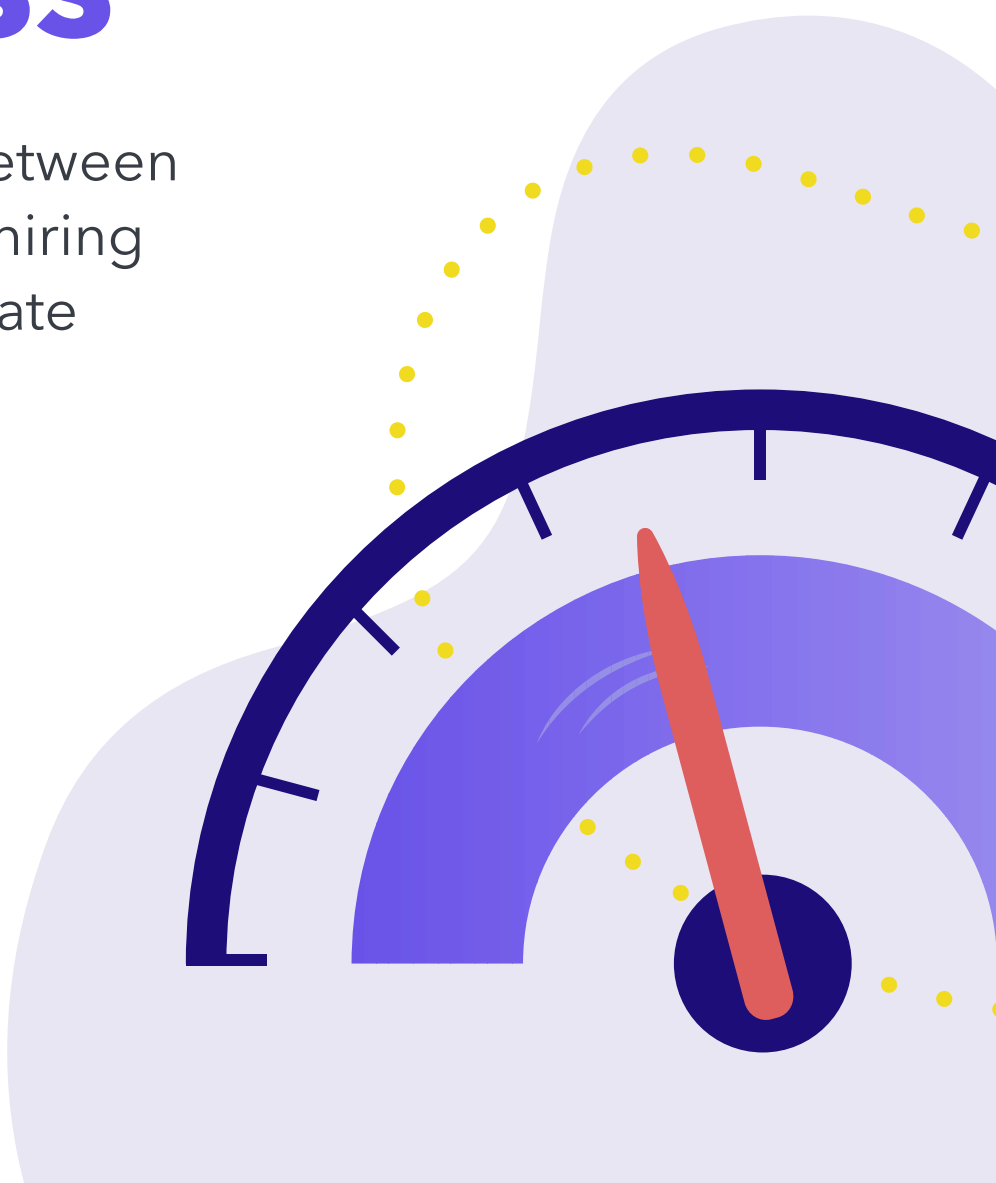


# How To Speed Up The Hiring Process

Closing the gap between  
posting a job and hiring  
the perfect candidate



Qualifi



# Introduction

Recruitment is arguably the most critical position in an organization. You are the first touch point with your brand for an applicant. You are the miner who finds the golden nugget in a stack of resumes. You are the defender of your diversity and inclusion values. You are the liaison between every department in your organization.

Often it's easy to lose sight of all the great work that you do. Especially when your time is occupied by cycles that could be so much faster – like your hiring process. Good candidates are waiting, and so are you!

A hiring process covers everything from identifying the need for a position to when you help a new hire with their paperwork. When the hiring process is accelerated, you can focus on the pieces of your job that leave a lasting mark.

