

fountain

UK EDITION

# 7 Things Job Seekers Want High-Volume Recruiters To Know



# TABLE OF CONTENT

<b><u>INTRODUCTION</u></b>	3
<b><u>ABOUT THIS SURVEY</u></b>	4
<b><u>BY THE NUMBERS</u></b>	5
The Application Process	5
Reference Checks	6
Preferred Method of Contact Post Apply	6
Number of Jobs Applicants Apply To	7
Number of Jobs Per Industry	8
<b><u>KEY FINDINGS</u></b>	8
1   Video Interviewing	8
2   Resume Parsing	9
3   Job Descriptions	10
4   Geolocation	11
5   Application & Application Stages	12
6   References	13
7   Job Boards: Indeed, Referral from a Friend, LinkedIn	14
<b><u>IN SUMMARY</u></b>	15

# INTRODUCTION

There's nothing more valuable than hearing straight from the candidate's mouth. That's why we've reached out to job seekers to hear what their expectations are from application stages to where they look and how they apply for jobs, to how they want to be communicated to during and post interview process.

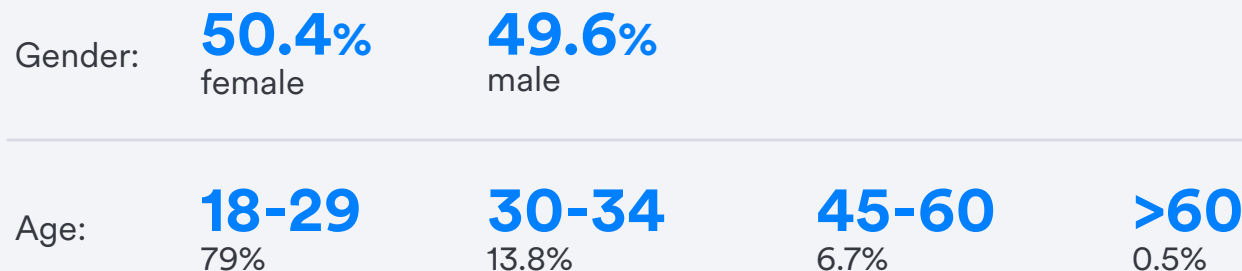
The candidate experience is based upon the job seeker's interactions with a company's brand from job search to onboarding. Negative experiences are costly to the brand and for high volume recruiters, nailing the candidate experience for every applicant can seem like an arduous task without the right resources and tools.

Prior to the pandemic, we started seeing a paradigm shift among talent acquisition and HR professionals elevating their employer branding, placing more importance on the candidate experience due to unemployment rates being low. However, even as unemployment rates bounce back, the world of recruitment is starting to pay attention to the importance of a good candidate experience.

# ABOUT THIS SURVEY

**We anonymously surveyed 882 hourly job seekers** on February 24, 2021, ages 18-65 in the United Kingdom who were currently employed part-time, not employed, looking for work, or employed full-time in an entry level, intermediate or middle management role, and who were not currently students to gather insights about what job seekers want HR professionals to know in order to help them improve their processes.

