an inevitable influx of applicants.

How are your talent team's operations being affected?

AMY:

There are disruptions in business all the time, but that doesn't stop us. The show goes on; it has to. We usually hold campus events leading up to graduation, but we're not limited by the need for a physical presence thanks to virtual career fairs.

In what ways are virtual events a game changer for employers?

AMY:

As I'm sure many leaders in talent acquisition can confirm, our teams have a lot to focus on day to day, and we aim to make their jobs as simple as possible. That being said, the level of self-service that virtual career fairs offer is unparalleled. Events can be set up, target the right group of people, and trigger outreach automatically without the cost and complexity of a live event. What really makes the difference, however, is that our branding is front and center, so our human touch is always present.



"We want to help you get access to a diverse candidate pool that you otherwise wouldn't reach, provide more effective and efficient recruiter activities, and modernize the process for you with an AI assistant. This speeds time to hire and improves your competitive edge."

- Al Smith, Chief Technology Officer, iCIMS

Video screening highlights high performers

Shifting to a contactless interview process is not only the most practical option, but it's also how employers are finding the best fit for critical positions in minutes, not days.

What's allowing fully remote hiring teams to find their ideal fit despite the pandemic?

AMY:

Video and virtual screening is allowing my team and many others to shift focus to nurturing and engaging the right candidates. Job seekers can still convey their past experiences and personal brand to stand out, and this connection tells us far more than reviewing a resume and doing a phone screen would.

We're learning about ourselves as an organization during this time, and video tools let recruiters and candidates discover so much more about each other on a personal level. It's less stressful and makes the most of our time.

Are candidates always receptive to virtual interviews?

AMY:

Yes, candidates really appreciate the opportunity to interview from a place that is convenient for them. There's a strong sense of candidate appreciation when you show concern for their schedule, health, or family situation. A major disruption is not the only reason to implement virtual screening; this tool is always useful for both employers and candidates.



PRO TIP: "With video, you don't lose the human connection. You can still assess facial expressions and level of engagement when speaking virtually to candidates. It's just an easier way to connect in today's world."

- Irene DeNigris, Chief People Officer, iCIMS

According to our research, recruiters reported an 80% decrease in time required for effective screening and a 57% decrease in time to fill when using video technology.⁴

Communication strengthens all remote hiring activities

Varying time zones, schedules, and desktop access—text and chatbot conversations break through all of these barriers.

How does switching up communication styles keep businesses running smoothly?

IRENE:

Everyone's situation is different when they're at home, and while all of us have email on our phones, we know the instant nature of texts is what drives responses.

Timing is everything, and when a recruiter sends a text to touch base with talent that they've pre-configured for a certain stage, they're staying top of mind.

The same can be said for AI-informed chatbots. This technology empowers candidates to complete tasks such as applying through a text, answering screening questions, and scheduling a meeting with recruiters on their own time.

Is there a good way to use these more laid back methods but remain professional?

IRENE:

I wouldn't advise recruiters to start giving away their personal phone numbers, but instead, they should use a candidate engagement tool. Recruiters are leaning on automated text campaigns for specific stages of the process, and they can set up replies from a chatbot to remain responsive around the candidate's schedule while prioritizing their own.

Another huge factor for any text outreach is to offer an opt-out option and save the message history to be referenced or reviewed at any time.

Employees are eager to get back to work, so they'll really appreciate an update—even if it's just to say, "We're still waiting on government guidance."

EY SUGGESTS:

Develop a communication strategy to maintain positive engagement with candidates affected by a hiring freeze to reactivate that channel as soon as hiring resumes. Make candidates feel valued by being transparent, creating open communication channels, and keeping them informed on next steps.



There's comfort in human connection

While speed is critical, teams using virtual processes recognize that any opportunity to bring in a more human touch can help them make a strong hire.

As consumer brands find new ways to show authenticity, job seekers look to the people they hope to build a career with for the same sentiment.



"Virtual hiring experiences can be summed up in three words: simplicity, scale, and speed. It's critical to present a modern brand and meet the candidates where they are."

- Al Smith, Chief Technology Officer,
iCIMS

How do you provide candidates the same connection virtually that you do in person?

AMY:

We've found many ways to engage with people through authentic interactions at key stages. For example, we might do a quick text or a check-in, which we may not have thought about doing previously. We send regular updates to our talent pools about what we're doing internally and offer supportive job seeker tips. Something that always resonates more is hearing from peers, so we get our own employees involved to share their employee experience whenever possible.