A faster recruitment process can tighten up your time to hire and keep your teams functioning at full speed. To help you make faster hires every time, we created this eBook to help you:

- Expand your hiring pipeline
- Align with hiring managers
- Improve your interview scheduling
- Measure your recruitment ROI

When these four steps are enacted together, you can be intentional about your touch points, communication cadence, and department goals.

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*Throughout this eBook we have noted some special tips with our Audi bear stamp. Keep an eye out for Audi for how Qualifi can help your team thrive.*

# 5 Tips to Expand Your Talent Pipeline

As the time and cost to hire increases, so does the need for expanding your talent pipeline.

A talent pipeline is more than a pool of candidates; it's a process. The steps you take to narrow down a pool of qualified candidates to fill an open position are all a part of your talent pipeline. Expanding your talent pipeline will help you increase diversity, entice more candidates, and find the best candidates to fill your job opening. We have 5 tips to expand your pipeline so that you can bring more recruiting leads!

### Expand your top of funnel

A talent pipeline 'funnel' starts wide and gets smaller as you narrow down the candidate pool until you hire a candidate. Widen the top of the funnel by identifying your recruiting yield ratio – the percentage of candidates who pass from one hiring stage to another. This will help you discover the number of initial applicants you need to bring in for each position.



### Target your ideal audience

Once you know the type of person you want on your team, you can market to that type of person. Place your open position on field-specific recruiting sites. As you search for potential candidates:

- Pay close attention to the most promising ones. See if they have sufficient experience and a passion for the field.
- Personally invite such candidates to learn more about the role before they even apply. Don't invite them to an interview right away, focus on sparking a conversation.
- Nurture the relationship with your candidate by keeping in contact with them. Keep the conversation flowing naturally throughout the hiring process. This will make it more likely that they move through the pipeline.
- Reengage candidates who previously applied and keep track of their previous interviews and applications.

To help draw in your ideal candidate, consider creating content that centers their interests and career pursuits. Extend your content beyond company culture and use it as a recruiting tool.

## Create a positive candidate experience

You can help make a candidate feel less anxious when applying by placing them in control when possible. For example, have the candidates in control of when to have an interview or phone screening.



*Qualifi, our on-demand phone interview platform, gives candidates more control by allowing them to conduct their interviews at any time, from anywhere.*

Your job posting should be mobile-accessible. When candidates can find, apply, and interview for a position all from their phone, you show your flexibility as a company and a commitment to inclusion.

Throughout the hiring process, stay consistent with your company's brand and voice. Use the same tone of voice in the job posting as your emails. Be consistent with a set intake process. This is the candidate's first interaction with your company, and a positive first impression will establish their faith in you as an employer. Also make sure to be upfront with the candidate about timelines. Maintaining consistent communication and setting clear expectations starts your relationship off on the right foot.

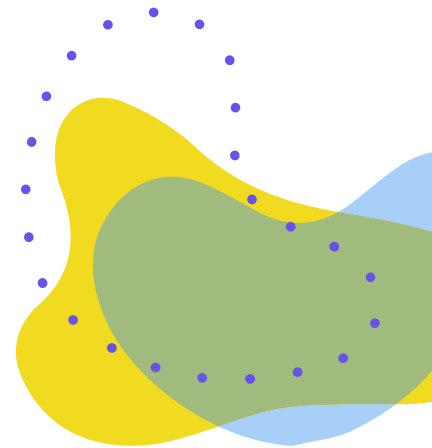
Keep an eye out for small things that can make your candidate experience better. For example, don't ask for the same information twice. When you ask the same question over the phone and in person, instead of diving deeper, it creates a poor candidate experience.

Repetition without intention shows your candidates that you don't listen to their responses or value their voice. Small actions can make a world of difference with a new employee.

## Focus on diversity

Start by broadening your sourcing and making sure your job listing is accessible to diverse groups of people. For example, you might consider expanding your job listing to be accessible for those without computer access, who are neurodivergent, and those who cannot schedule interviews during regular office hours. All of these can help your organization become more diverse.

You also need to focus on cutting out implicit bias during the interview process. Princeton conducted a study that confirmed the existence of biased hiring, in regards to major symphony orchestras. When blind auditions were practiced, "the probability that a woman would advance from preliminary rounds [increased] by 50 percent." Removing aspects that influence bias, like the way a person looks, increases diversity. Your company will build its best team possible when it prioritizes steps that mitigate bias.



One way to keep a consistent interview process is to conduct audio-based interviews.

A candidate's personality can be shown through their voice, and a phone call lets you stay focused on standardized questions ensuring consistency.



*Qualifi's on-demand interview platform helps mitigate bias and improve every aspect of the interview process. Our solutions include bringing efficiency and erasing preconceived notions in every interview.*

You can also make your job listing more accessible by having an interchangeable degree and experience requirement. For example, if your job opening requires a degree in journalism, could the role also be fulfilled by someone with a degree in English or communication? Expanding this requirement can also expand your talent pipeline.

