

# Building Remote Candidate Relationships, Post-Pandemic



2020 was the year that changed the world. And nowhere was that more obvious than in the workplace. Workers not only began working remotely, and the process of applying to jobs, as with shopping and most aspects of daily life, became almost entirely digital.

That, of course, has had a big impact on staffing professionals. Recruiters no longer have the personal touchpoints that can build rapport with candidates. There are no more pre-interview question-and-answer opportunities. No post-mortems with interview panels.

Increasingly, employers are struggling to keep in-demand candidates engaged. A growing number are ditching traditional best practices for building relationships with prospects and seeking new approaches designed to connect with remote applicants.

Here's how to ensure you're keeping pace with the changes.



## Update Your Software

Take a look at your technology. Are there areas of improvement?

A new generation of talent relationship management (TRM) software not only performs the traditional applicant tracking system (ATS) function for recruiters, but it adds new automation, personalization, and control features.

The new TRM platforms automate the box-checking and other necessary details of recruitment, freeing your HR team members to focus on the candidates themselves.

Use it and other tech to save time and boost efficiency, so there's more time for interaction and personal contact with potential hires.

## New Tech for a New World<sup>1</sup>

A survey conducted by Lever asked staffing professionals about the technology they'll need to manage remote recruiting.

**53%**

want talent management tools to better facilitate relationship building

**45%**

say they already have the technology they need

**40%**

believe they'll have better tools to do so, post-pandemic

<sup>1</sup> Analysis of 3000+ Lever customers, November 2020



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## Make This About Your Employer Brand

As a recruiter, you typically focus on the short term: fill the current openings, then move to the next ones. Business culture has encouraged—even fostered—this seize-the-day approach by emphasizing metrics such as applicants-per-opening and time-to-hire.

But times, and expectations, are changing. Anyone can apply to a company, or a role, at any time. Your company now needs a remote candidate pool that's far bigger and deeper than the one you're considering for current needs. It should include candidates you've previously considered and haven't hired as well as ones you'll want to consider tomorrow.

Build that pool by building a stronger employer brand, one that makes your organization appealing to those you've interviewed and those you've never met. In the process, you'll forge strong remote relationships, ones that will come in handy whenever and whoever you need to hire.

## Be Transparent. And Communicate

Whether it's in a marriage or on the job, transparency and clear communication are critical to strong relationships. With remote recruiting, you'll need to concentrate on them even more.

The things you'll need to be honest and open about have changed. This is no longer about talking through your company's mission or publishing the salary scale. Today, you need to be upfront about your expectations of the remote-interviewing process itself, explain any delays in the process, and handle any conflicts that arise.

It's all about making each candidate know that you're in the same boat, wherever that boat takes you.

## Go Digital Yourself

Experts suggest now is the time to connect with candidates via all the digital tools available to you. Show prospective hires that you're not only digitally savvy, but you're also basing your recruiting approach on current realities such as health risks, policy requirements, or the skill requirements of a particular position.

Whether it's text, email, social media, or video conferencing, it's easy to connect with remote candidates in the digital environment where they now live and work. And that's invaluable in today's world.

The experts at EG Workforce Solutions are ready to share more ideas, feedback, and support to help you build remote candidate relationships.

### About EG Workforce Solutions

We've been in this business for decades and have developed a deep network of professional connections. Whether they're companies looking for talent, job seekers looking for work, or an up-and-coming store in need of some temporary help, we know the right people to bridge the gap between the hiring and the hired.

But what's more, we get to know people. From employers hiring to candidates looking, we take the time to listen and learn. We hear your likes, talents, and needs. We gain an understanding, and with it, we're able to facilitate lasting relationships between businesses and people.

