



Turnaround

PRESS RELEASE
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Subject **On-line Recruitment**

For whatever reason on-line recruitment tends to get a mixed rap these days but is it's; continued development and uptake, not forgetting the significant investments being made, an attempt to compensate for something that is fundamentally lacking?

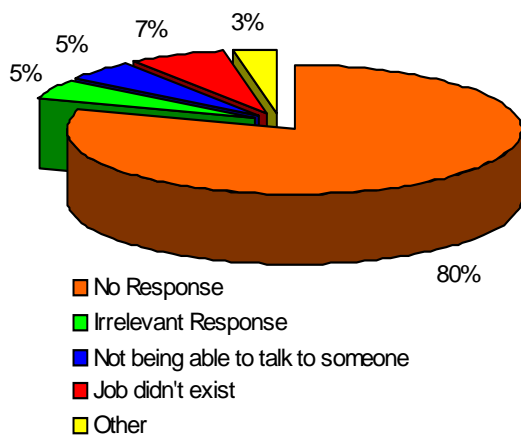
We ran a series of research surveys including anonymous polls throughout December 2007, canvassing the opinions of 100 recruitment and non-recruitment professionals across Sydney, Melbourne, Brisbane and Perth.

The whole process of on-line recruitment has it's critics, however the most significant issues appear to be more closely related to one aspect in particular, this being the point at which the on-line recruitment process ceases to be on-line and enters the realm of the company managing the recruitment process.

So if the on-line verses the hands-on experience is creating a service gap, what steps are being taken to close it? Not much actually.

With 95% of those people we spoke to confirming that they had at some point applied on-line for a job and 90% of them indicating that the experience had been less than great, we wanted to understand why it wasn't great and what they were doing to improve the on-line experience for other people.

The 'why it wasn't a great experience' was broken down as follows:

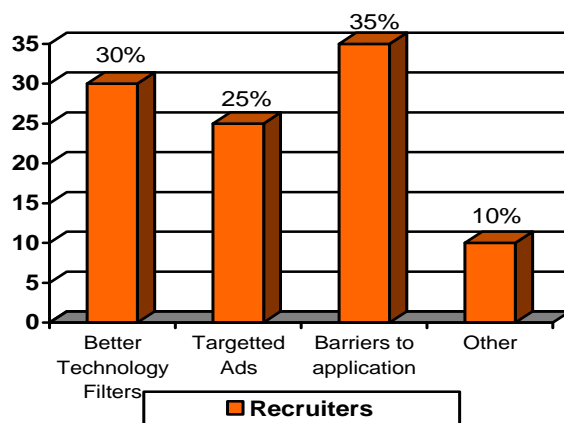


With 80% stating that the most significant issue when applying for a role on-line is now an almost expected 'lack of response' beyond that of a standard 'thank you for applying' e-mail, how is on-line recruitment benefiting the candidate?

Benefits to on-line recruitment were of course identified and specifically; the speed at which a candidate could identify and then apply for a role. The irony is of course that, the expedited process just created a further expectation that came crashing down like a crashing down thing crashing.

So what can be done to improve the on-line process?

For the recruiters we spoke to, there were three leading suggestions for improving their on-line recruitment experience:



The leading answer; 'Barriers to Application' was seen as being a step beyond the tedious on-line questionnaires often attached to an application process and included the suggestion:

Suggestion:

Asking candidates to provide a financial deposit with their application which would then be returned when the candidates stated skills and experience were validated against the advertised skill requirements of the role they had applied for.

It should be noted that this wasn't a request by recruiters to charge candidates a fee for finding them work. Current legislation does not allow recruitment companies to charge applicants and candidates a fee for recruitment services.

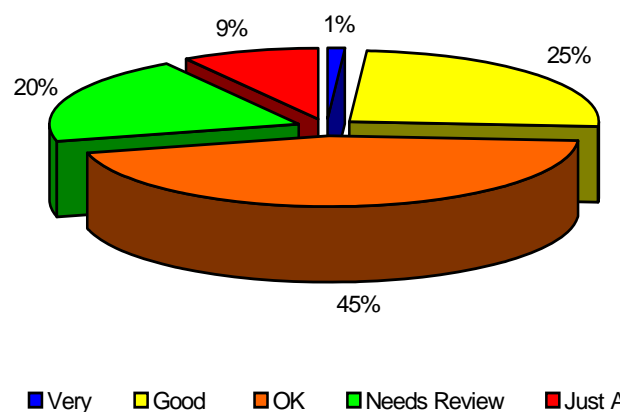
Believed Outcome:

Reduction in the number of resumes received from candidates who didn't meet the minimum selection criteria.

For the non-recruitment respondents we spoke to, there was almost universal agreement that the process of applying for a job on-line, whilst convenient, still didn't seem to warrant (from the recruiter) a level of respect for the candidate. Put simply, candidates just want to know where their application is in the process and if they aren't being considered to be told so.

It's a cop out for a company recruiting on-line to make a statement along the lines of; "if you haven't heard from us within 3 weeks you may presume that your application hasn't been successful"

Sorry, but that is just a cop out.



Whatever happened to reverse marketing a candidate? Aren't we facing the worst skills shortage ever?

If a good candidate sends through an application for a role and they aren't suitable – surely the good news here is that you have found a candidate who is potentially looking for a new role and is worth talking to? Apparently not..... In terms of effectiveness, on-line recruitment has some way to go if it is to be the primary means by which to initiate on-boarding of a new employee with respondents from outside of the recruitment industry stating that the effectiveness of their own on-line recruitment was currently somewhat lacking.

Current evaluation of effectiveness of on-line recruitment:

Both the recruiters and non-recruiter respondents shared similar stories regarding irrelevant and or unsuitable applications received for roles. For every relevant application received the number of irrelevant / unsuitable applications varied significantly from between 1:3 and 1:10.

Interestingly, and this comes back to the issue of respect for the candidate, the handling of these applications is more often than not 'just ignored'.

This is interesting when you take into account that 95% of our respondents confirmed that they had applied for a role on-line; that 80% of those respondents said that they had recruitment responsibility and that the majority found 'the lack of response' to their application the most frustrating element of on-line recruitment.