



HIRING EXCELLENCE: **HOW TO ENSURE GREAT** **CANDIDATES CHOOSE YOU**



Outline

INTRODUCTION	03
<ul style="list-style-type: none">• The Importance of an Inclusive Hiring Process• Overview of Common Pitfalls	
CHAPTER 1: UNDERSTANDING CANDIDATE EXPECTATIONS	05
<ul style="list-style-type: none">• What Top Candidates Look For• The Role of Company Culture	
CHAPTER 2: CRAFTING AN ENGAGING JOB DESCRIPTION	07
<ul style="list-style-type: none">• Key Elements of an Effective Job Posting• Avoiding Jargon and Bias in Language	
CHAPTER 3: STREAMLINING THE APPLICATION PROCESS	09
<ul style="list-style-type: none">• Simplifying Application Steps• The Impact of Technology on Candidate Experience	
CHAPTER 4: ENHANCING COMMUNICATION THROUGHOUT THE PROCESS	11
<ul style="list-style-type: none">• Best Practices for Candidate Engagement• Importance of Feedback and Transparency	
CHAPTER 5: CONDUCTING FAIR AND EFFECTIVE INTERVIEWS	13
<ul style="list-style-type: none">• Structuring Interviews to Minimize Bias• Techniques for Evaluating Candidates Equitably	
CHAPTER 6: THE ROLE OF ASSESSMENTS AND SKILLS TESTS	14
<ul style="list-style-type: none">• Designing Relevant Assessments• Balancing Skills and Cultural Fit	
CHAPTER 7: LEVERAGING DIVERSITY AND INCLUSION	16
<ul style="list-style-type: none">• Strategies for Diverse Talent Acquisition• Measuring the Impact of Inclusion Efforts	
CONCLUSION	18
<ul style="list-style-type: none">• The Long-term Benefits of a Great Hiring Process• Final Thoughts on Attracting Top Talent	
RESOURCES AND TOOLS	18
<ul style="list-style-type: none">• Recommended Software and Platforms• Further Reading and Learning Opportunities	

Introduction

Today's hiring landscape is sometimes like an untamable beast. There's continuous fierce competition across all industries to secure top talent. Especially with hourly hiring, it's a challenge to attain and retain top talent without experiencing high turnover rates.

The constantly changing candidate expectations can cause challenges in attracting and retaining the best employees. To ensure great candidates choose your company, analyze the current recruitment process to unveil any bottlenecks causing higher candidate drop-off rates.

The Evolution of Hourly Hiring

An inclusive hiring process embracing diversity amongst different backgrounds of candidates is important in today's recruitment market. It maintains a company's morality and credibility while lending to more refined team dynamics with different perspectives contributing to daily projects.

GOLDEN RULE #1:

Implement diversity, equity, and inclusion (DEI) efforts into your daily operations.

DEI initiatives are more important than ever in today's workplace. The **Pew Research Center** reported that 61% of surveyed companies stated they have diversity and inclusion policies in place. The same survey revealed that 52% of companies say they conduct meetings pertaining to DEI at work.

Companies with a commitment to DEI efforts attract a wider range of talented candidates. This enhances the company's reputation while showing socially responsible behaviors that increase brand popularity. Inclusive hiring also minimizes biases with data-driven hiring decisions based only on skills and qualifications and not likable social aspects.

Overview of Common Pitfalls

Many common pitfalls could happen if your company has not invested in the best recruitment technology. From the job description to the interview process, it's best to recognize these issues before they happen. From there, you can prepare to tweak your hiring processes as needed.

Read your job descriptions for your open requisitions or **evergreen postings**. Ensure the language is friendly for all job seekers.

A lengthy and complex application process increases the candidate drop-off rates. Evaluate the application software to ensure each section asks for new information. Omit any sections asking for repetitive information or delete any unnecessary portions entirely. For example, rather than ask for a complete breakdown of job history, ask for the resume instead. Then, your **applicant tracking software** can conduct AI-driven resume parsing to find the best candidates.