## Survey respondents



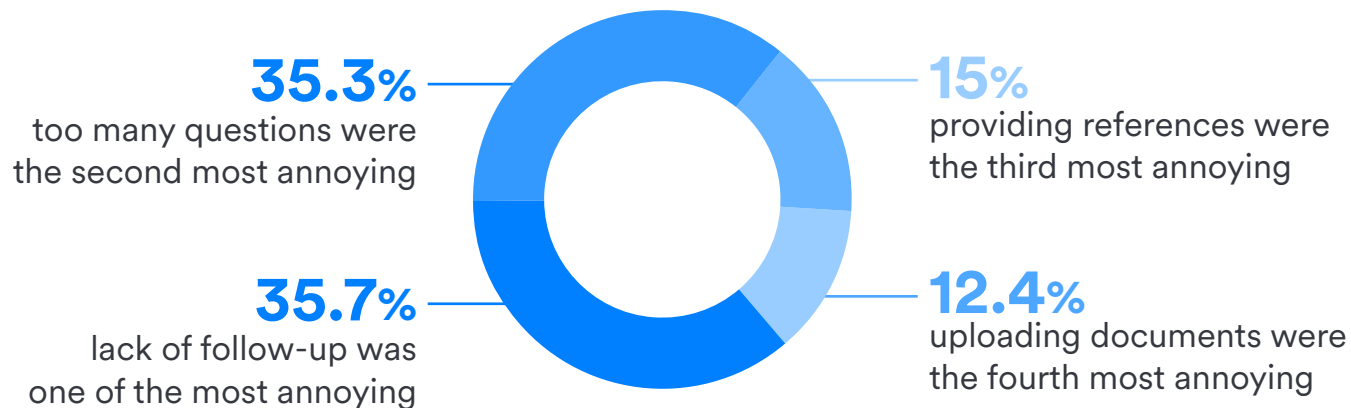
# BY THE NUMBERS

The sheer amount of applicants high volume recruiters need to handle is exponential in comparison to corporate roles. That's why aiming to have a highly interactive and satisfying applicant experience is essential. But is your company delivering to meet those expectations?

For example, most companies reject applicants with an automated non-personalised email other than their name and the position they applied to as inputs. Yet most job seekers just want to know why they are being rejected or moved forward in the application process.

## The Application Process

When asked about what the most annoying thing was in the application process, it was a tie between lack of follow-up and too many questions, followed by providing references and having the need to upload documents.



## Reference Checks

Only 15% said they found providing references on the application process to be annoying, yet nearly one third of respondents said they shall not have to supply them until after the first interview and another third of respondents said they shall only have to supply them after they are hired for the role.



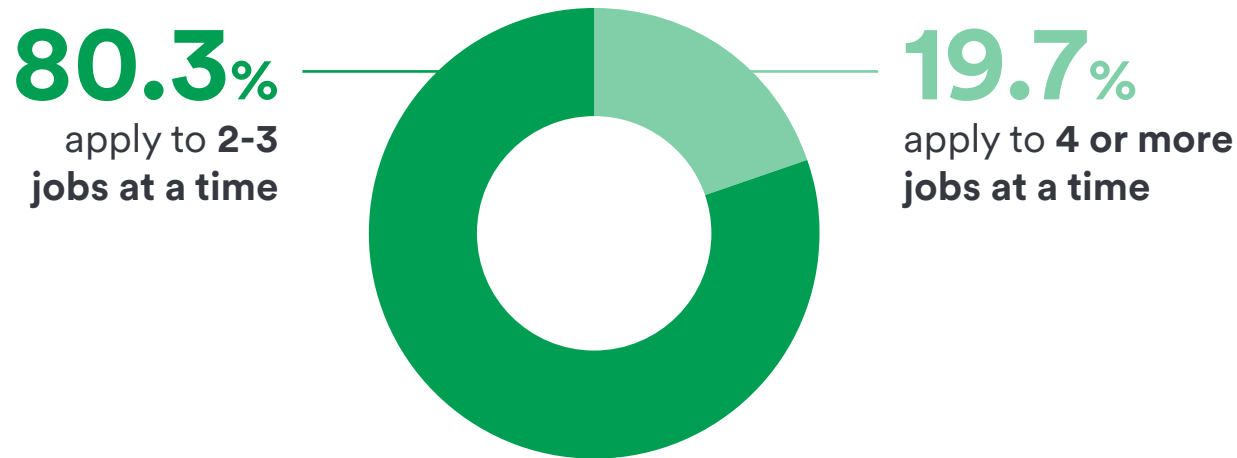
## Preferred Method of Contact Post Apply

Once an applicant applies for a job and makes it to the interview stage, they prefer to be called rather than emailed or texted about the interview. And 72.7% expect to be hired within two weeks from the time they submit their application.



