



The economic benefits of e-recruitment

Cuts costs and improves the time to hire

The growth of e-recruitment has been driven by a combination of actual costs savings in the recruitment process, increased ease and efficiency for the employer along with an improved experience for candidates.

Findings in a recent CIPD survey show that advertising job vacancies on employers' own websites is now the fourth most popular recruitment method.

More than seven in ten employers advertise vacancies on their corporate websites, while jobs boards are used by four in ten with 73% reporting reduced costs through using e-recruitment.

These costs savings are, typically, achieved by:

Reducing the size of adverts in conventional print media

The print advert only needs limited information, directing applicant to the website to view a much richer range of information and the opportunity to apply online immediately.

Gaining occasional candidates for free

Ensuring the careers website is easily found from the front page of the corporate website, interested applicants browsing the employer's website have the opportunity to apply for specific vacancies which are available now or registering a speculative application for the future.

Building a Talent Pool of candidates

Retaining speculative and star candidates for the future, and then contacting them when an appropriate vacancy is advertised – effectively generating applicants for free.

Reduced Administration

All applicants are held on a single system and can be contacted individually or collectively with ease at the click of a mouse, reducing the time, effort and cost of the administration staff.

Pre-filtering candidates

The use of job specific questions and selection techniques allows the employer to focus quickly on the most appropriate applicants and efficiently communicate with them – very important in a candidate short market where good candidates have many options and expect instant response to their applications.



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Additionally:

Applicants received a much higher quality of service, ranging from prompt and timely communications through to the ability to select their own interview time through the Online Interview zone – all of which enhances the employer's brand making it easier in the long term to attract staff

Reduced time to hire

All major employers using E-recruitment systems report reduced time to hire which can have a major economic impact for the employers, getting productive employees in roles quicker.

Management reporting

Gives the employer the facts and figures to evolve the recruitment process and improve candidate experience.

RecruitActive benefits

- **Your own branded careers website** – a full careers website designed in your own style and under your control
- **Cuts your recruitment costs** – by spending less on advertising and recruitment agencies fees
- **Screens and filters candidates** – only review candidates who meet your exact criteria for the job
- **Improves your time to hire** – attract more quality candidates and get the vacancy filled quicker
- **Manages the entire process** – from posting vacancies, handling applicants, conducting candidate profiling and tracking progress
- **Enhances user experience** – quickly and easily keep applicants informed at every stage as their application is processed
- **Enhances your image** – find the best candidates before your competitor does
- **Integrates with HR systems** – easily export data into your HR system on hire
- **Meets web standards** – an easy to use system that successfully combines form with function

For more information visit www.RecruitActive.com