

→ Talentech

CHECKLIST

# The benefits of using Employee Referrals



# Effective recruitment – on a tighter budget.

Throughout 2020, we experienced a labour market characterised by high mobility among talents. However, a shortage of qualified applications has today become a challenge in many recruitment processes.

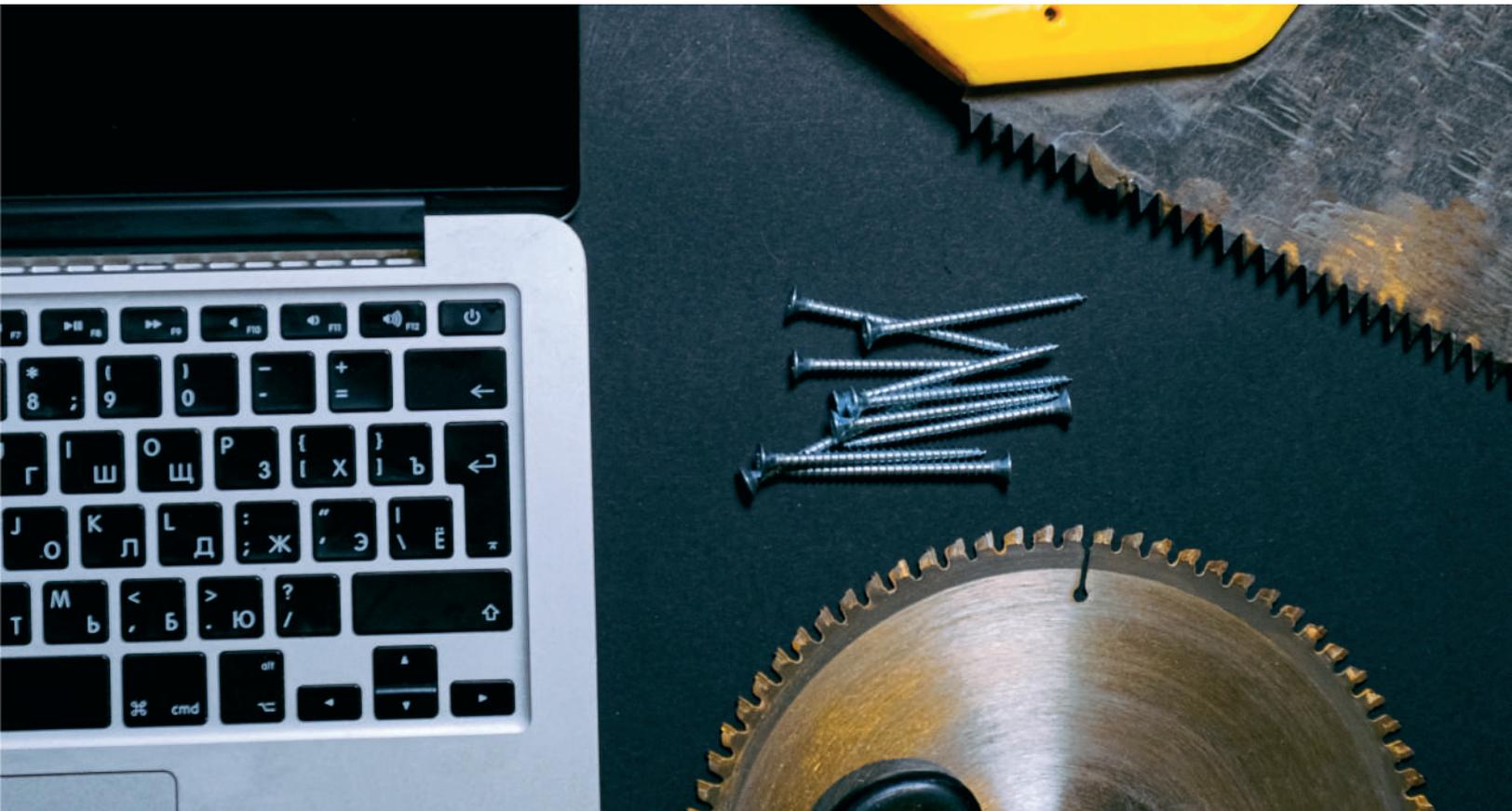
One way to take a more long-term and proactive approach is to use employee recommendations. A digital and automated employee recommendation solution can help you build a talent pool, boost your employer brand and save both time and money when recruiting new staff.