## Number of Jobs Applicants Apply To Per Day and By Industry

Over 80% of respondents apply for two to three jobs at a time and over 19% apply to four or more jobs at a time. Which means **you are competing with companies that may not even be in your industry.**



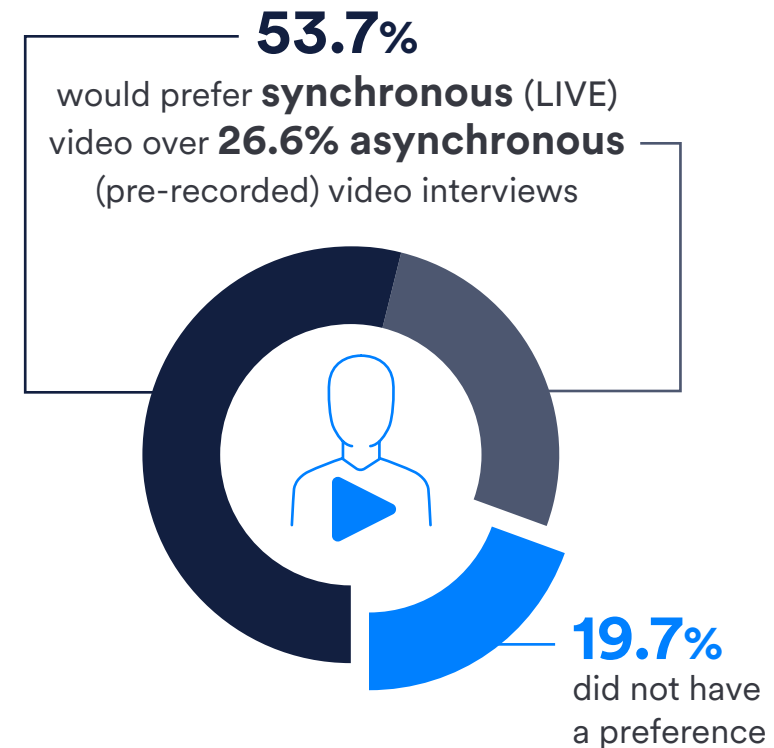
# KEY FINDINGS

Among the additional survey questions, we also asked job seekers if you could give feedback to recruiters, what's the one thing you'd want them to know? Here are some of the key findings from the survey.

## 1 Video Interviewing

As companies adopt new processes to adapt to a remote work world, video interviewing has stepped in the limelight. The good news is that most job seekers don't mind video interviewing although more than half surveyed (51.6%) said they would prefer in-person interviews over video.

However, in the age of remote work and high-volume recruitment, if **job seekers** had to choose synchronous (LIVE) versus asynchronous video (pre-recorded) video, they would **prefer synchronous video interviews**. This is good news as it allows hiring managers to connect with applicants in real-time or at their convenience.





## 2 High-Volume Resumé Parsing

Believe it or not, most job seekers have a resumé. In our survey, although 67.7% of respondents had a resumé, many prefer to be judged on other qualities such as general years of work experience, responsibilities and soft skills. However, when you need to get through thousands of resumé versus a few hundred, resumé parsing can prove to be a valuable tool and is essential for dealing with high volumes of applicants.

“I’m a hard worker and fast learner.”

