

23 Tips for 2023: Transform Your Talent Strategy

Blend technology and the human touch for unforgettable candidate and employee experiences.



A new approach to talent transformation

Technology is crucial in a competitive hiring landscape, but recruiters also have a secret weapon: the human touch.

The Great Reshuffle created a unique opportunity in talent acquisition. The hiring market remains competitive, and candidates can apply for jobs, interview, and work from just about anywhere.

About 65% of employees are on the hunt for new opportunities, and many are comfortable quitting without having another position lined up.¹ Technology can provide the foundation you need to continuously attract, engage, and hire more of these candidates.

But it's not only about tech. Candidates also appreciate the human touch when building connections with recruiters.

These are our best tips to help you strike the right balance and transform your strategy with an approach that stands out from the competition.

In this ebook, learn how to:

- 1 Create a dynamic candidate pipeline
- 2 Keep the momentum going
- 3 Nurture relationships from the beginning
- 4 Expand the company story
- 5 Curate the transition from hiring to employee
- 6 Hire internally or win back former employees

1

Create a dynamic candidate pipeline

Whether you're ramping up hiring or scaling back, keeping an engaged talent pipeline means cultivating a pool of qualified (and even, excited) talent that's ready when you are. Use tech to automate repetitive tasks and allow more time to do what you do best — nurture connections and relationships.

² iCIMS, Four Ways to Hook Candidates With Your Career Site

³ LinkedIn, The Ultimate List of Hiring Statistics



Tip #1

Use videos on your career site like employee testimonials or department leader messages. Candidates can spend up to 37% longer on sites with videos.²



Tip #2

Leverage the power of both in-person and virtual events, such as conferences and hackathons, to engage candidates and build excitement for your employer brand.



Tip #3

More candidates than ever want jobs with companies that align with their values. Share blogs, newsletters, podcasts, and videos through your CRM to show off your culture.



Tip #4

Set up push notification alerts for recruiters to help them act quickly when a passive candidate indicates they're ready to take the next step.

The majority of job seekers are passive

According to LinkedIn, 70% of the workforce are passive job seekers.³

Share employee video testimonials and showcase them on social media to engage passive job seekers and bring them into your talent pipelines.

2

Keep the momentum going

Help candidates find the position of their dreams by making it quick and easy for them to submit an application or connect with a recruiter.

⁴ Appcast

⁵ U.S. Bureau of Labor Statistics, Job Openings and Labor Turnover Summary, 2022



Tip #5

Measure application drop-off rates to determine if you need to adjust for length or complexity. 92% of job seekers never even finish the application,⁴ but small improvements can improve your submission rates.



Tip #6

Maintain candidate profiles to help AI suggest recommended jobs and help you remember candidates' previous interactions.



Tip #7

Implement regular networking opportunities with hiring managers, peers, and employee resource groups (ERGs) to give candidates a chance to connect one-on-one.



Tip #8

Set up revolving applications and follow up with automated and personal messages. Candidates, especially passive job seekers, appreciate connecting when it's the right time for them.

Job seekers' market continues

In March 2022, a Bureau of Labor Statistics report noted 11.27 million job openings but only 6.27 million unemployed persons.⁵

With the right communication tools and a superior candidate experience, you can edge out the competition and fill positions faster.

3

Nurture relationships from the very beginning

Once you have a candidate engaged, use technology and human touchpoints to turn on the charm and keep them excited about their potential opportunity.

⁶ iCIMS customer data



▶ ▶ ▶ **Tip #9**
Use AI-powered resume filtering and talent matching to sort through hundreds of resumes. Find stand-out candidates in just minutes so you don't wait weeks to reach out to the right one.

▶ ▶ ▶ **Tip #10**
Deploy chatbots to answer basic questions about salary and benefits or even schedule interviews. Recruiters are less likely to get bogged down with introductory questions and candidates get the info they want, fast.

▶ ▶ ▶ **Tip #11**
Send email campaigns through marketing automation software based on a candidate's interaction with your emails, career site, and other sites they browse.

▶ ▶ ▶ **Tip #12**
Use video interviews, including pre-recorded, on-demand options, to get to know candidates beyond their resumes. Recorded videos can also reach more diverse candidates and allow them to shine.



Keep seasonal candidates engaged

Keeping younger workers interested during the gap between when they were hired and their first day of work is a challenge.

Cedar Fair uses iCIMS Candidate Relationship Management to nurture new seasonal hires with emails touching on everything from news at its parks to a to-do list. The team monitors each new employee's engagement with their emails and if they notice a drop off, recruiters use iCIMS to follow up with text messages.

This modernized program helps Cedar Fair ensure that 90% of all candidates are onboarded and show up for their first day of work.⁶

4

Expand the company story

Most candidates' priorities have evolved; not many choose positions based solely on salary or benefits. They want to work for companies that also align with their values.

Share a strong company story to begin this conversation and help you find candidates that match your company's culture.