But are employee recommendations the right choice for your business? Take a look at the checklist below for a range of questions that will help you find the answer to this question.

**Rememberusk:** This checklist is not a set of hard and fast rules, but it can help you along your way.



- Have you got a tight recruitment budget and would you like to spend less money on recruitment services?
- Are you satisfied with the recruitment channels you use today?
- Have you considered how you might be able to get the most possible out of your existing recruitment processes?
- Do you often feel that your recruitment processes are too time consuming?



Time is key when it comes to any recruitment process. The time-to-hire on employee recommendations is 55 percent better compared to traditional recruitment processes via your careers page, and they have proven to be five times more effective in comparison to other sourcing methods. Developing an employee recommendation process saves time, minimises costs and boosts employee engagement.

- Do you want to reduce the cost of each recruitment?
- Do you want to engage your employees and get them involved in your recruitment work?
- Do you want to strengthen your employer brand and allow your employees to serve as ambassadors for your business?

## INSIGHT

Building talent pools is something that can help to strengthen your employer brand. Having your employees tell others about your workplace is one of the best, most trustworthy and most authentic advertisements you can possibly get for your workplace. Not all of your future employees will be actively looking for jobs when you need them, but there is a lot to be gained from building long-term relationships with potential candidates – and one of the great strengths of employee recommendations is that you can build a talent pool of your own.





- Do you want to find better culture matches when recruiting?
  
- Have you considered the advantages to building up your own network of talents?
  
- Do you often leave recruitment to the last minute, while wishing you had a more proactive recruitment process in place?

## INSIGHT

Traditional marketing is all about developing leads by awarding points based on how well individuals match your company's buyer personas. The same principle applies to recruitment, except here we use candidate personas. You can start by asking: *What are you looking for in a candidate? What competencies do you need? Why would candidates want to work for you?* By then clearly communicating your candidate persona to your employees, you can lay the foundation for precise and incredibly effective employee recommendations.



- Do you want to increase your application conversion rate?
- Do you want more qualitative applications and recruitments?

## **INSIGHT**

By using a dedicated employee recommendation tool, you can increase the number of qualified applications you get per position advertised. When using a digital and automated solution for employee recommendations, it takes around seven recommendations to find a suitable candidate, compared to the average of 118 applications which are needed in the case of a typical recruitment process using traditional methods.



## This is how the recommendation process works in four simple steps on irecommend:

1. **Vacancy:** you post a vacancy and your employees receive a message
2. **Employees make their recommendations:** your colleagues use the app to recommend people in their networks
3. **Recommending employees respond:** the candidates they recommended respond if they are interested
4. **New employee recommendation:** the best matching recommendation is hired and the employee who made the recommendation is rewarded

Linus Andersson, Product Manager for irecommend

## **To encourage employees to begin making recommendations, Linus suggests following these points:**

- ✓ *If it suits your organisation: announce a reward to be handed out if a recommendation leads to a hire. This could be anything from a lunch or a bonus to extra holiday allowance or a round of applause at your next big meeting. We recommend that you never pin your hopes on a large monetary reward: both studies and our own experience show that it is primarily other factors which motivate employees to get involved in a recruitment process.*
- ✓ *Start an individual competition. Which employee or employees can provide the most relevant recommendations; i.e. recommendations that make it far into the process over a period of six months.*
- ✓ *Start a team competition. The team that suggests the most relevant recommendations over a period of six months wins.*
- ✓ *Set a common business goal. If we reach X number of relevant recommendations (e.g. recommendations that make it to the interview stage before Christmas), we will double our CSR contributions or buy something fun for the office.*
- ✓ *Communicate regularly about how things are going. Who/what is leading the competitions? How are you doing in relation to your common goals? Are there rewards and prizes up for grabs? What positions can people submit recommendations for at the moment?*
- ✓ *Last but not least – encourage relevant tips by making it easy for your employees to know what would constitute a good recommendation. Help them out and make things easy for them. Do not force them to read through an entire ad and make it easy for them to find ideas for their recommendations, for example in the form of a prepared LinkedIn search.*

*The points above are relevant no matter whether or not you choose to use a dedicated system for employee recommendations.*

# Next step.

Interested to learn how Talentech's  
irecommend tool can help you?

**BOOK DEMO**

Contact us today and we will be happy to  
answer all your questions about employee  
recommendations!