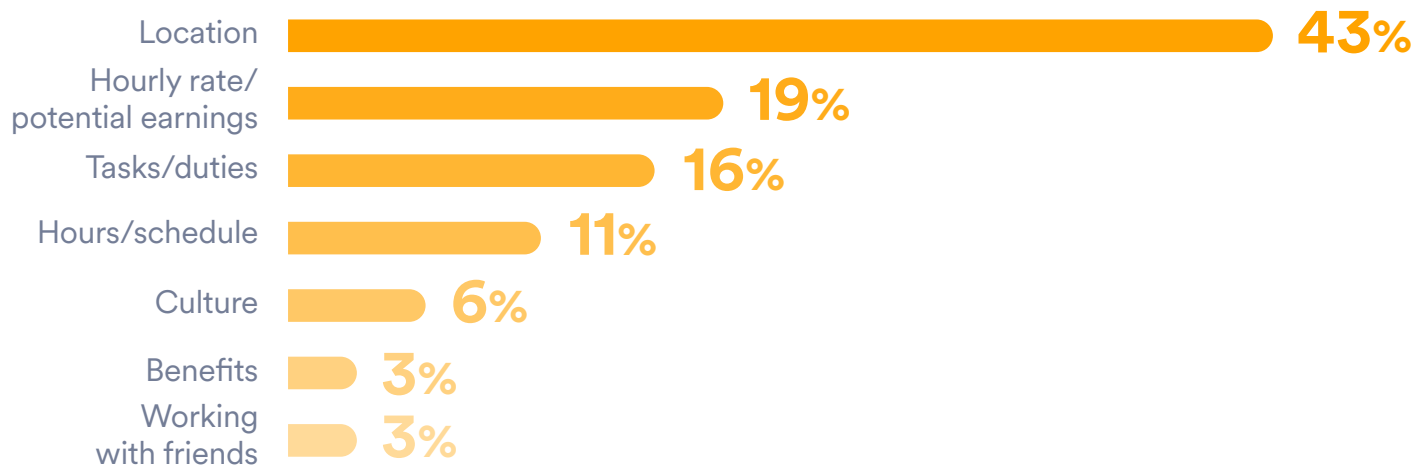
“Determination can overcome lack of knowledge.”

“I’m better at the job than the interview.”

### 3 High-Volume Recruitment: Job Descriptions

Over 79% of job seekers found the job description to be extremely or very important to their job search. Many respondents requested that recruiters specifically list the hours you are hiring for and outline the rate of pay, even if a salary range, in your job postings. This can also help weed out applicants who might not be able to work specific hours or who might require a specific number of hours and pay to suit their situation.

Of the attributes listed in a job description, location and hourly rate/potential earnings were deemed to be the most important, followed by tasks/duties, hours/schedule, and benefits.



Another key piece of feedback was that many job descriptions list too many required skills.

**PRO TIP: Think about if every skill is required or a nice-to-have before listing it in the job description.**

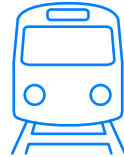
## 4 Geolocation

Serving up job listings to people based on their location makes the most sense given most rank that as the number one thing they look at when browsing job listings. However, to reach a broader audience, consider also advertising on billboards, at the Underground, or on coaches to expand your number of applicants.



**34.7%**

drive



**34.7%**

take the bus  
or train



**21.3%**

walk

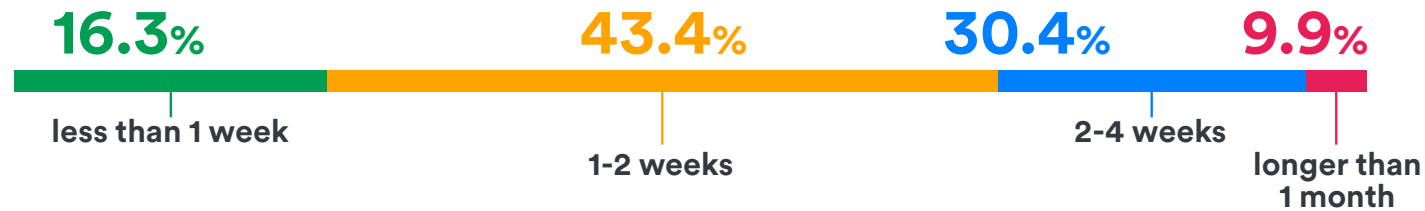


**9.2%**

carpool or get  
a ride from a  
parent/friend

## 5 High-Volume Recruitment: Job Applications & Application Stages

Most job seekers cited that they wanted recruiters to “be honest” and “upfront” about the job and provide feedback and follow-up throughout the process, even if negative. One thing that was abundantly clear was that 81.5% only expect to have 1-2 interviews after applying for a job, suggesting that high-volume recruiters limit the number of stages. **Additionally, 95% of applicants expect the entire process to take less than 30 days from the time they submit their application to the time they get hired.**