⁷ Glassdoor, Diversity and Inclusion Workplace Survey



Tip #13

Keep your employer brand recognizable across recruiting tools to help current candidates connect with the full company story. Every interaction, from job sites to newsletters, is a chance to affirm company values.



Tip #14

Leverage unique career sites—think women, veterans, or historically excluded groups—to boost diversity in applications. People want to see themselves represented in your company.



Tip #15

Implement next-gen assessment tools so that candidates don't waste their time on positions that aren't a good fit. Plus, for recruiters, these tools make it easier to log candidate information for future, more qualified job matches.

Diversity matters before hiring

76% of job seekers and employees use diversity as one of their primary criteria in deciding if they like a company or a job offer.⁷ Microsites and videos on career sites help candidates see what diversity means to a company before they apply.

5

Curate the transition from hiring to employee

You've made an offer—congratulations! You're excited and the candidate is excited, so keep that momentum high. 77% of people have been ghosted after an interview,⁸ but you can relieve those worries with great communication.

⁸ Indeed, Employer Ghosting: A Troubling Workplace Trend

⁹ Gallup, What Is Employee Engagement and How Do You Improve It?

¹⁰ iCIMS customer data

▶ ▶ ▶ **Tip #16**
Ditch the manual offer letter process by automating your offer approval process. Use your CRM to send offers quickly before a competitor makes their move.

▶ ▶ ▶ **Tip #17**
Optimize and customize onboarding (and keep it mobile friendly!). Include e-sign capability wherever possible to get new hires up to speed quickly before their first day.

▶ ▶ ▶ **Tip #18**
Sponsor a video competition every year to see which department can create the most interesting welcome video. New employees will see familiar faces on their first day and employees can take ownership of the welcome mat.

▶ ▶ ▶ **Tip #19**
Go beyond basic goal setting and outline a career path. New employees with clear professional development plans are 3.5 times more likely to describe their onboarding as exceptional⁹.



Hire quickly with improved offer letters

After implementing **iCIMS Offer Management solution**, Peet's Coffee was able to design a streamlined and scalable offer letter process. By improving both the recruiter and candidate experience, Peet's saw significant results.¹⁰

- **2 days** from first offer to acceptance
- **1 day** from acceptance to background check
- **3.5 days** faster to approve offer letters

6

Hire internally or win back former employees

You're already sitting on a talent gold mine. Promoting employees internally boosts their chances of staying onboard to 70%. Lateral moves mean a 62% chance of staying.¹¹ Your current and former employees could be the most valuable recruitment source you have.

¹¹ SHRM, Internal Mobility Boosts Retention

¹² SHRM, Why You Should Welcome Back Boomerang Employees

¹³ iCIMS customer data



Tip #20

Track candidate and employee job preferences and alert them to new positions. Everyone wants the Amazon experience—one click, personalized, and recommended moves.



Tip #21

Identify and nurture diverse employees to grow with you. Use personalized outreach for internal opportunities. Career development opportunities are a big reason employees stay on longer.



Tip #22

Build a microsite for "boomerang" employees to encourage them to come back. Returning employees now make up 4.5% of new hires and you can make their return a no-brainer!¹²



Tip #23

There are four types of internal mobility: transfers, role-to-role, project-based, and promotions. Leverage them all to **create a company culture that retains and values talent.**



Uncover unconventional mobility

Amidst the labor shortage, traditional external hiring alone wasn't enough to meet Uber's demands.

After transforming its internal talent mobility program using innovative technology and modern engagement tools, like **iCIMS Video Studio**, Uber makes 30–40% of its hires from internal mobility moves.¹³

Through employee-generated content, the company tells impactful stories of actual employees and mobility opportunities. This ever-evolving program encourages internal moves, and employees who move into a new role at Uber now stay twice as long as peers who don't.

Humans + tech = a recruiting match

Sort through thousands of resumes, answer questions on multiple channels, and find that one perfect candidate in a seriously tense hiring market while maintaining seamless communication? No problem.

The right talent platform can help you automate your processes and reduce time spent on manual tasks, while a human touch gives candidates the personalized experiences they crave.

With these 23 tips, you can craft unforgettable candidate and employee experiences that help get more "yes" and less crickets, even in a job seeker's market.

¹⁴ iCIMS customer data



"The iCIMS Talent Cloud has completely transformed the way we recruit and onboard candidates. It's now our one-stop shop to view new applications and keep track of past candidates to reach out to later."

**Human Resources Generalist
Allan Myers**

15x

Increase in
completed
applications¹⁴

10x

Increase in
candidate
talent pool¹⁴

Attract



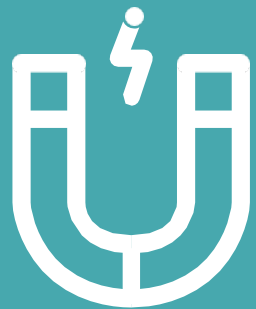
Engage



Hire



Advance



The iCIMS Talent Cloud is the all-in-one recruiting platform that delivers enterprise hiring solutions and superior candidate experiences across every stage of the talent journey.

[Learn more](#)