### **Expect to grow**

As your organization grows, so will your hiring pipeline. Have well-established processes for your hiring managers to reference, including:

- Consistent interview questions – Ask the same questions to each candidate.
- Using data – Stay objective by collecting and using data to compare candidates
- Using consistent candidate stages – Bring candidates through stages for clear communication.

Find tools that grow with you so that you are always prepared.



*Qualifi allows you to offer on-demand interviews and invite hundreds of candidates to interview at a time.*

We handle the scheduling and the mundane administrative tasks so that your recruiters can focus on finding the perfect qualified candidate. Qualifi will help you cast a wider net so that you can expand your talent pipeline. More on that later. For now, let's focus on aligning with your hiring managers.



## SECTION 2

# How To Have Better Intake Meetings

Intake meetings can make or break the outcome of your hiring process.



Intake meetings are a crucial first step in an efficient hiring process. These meetings are the connection between the recruiter and hiring manager, taking place before an open role is shared. Intake meetings are meant to create a space for communication and to establish trust. An effective intake meeting brings efficient communication, improved relations, and a faster hiring process. An inefficient intake meeting risks lost ROI in the rest of your hiring pipeline. Alignment with your hiring managers is the best way to start the hiring process off right.

Efficient intake meetings can help build trust between your teams. Recruiters need to be trusted enough that they can directly book time on a hiring manager's calendar. Their judgment to pass a candidate through the first round of interviews is key.



*Qualifi can help with this alignment. In the software hiring managers can record their questions, so nothing is lost in translation. Others can view those questions if they are on your "team."*

### Assess your feedback loops

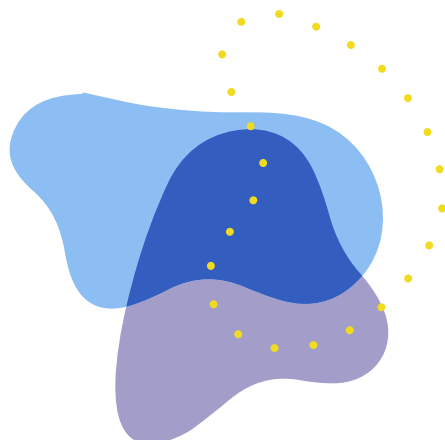
An effective intake meeting includes assessing your feedback loops. Improve communication by asking for feedback and find ways to improve your hiring process. This open conversation can help you find the gaps in your current system so that you can know how to fill them.

This is also the perfect opportunity to establish the ideal state between hiring managers and recruiters. Identify the hiring manager's goals and how your processes can be improved. One way to optimize these processes is by automating administrative tasks so that recruiters can focus on candidates. Qualifi allows recruiters to focus on candidates by automating a recruiter's scheduling and the interview process.

### **Establish mutual timelines and next steps**

Identify your time-to-hire goals and map out your candidate life cycle to create a mutually beneficial timeline. This will set clear expectations for both parties throughout the hiring process. This is also a good chance to discuss broadening your hiring pipeline. Your time-to-hire will partially depend on the size of your talent pipeline and how you will gain a large pool of candidates. It will also depend on each step of your hiring process.

Set expectations for interview reviews and communication turnarounds. This is a tangible way to create an action plan for next steps alongside your hiring managers. Kick off your next steps with an email that has a summary of your meeting, deliverables for each party, and an invite to the next meeting.



### **Set quarterly goals together**

Be specific as you identify both parties' goals. Discuss financial, organization, and candidate experience goals to get the most out of your intake meetings.

- Financial – As you are discussing financial goals, ensure you align on the recruitment budget.
- Organization – Discuss what goals and expectations you have for your organization in the near future.
- Candidate – Set parameters around the ideal candidate experience together.

When identifying goals, separate the must-haves from what is simply nice to have. It can become confusing when a hiring manager's requirements are not clearly specified. Have set requirements from the hiring manager so that you know what they need in a strong candidate.



*Qualifi can help your company improve your intake meetings and overall communication. We deliver on-demand interviews so that you can provide a positive candidate experience. Qualifi's platform also allows for internal communication, allowing you to share candidate questions and responses. This way, you can evaluate candidates as a team efficiently. Qualifi offers solutions to streamline your hiring process, communicate your goals and timelines, and will be the perfect asset to improve your next intake meeting.*

## SECTION 3

# Checklist to Improve Your Interview Scheduling

When your organization has ambitious growth goals, your hiring pipeline has to expand and meet it. One of the easiest ways to do that is by cutting out the time you waste scheduling, rescheduling, and tracking interviews. Streamlining your interview scheduling allows your recruitment team to focus on what matters – identifying and onboarding quality candidates.