Chapter 1

Understanding Candidate Expectations

Candidates have higher expectations when entering new positions. They are doing more than looking for a job to make money. Applicants want to find a position that aligns with their morals, values, and career development goals. Entry-level employees in hourly positions want to get their start at a company and eventually move up in their organizations.

What Top Candidates Look For

Top candidates are looking for the best career development opportunities to expand their resume. Counsel your candidates on the training programs, mentorship opportunities, and advancement initiatives available at your company. For example, if an entry-level applicant starts with your company, discuss how long it will take before they can be considered for the next highest role.

Today's job seekers want to achieve a work-life balance. Hubstaff notes that **60% of worldwide employees** have achieved a work-life balance. However, out of these surveyed employees, about 77% of them are experiencing burnout in their current positions. This disconnect shows that employees are working longer hours which is hindering them from having more "life" in the work-life balance.

Burnout is common among hourly employees that may be asked to pick up extra shifts when a retail store is understaffed. Hence, candidates are now prioritizing companies that allow flexible scheduling so work can fit into their lives rather than their lives fitting into their work schedules.

The best candidates also want recognition and collaborative team dynamics. Acknowledging employees for a job well done at company meetings can enhance job satisfaction. The company's team should value input from all employees to make them feel a sense of ownership and contribution to daily decisions.

The Role of Company Culture

Company culture is vital for shaping candidate expectations while encouraging their decision-making during work. Embracing inclusivity makes each team member feel valued and that their contributions matter.

Every company representative from upper management to entry-level employees should have an open and transparent communication channel. Individuals appreciate a company that keeps them in the loop about changes in the recruitment process and remains clear about hiring expectations.

When communicating with potential candidates during the recruitment process, inform them about past successful team projects. Highlight the challenges of the team, what different perspectives they provided as an inclusive team, and what variables contributed to the project's success.



Chapter 2

Crafting an Engaging Job Description

A thorough and engaging job description will be the difference between attracting top candidates and bad hires. Remember to be specific and clear in the required skills and qualifications needed for the role without sounding biased in the posting's written delivery.

Key Elements of an Effective Job Posting

An effective job posting has many key elements. The first one is a clear job title. Rather than saying it's a "Cashier" position, be more specific with the language. Sometimes, entry-level employees may not feel right being called just a "Cashier". Instead, the position can be known as a "Guest Services Team Member" so entry-level candidates feel they are contributing more to the business with outstanding customer service.

GOLDEN RULE #2:

Reel in candidates with an engaging job description introduction.

Write an engaging introduction to the job posting that draws candidates in to keep reading and applying. This could be as simple as starting the job description with a question. For example:



Are you looking to advance your career in customer service for a new toy company? If this sounds like you, Tech Tyke Toys has a Guest Services Team Member position available at our new location. Join us as we bring imaginative tech-based toys to life for kids to enjoy in today's modern world. We are seeking a passionate, thoughtful, and innovative customer service professional ready to help our clients find the best tech toys for their little ones!

When discussing job responsibilities, use bullet points. This encourages better readability for candidates to skim the list for understanding. Be specific in what tasks the candidate will be doing on a day-to-day basis. Set realistic expectations to ensure the candidate does not feel overwhelmed by too many tasks to handle in one shift.

Avoiding Jargon and Bias in Language

Every job description should use simple and clear language. Utilizing jargon will only discourage entry-level applicants looking to get into your industry's field to apply.

Even watching for gendered language is important for a streamlined and fairly sounding job description. Words like "aggressive" could attract men but deter women from applying just as "nurturing" could make more women want to apply and fewer men.

Chapter 3

Streamlining the Application Process

The application process is usually the first impression that a company makes on a candidate. The complexity or simplicity of your company's application process can make or break how many candidates complete the application. A more complex application can result in a higher candidate drop-off rate. A more simplistic application and a user-friendly interface can enhance the candidate experience and become a pivotal tool in recruiting top talent.

GOLDEN RULE #3:

Look for innovative ways to simplify the application process.

Simplifying Application Steps

What does your current application process look like? Go through it on a candidate account to see for yourself. Putting yourself in the candidate's shoes can help you see any complexities that should be corrected for proper streamlining. For example, if any sections ask for repetitive information, omit one of them to enhance the application's simplicity.