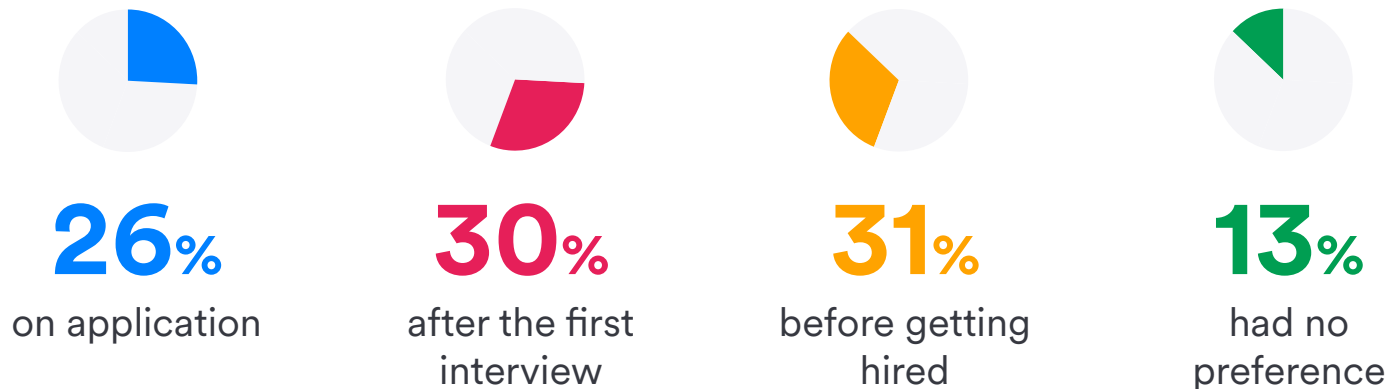
From our survey respondents, 57.8% of job seekers apply to jobs using a laptop and 31% said they also apply using a desktop computer. Scaling your application to be mobile friendly is still important with 66.4% applying via their mobile phone.

*“[To] have more relaxed interviews, not so robotic. People open up more and are themselves when it’s relaxed”*  
- Job Seeker #87

*“Don’t be so formal, you’re not going to get to know what the person you may hire is like as they’re putting on a front to match you.”* - Job Seeker #73

## 6 High-Volume Recruitment: Reference Checks

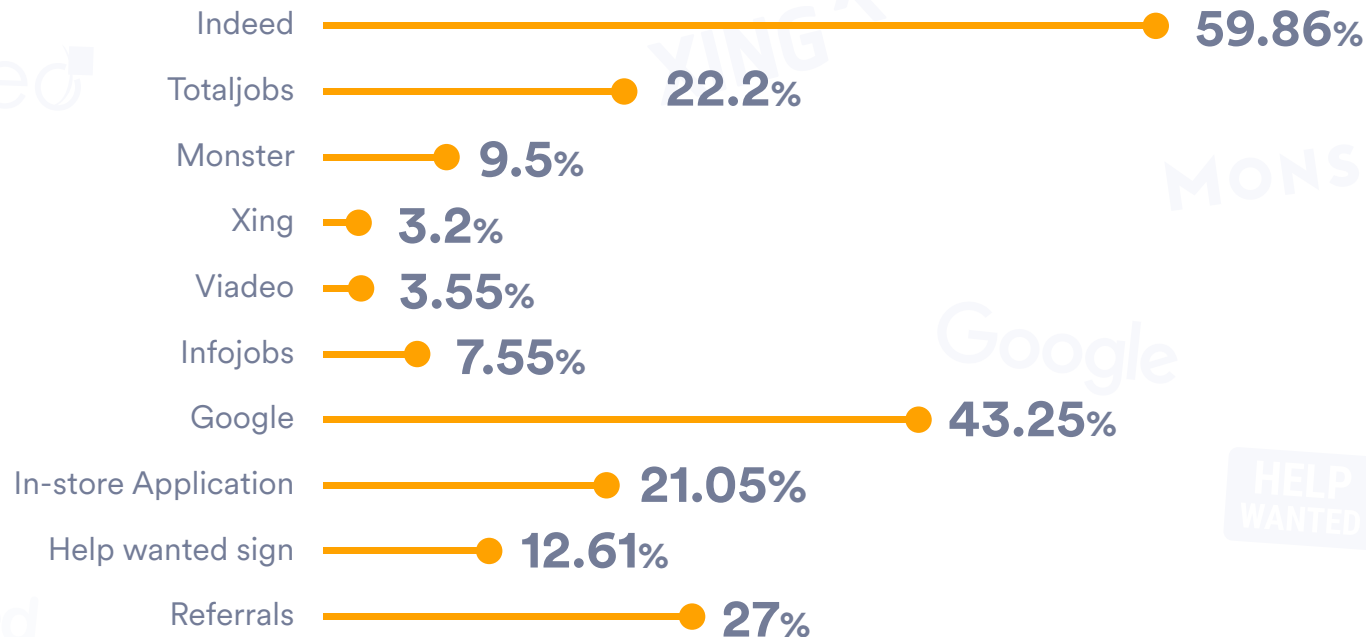
Job seekers expect to put down reference checks, but at what point of the recruitment process is a different story. Over half of the respondents said they expect it to be on the application, whereas 61% expect to be asked for references after the first interview or before being hired. For businesses accepting walk-in applicants it's common to see a space for references on a paper application, but as the pandemic has accelerated the digital transformation of talent acquisition, applications are becoming digitised and being handled by chatbots and streamlined through career sites and the like.