### **Step 1: Align with other departments**

This doesn't have to be as daunting as it may sound. Start by gathering some key information from hiring managers. Use all of these answers to start crafting your interview timeline.

#### Questions to ask:

- If they could review all of the initial interviews at once, how long would they need to consider the candidates?
- What are their hiring objectives for the next quarter or the next year?
- How many follow-up interviews?
- Will the candidates need to perform any kind of assessment?

### **Step 2: Build your ideal timeline\***

Take into consideration your organization's hiring goals, recruitment team KPI's, and the onboarding process.

- Plan to engage with qualified candidates within 2-3 days of applying

- Move candidates through initial screening phases in 2 weeks or less
- Expect roadblocks and plan for buffer days
- Put the candidates in charge with self-guided interviews

### **Step 3: Work smarter, not harder**

Consider bringing on new hiring tools to automate the parts of the processes that are pulling you away from finding quality applicants. Invest in tools that work alongside your Applicant Tracking System (ATS) to automate the process.



*Automate your scheduling process instead of playing email hot potato to find a time to meet.*

Finally, use a phone interview system to interview large groups, quickly instead of wasting time in limbo.

\*See timeline example on next page



## SECTION 4

# The Ideal Timeline



# Measure Your Recruitment ROI

## A few questions to answer while determining your recruitment ROI

When your company is working on its recruitment, it's crucial to keep an eye on your Return On Investment (ROI) during the hiring process. You want to make sure that you are maximizing your recruitment efforts and can easily point to the impact of your team's work. Here are a few things you can do to improve your recruitment ROI and increase efficiency.

### **Do you have clear candidate requirements?**

Start by setting clear requirements for the position. Take a look at what your company needs. Do you want someone with ample experience, or would you rather have someone that is new to the field with fresh ideas? When you have a clear outline you have a better chance of finding the candidate who fits your needs and ensuring they have a great candidate experience.

### **Are you using the best advertising channels for your open posts?**

When you have an idea of the type of candidate you need, you can target how you advertise your job opening. This is a chance to increase your candidate pipeline and find niche job boards. You don't want to waste your time and money on advertising to people that would not have an interest in your field. More flies with honey... you know. Think of your job opportunity as a product that has to be sold to the right demographic.

You wouldn't attempt to sell a brand new luxury car to a high school student, but you would target ads to upper-middle-class suburban parents. Finding the right audience is essential.

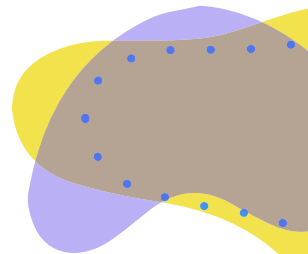
### **Are you focusing on the right KPIs?**

Analyze your data to see which gaps you need to fill, and prioritize the right Key Performance Indicators (KPIs) for your company. Start with the conversion rate on your job posting to see how many visitors translate to applicants.

Determine which KPI's will benefit your recruitment process, such as improving an applicant's experience on a mobile device, or updating the application to encourage people to complete it. This can be one way to ensure you are providing a great candidate experience. These may seem like small changes, but they can make a huge difference if they bring the right candidates to you.

### **Are you automating where you can?**

Automating your processes improves your candidate experience by limiting the time they're waiting around anxiously for a response.





*Qualifi's platform conducts the fastest interviews and can invite hundreds of candidates to an interview in minutes, easing candidate's nerves with a faster response and flexibility to take the phone interview at a time that is convenient for them.*

### Bring in the right back up

A single recruiter can move hundreds or even thousands of candidates through a phone interview, and on top of that, get responses back in the same day. Find a way to streamline your hiring process by taking away the repetition of asking the same interview questions and scheduling back-to-back phone interviews that clog up your schedule.

Speeding up your hiring process is a no brainer. It helps you free up time to focus on what makes you great in your role. It connects your teams together. It allows you to streamline your scheduling and shorten your time to hire. So if there were a tool to help do all of that for you, wouldn't you want to learn more?

Qualifi is the interview scheduling and automation platform that allows you to move hundreds or even thousands of candidates through a phone interview, and on top of that, get responses back in the same day. All without making a single phone call. No need to be pinched. You are awake and read that right. Not a single phone call.

If your interest is peaked, [schedule a demo](#) of the platform today.

Category	1 Qualifi	2 Automated Texting	3 Automated Video	4 Normal Phone Screening
Response Rate	50-60%	25-50%	40-60%	50-80%
Bias & Diversity Protection	High	High	Low	Medium
Speed	High	High	Med	Low
Accessibility	High	High	Med	Low
Efficiency	High	High	Med	Low
Decision Making Ability	High	Low	High	High