Simplifying the application should also involve:

- 1 Writing a clear job description.
- 2 Asking only the most essential information for a user-friendly experience.
- 3 Optimizing the application for mobile users.
- 4 Placing a progress bar at the top of the application.
- 5 Save and continue features for candidates who may not be able to finish the application in one sitting.

The Impact of Technology on Candidate Experience

Advanced technology has shaped the modern talent acquisition process nationwide. Using the most updated tools can ensure recruitment efficiency while improving candidate engagement.

Applicant tracking software is the backbone of a company's fortified talent acquisition plan. With features like job board integration and applicant pooling, Cadient's ATS software will help your company onboard the best talent.

AI-powered chatbots can help enhance the candidate experience when recruitment representatives aren't online. These chatbots can answer a candidate's questions in real time to refine their personalized experience during the application process.

Video interviewing platforms have become the mainstream interview choice for recruiters and potential new hires. It's a time and money-saving option that enhances flexible scheduling for both parties while ensuring candidates feel comfortable during the initial screening.

Chapter 4

Enhancing Communication Throughout the Process

A successful recruitment process thrives on thorough communication channels between all stakeholders and the potential new hires. Engaged applicants enhance the candidate experience while refining an employer's brand.

Best Practices for Candidate Engagement

Follow these best practices to foster candidate engagement in your company's recruitment process:

- 1** Send personalized communications to applicants during follow-up correspondence. Include their name and feedback about the interview to make them feel more engaged.
- 2** Regularly update your candidates with how the application process is going. For example, if you are still deciding on a candidate, send a message about it.
- 3** Use multiple channels including email, text messaging, and phone calls so it ensures candidates receive updates via the communication channel they prefer.
- 4** Institute a check-in during the application process to see if candidates have questions.
- 5** Ensure a positive candidate experience with timely updates and friendly language.

GOLDEN RULE #3:

Constant communication creates clarity.

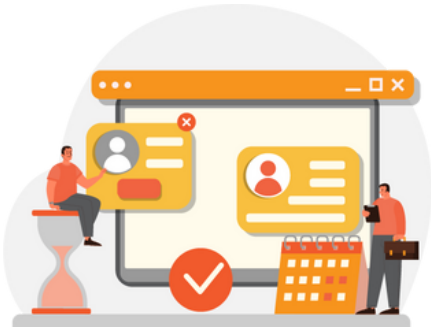
Importance of Feedback and Transparency

Feedback and transparency are important through all stages of the hiring process. Keeping open communication can foster a collaborative environment where candidates can share their application experience and other thoughts and concerns.

Build trust with candidates with transparency about the application process. What are its steps? What do the hiring timeline and overall expectations look like? Candidates will feel valued and respected by maintaining honesty about the application process.

Provide constructive criticism after an interview or an assessment so candidates can learn how to enhance their professional growth. A “sandwich” method delivery for feedback involves a positive note, then growth opportunities, and finally another favorable observation about the candidate’s interview or assessment.

Remaining transparent with positive feedback techniques can enhance the employer’s brand. Candidates may share experiences with family and friends, so a positive one can encourage future applicants from that candidate’s circle.



Chapter 5

Conducting Fair and Effective Interviews

Interviews with a structured foundation that encourages equality are the most effective during the recruitment process. They assess candidates on a specified rubric while providing insight into your company's culture and values. Here are tips for equitable evaluation of all candidates.

Structuring Interviews to Minimize Bias

Standardize all the questions in candidate interviews. This means they should be the same for every applicant so that everyone is evaluated on the same criteria for the utmost fairness. A standardized and structured interview will reduce bias and increase objective decisions when choosing a candidate as the new hire.

GOLDEN RULE #5:

Standardization leads to better candidate representation.

Techniques for Evaluating Candidates Equitably

Quantify the interview responses on a specific scale. A simple scale of 1 to 5 can work best for this application. Consider this like a grading rubric to set apart the highest quality candidates. This technique helps reduce the likelihood of subjective impressions playing a part in the hiring process.

