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THE PIPELINE MANAGEMENT SURVIVAL GUIDE FOR RECRUITMENT

7 TIPS

for Staying Ahead in the (Recruiting) Woods

Pipeline Survival Tip

#1

Navigate Expertly: Start Mapping Out Your Plan

There is a talent pipeline inventory shortage

The labor market is tighter than it has been in decades.

- The U.S. Chamber of Commerce reviews the gap.
- 1.1 million EXTRA people retired.
- 2.4 million women left the workforce.
- Unemployment hit record lows in 17 states.

Employee attrition impacts the gap

Keep an eye on your retention rate, affected by Quality of Hire.

- 20% new hires quit in their first 45 days.
- 40% new hires are thinking of leaving by the six month mark.
- 73% employees are considering quitting.
- 80% of workers were dissatisfied.

Chart out your pipeline status

- Gather data to determine what may need attention to better address the current economy.
  - How long are we keeping new hires?
  - Does our pipeline have gaps?
  - How happy are current employees?

Pipeline Survival Tip

#2

Beware of Language Pitfalls and Conquer Your Job Descriptions

- 48% of new hires leave because the job itself didn't align with the job description.

- **Improve your skills and learn to write the perfect job description**

- Be honest – It will attract quality candidates.
- Be clear on employee expectations.
- Give a sense of workplace culture to aim for a good match.
- Avoid buzzwords.
- Demonstrate your commitment to DEIB.

Find the winner: A|B test your job posts

Content can make a difference. Wondering what works best? Don't just guess, test!

- Getting too many applicants but none are a good match?
- Attracting candidates who are too senior or junior?
- Seeing unexpected new hire turnover?

Testing post variations can help you determine which verbiage brings you top quality candidates with a rich range of diversity.

Pipeline Survival Tip

#3

Train with Adaptability: Evaluate Your Sources

(And pivot quickly where necessary.)

Analyze your candidate sources for quality

- Where are most of your candidates coming from?
- Where are your best hires and strongest performers coming from?

Start with some analysis. Break down your hiring stats by:

- Platform
- Channel
- Recruiter
- Source

Benchmark your sources

What sources are you using?

Are they aligned with the industry's best channels for quality hires?

- 84% of TA leaders use social networks as the top source of quality hires.
- 40% of candidates depend on jobs boards to find work opportunities.

Check your diversity practices

- Are you building diverse teams?
- What are your best sources for providing diverse candidates?

Spread the net wider and keep an eye out for unconscious bias when you choose your candidate sources.

Read how to use data to promote diverse hiring practices.

Pipeline Survival Tip

#4

Evaluate Your Pipeline Terrain and Triumph with a Lower Drop-Off Rate

Analyze gaps or drop-off points

- Do you know where your drop off is occurring? And why?
- Are applicants dropping out at a surprising rate?
- Is it happening at a specific stage?
- Are hiring managers wasting time on interviews only to lose the candidates anyway?

Compare to benchmarks

- Average top-to-bottom funnel efficiency is 0.2%, or 500 job post impressions per hire.
- Out of 250 submitted resumes, four to six candidates will make it to the interview stage.
- The initial application stage typically results in an average 80% drop-off rate.

Be prepared with the perfect parameters

- If your candidate sourcing is on point, your ATS parameters are set to catch often overlooked talent while preventing overrun.
- Lean on your screening process to hone in on diverse, qualified candidates, allowing for a natural drop-off to hit your goals.

Pipeline Survival Tip

#5

Nurture Your Inner Recruiting Survivor

(And your candidates too!)

Build strong relationships with quality candidates through valuable communication

Communicate frequently and openly

- Communication and responsiveness are ranked by job seekers as **two of the biggest factors** affecting their candidate experience.
- Lack of communication during the application process can turn off applicants, especially those in the running for senior-level jobs.
- Failure to communicate impacts candidate experience and can cost your organization top talent.

Aspire to fix response times and time-to-hire

Lag in communication
47% of candidates are left waiting too long for a response (and leave!)

Too long a hiring process
Slow progress is the main reason for candidate drop-out.

The good go fast
Top talent typically gets snapped up within 10 days.

Map out your path to securing the best talent

Confirm receipt

75% of candidates expect confirmation their application was received. Automate the confirmation email so you can focus on other steps.

Keep up the comms

Use tools to automate the process, and make your communication personalization scalable.

Decide quickly

91% of candidates say a job offer should be made within three weeks. Crosschq's tools like 360 and TalentWall™ help you get the data points you need to make the best hiring decisions, fast.

Pipeline Survival Tip

#6

Reach the Summit: The Interview Process

Don't get lost in the interview

Scheduling interviews can be complicated and delays could cost you quality talent. Candidates find a slow interview process frustrating and not worth it:

- **Red tape frustration.** 29% rank interview scheduling THE most frustrating thing about recruitment.
- **Process dropouts.** 62% of senior-role candidates have dropped off due to scheduling inefficiencies.

Strive for lightning fast

- **One week to negative brand impact.** More than half form a negative impression if the interview isn't scheduled in one week.
- **Two weeks to disengagement.** 77% disengage from the process if the scheduling takes 2 weeks or more.

3

CROSSCHQ TIP

Use data & automation to make the right decision, fast.

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Pipeline Survival Tip

#7

Work as a Team: Inspire & Repair the Relationship

Improving the Recruiter and Hiring Manager Relationship

Feeling a mismatch with the hiring manager? Alignment on job requirements can be a big hurdle to pipeline efficiency.

Don't miss out on top talent due to misunderstandings

- **Screenings fall short.** 77% of hiring managers say recruiters' candidate screening is "inadequate" resulting in poor matches being passed along.
- **Tell us more.** 51% of recruiters say hiring managers need to communicate better about what they need in a candidate.

A recruiting survivalist's secret to success

The right technology can help automate and facilitate better pipeline management and improve recruiter and hiring manager communications.

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TOP 3

Takeaways to

Become a Pipeline Management Survivor

These quick tips will help you create a talent pipeline that is agile, flexible, dynamic, and speedy, resulting in faster, better hiring.

1

Communicate, communicate, communicate.

Communication is the best way to improve how your talent pipeline works. Use clear reports to summarize the current pipeline and outline necessary action items.

2

Automate – yep. It's that easy.

Your time is valuable. Automate as many steps in your pipeline process as possible to help you better manage candidates and keep top talent moving down the funnel.

3

Evaluate, honestly.

New hires are no good if hiring managers aren't happy or the employee quits in the first six months. Analyze your talent pipeline for gaps or opportunities for improvement.

Congratulations!

You've earned your survivor badges.

Take that final step…

And it's an easy one.
You've trained hard to build your hiring prowess, now it's time to **level-up**.

TalentWall™ by Crosschq

provides visibility into your ATS talent pipeline

- See where your best hires come from.
- Find out which stages of the funnel applicants get stuck in.
- Learn how you can improve all your critical hiring metrics including Quality of Hire!

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