What's the biggest shift needed to support candidates entirely online?

IRENE:

Flexibility is everything. We need to be quick, yet the second we appear as robotic or overly-automated, we can lose that essential connection with talent.

We need to find a balance with intelligent software that empowers us to still be humans.

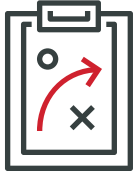
Can you tell us about your plans to keep your teams feeling confident in their day-to-day as they use AI?

AMY:

Automation via AI is a huge help to my staff. We use an AI-powered chatbot to engage with talent at times when our recruiters don't need to engage, but we maintain our personal element by ensuring that our chatbots have pre-approved responses and that our recruiters can step in at any time. The biggest benefit is that we are always "on" as a brand despite being in office or out, and our teams know that they can focus their time and energy where they need to.

What's next for virtual hiring

Hiring tools that favor simplicity and precision will continue to improve the potential of talent teams.



Regular pivots and a call for strategic decisions

"Work was already going to change thanks to consumer demand and business innovation. Now, the pandemic of 2020 forces you to leap five years forward in your workforce strategy in a single bound."

Forrester, The Future of Work Starts Now



Heightened emphasis to find skills quickly

"Skills compatibility, translation, and capability will be a more effective way of hiring than traditional resumes and applications. Companies that can find and keep skill now will outpace their competitors."

IDC, The Age of Strategic Talent Acquisition Has Arrived



Insight leading all other decisions

"Companies that accelerate their use of artificial intelligence, recruitment marketing, and talent intelligence as well as overall digital transformation will differentiate themselves between those that thrive and those that will struggle to survive in the new age of strategic talent acquisition."

IDC, The Age of Strategic Talent Acquisition Has Arrived

"The future of work is happening right now. All the challenges we are currently facing are also opportunities. An important question I always ask is: How do we get work done today vs 10 years ago, and how will it differ one year and ten years from now?"

- Steve Lucas, Chief Executive Officer, iCIMS



Tactics from the (home) office



Trilogy Health was quick to set up virtual career fairs, but with a twist. Rather than slotting in back-to-back interviews, one recruiter decided to spend extra time giving a presentation to the job seekers about the organization and the roles available. From there, she scheduled one-to-one interviews through text messages with those who were interested.



In the early weeks of the pandemic, there was intense pressure on Gordon Food Service to meet demand as store volume soared. Teams were encouraged to stay flexible as they worked to design and implement quick, impactful changes. They delivered in spades, building online ordering programs, modifying distribution centers, and making hiring completely virtual.



When the recruiters at CommonSpirit Health shifted their recruitment efforts to focus on mission-critical roles, they picked up the phones and began to personally reach out to every single candidate that applied.

How iCIMS powers your virtual hiring

Digital transformation in HR comes with huge payoffs that reverberate throughout your entire business, and you don't have to break your tech stack to do it.

Benefit from the following:

- Live, modern communication channels
- Automated AI-powered recruiters
- Real-time analytics dashboards
- Seamless integrations with existing tech
- Best-in-class security and compliance
- Enterprise-grade software purpose-built for HR and talent acquisition

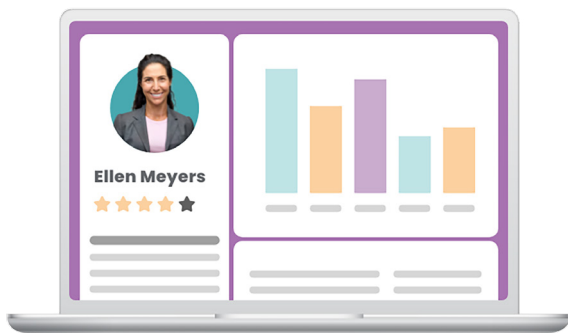
To learn more about the iCIMS Talent Cloud,
visit www.icims.com.





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The Talent Cloud



Talent Powers Transformation

iCIMS is the talent cloud company that empowers organizations to attract, engage, hire, and advance the right talent that builds a diverse, winning workforce. iCIMS accelerates transformation for a community of more than 4,000 customers, including a third of the Fortune 100, that employ more than 30 million people worldwide.

See it in action www.icims.com/see-it-in-action