## 7 High-Volume Recruitment: Job Boards & Referrals

When you're doing high-volume recruitment, which job boards you post to can determine how many applicants you get for a single job posting. It also has a ripple effect in impacting your pipeline further down the road.

Of the 882 job seekers who responded to our survey, **Indeed, Google and referrals from a friend/colleague dominated as the primary sources of where they typically look for jobs**, followed by Totaljobs and in-shop applications.



# IN SUMMARY

High-volume hiring has its own set of challenges, and having the right tools, partners, and resources at your disposal can help you navigate those challenges. Job seekers want you to know that they are hardworking, reliable and dependable. They prefer a less formal process and less lengthy applications. They also want you to “be open minded” and “not judge a book by its cover”. They want you to add more detail in the application around location, expectation of hours and duties, and salary ranges. Most importantly, they want recruiters to communicate often, regardless of whether the feedback is positive or negative – especially if they’ve taken the time to interview in person. They would appreciate recruiters communicating whether they’re still in consideration or if you’ve moved on.

If you could give feedback to recruiters, what’s the one thing you’d want them to know?

“I would love to have more feedback on not being successful. Or to be given a date of hearing back. Then you would know if you were unsuccessful. I would like that time limit to be sooner also because you could be missing opportunities elsewhere.”

- Job Seeker #113

“Don't dismissed applicants just because they have not worked for a number of years”

- Job Seeker #317

“Look beyond the qualifications and look at the person's qualities, can they do a job for me.”

- Job Seeker #319

“A long draw out interview process isn't beneficial. I would rather be shown the job and show my skills compared to explaining my capabilities.”

- Job Seeker #328

## ABOUT FOUNTAIN

Fountain is the high-volume hiring platform empowering the world's leading brands to streamline and scale their recruiting function. Our mobile-first platform keeps candidates engaged and reduces drop-off via built-in automated scheduling, text and email reminders. Candidates can apply anytime, anywhere in minutes, right from their phone. It enables on-the-go hiring managers to move quality talent through the pipeline, reducing time to fill. Fountain provides local, regional, and company level analytics to make data-driven decisions. Our drag-and-drop workflow allows for quick changes to accommodate fluctuations in hiring needs. Fountain's global customers hire over 1.2 million workers annually in 78 countries. Learn more at [www.fountain.com](http://www.fountain.com) or connect via [Twitter](#), [LinkedIn](#), [Facebook](#) or the [Fountain blog](#)

**fountain**