Make a diverse interview panel of important stakeholders. Consider members like a recruitment representative, the hiring manager, the location's highest manager, and the CEO (if near the hiring location). The various backgrounds and experiences of these panel members can lend different insights into finalizing a hiring decision.

Chapter 6

The Role of Assessments and Skills Tests

As organizations continue to evolve their organizations, they are pondering how assessments and skills tests play a role in the recruitment process. Many companies have opted to omit skills assessments from their applications because they cause a high candidate drop-off rate. This is especially true for hourly hiring positions that may not require as many technical skills as in salaried positions.

Designing Relevant Assessments

Relevant skills assessments should align with the job's requirements and competencies. Base your questions around the different tasks the candidate will be undertaking to test their aptitude for handling varying situations on the job. Work with an assessment vendor who has the expertise to design your assessments and guide you in best practices.

Lengthy assessments can cause candidate disengagement. Keep the assessments to no more than 10 to 20 questions long. Any higher in-question quantity could cause higher candidate drop-off rates for your organization.

GOLDEN RULE #6:

Short and sweet is the treat for skills assessments.

Balancing Skills and Cultural Fit

Find the balance between testing for technical skills while also discovering if the candidate is a proper cultural fit. You might ask a situational judgment test (SJT) question to assess cultural fit by asking a candidate how they would handle a specific situation.

For example, a small assessment for a customer service job they ask the candidate a question about how they would handle a customer dispute. The candidate's overall response to this question would show the company who is more qualified as a potential new hire based on the proficiency of their soft skills.



Chapter 7

Leveraging Diversity and Inclusion

Diversity, equity, and inclusion (DEI) efforts have not only become an ethical standard for organizations but also a strategic endeavor for enhancing employer brand. Building a team with different backgrounds, education, races, and cultures helps to harvest diverse perspectives for organizational success.

Strategies for Diverse Talent Acquisition

Cultivating a diverse workplace means taking strategic initiatives for enhancing talent acquisition efforts such as:

- 1** Broadening recruitment channels with job board integration on ATS software.
- 2** Enhance recruitment channels by posting jobs on professional organization websites and other unusual places to increase candidate outreach.
- 3** Refining job descriptions for inclusive language to reduce bias.
- 4** Implementing blind recruitment practices where personal information is removed from resumes for more objective candidate selection.
- 5** Partner with colleges and universities to post open requisitions to attract new graduates in the field.

GOLDEN RULE #7:

Bias breeds barriers; inclusion ignites innovation.

Measuring the Impact of Inclusion Efforts

Consider these initiatives to measure how your inclusion efforts are affecting the organization:

- 1** Ask employees in regular surveys how the company's diversity and inclusion efforts are going.
- 2** Track diversity metrics on your ATS software to refine tactics going forward.
- 3** Conduct external benchmarking by analyzing other companies in your field for industry standards and how they are performing with diversity and inclusion efforts.
- 4** Evaluate performance reviews and promotion documentation to identify any bias in the organization.



Conclusion

Organizations face the dual challenge of recruiting top talent while ensuring diversity and inclusion efforts are being accounted for. Strategic approaches are necessary for meeting candidate expectations while encouraging a well-rounded candidate experience.

If you want great candidates to choose your company, you must actively foster an environment that encourages diverse talent while making applicants feel valued during the recruitment process. Streamlining the application process, leveraging the latest recruitment technology, and incorporating skills assessments, if necessary, can help you along the way.

Cadient was recognized among the [Top 25 HR Tech Solution Providers of 2024](#). We will continue our mission to serve our clients with the best talent acquisition software solutions.



Resources and Tools

[A Quick Overview of Video Interviewing](#) from Cadient

[Webinar: Applicant Alchemy: How To Fill the Top of the Funnel With More Applicants](#) from Cadient

[Webinar: How To Narrow Down Your List of Applicants With AI & Other Tools](#) from Cadient



Further Reading and Learning Opportunities

[Diversity, Equity, and Inclusion in the Workplace](#) from [Pew Research Center](#)
[Eight Must-Haves for Your Hourly Hiring Solution](#) from Cadient