



Recruitment engagement platforms are the next 'must-have' in your tech stack

The what, why, how and tools you need to succeed



Table of contents



Introduction.....	03
Recruitment engagement process.....	04
• What is it and why is it integral to success	
• What does good look like	
• The benefits of a robust strategy	
Recruitment engagement platforms.....	10
• What are they and how do they work	
• How do they differ to marketing platforms	
• What do they do for me as a business	
Conclusion.....	14



Introduction

The recruitment industry has always been a numbers game - the more you put in, the more you get out. And while quantity is still important, there's a much bigger emphasis on quality. Today, it's more about what you say and how you say it, rather than a one-size-fits-all approach.

With the market becoming increasingly saturated, positive experiences are key. Teams need to be willing to put themselves in the shoes of those they are trying to engage in order to demonstrate why they should choose their services over the competition. But that's only half the battle.

With inboxes inundated with hundreds of emails each week, recruiters need to be heard above every other brand and business on the planet.

That's a pretty daunting prospect.

During an age where tailored, unique experiences steeped in hyper-personalization are what separate the wheat from the chaff, recruiters must step up their game.

The million-dollar question is how.

How can teams elevate their offering when there is already insufficient time in the day to carry out their role effectively? Many struggle to track who to follow up with and when whilst identifying what works and what doesn't with the tools in their current tech stack. An ideal solution would be able to:

- Organize and accelerate existing workflows
- Structure daily tasks with automated reminders and to-do's
- Automate manual processes like data tracking and follow-ups
- Save time to focus on the human element of recruiting
- Hyper-personalize at scale without compromising on quantity

Enter recruitment engagement platforms - a modern recruiter's secret weapon. A piece of technology that we believe will fast become the cornerstone of every successful strategy. In this whitepaper learn the what, why, how and the tools you need to succeed if you'd like to capitalize on the tech that has been stealthily powering hundreds of businesses across the globe and revolutionizing the way recruiters work.

At a glance



There has been a shift in the way recruiters engage prospects



Teams need to focus on increasing the quality of their outreach if they want to capture attention



Recruitment engagement platforms provide the tools, data and insights teams need to refine their approach while still achieving a high volume of activity



So, what exactly do we mean by recruitment engagement?

Simply put, recruitment engagement is how agencies and in-house teams communicate with candidates and clients. It's an end-to-end process that starts with sourcing a target individual and then building and nurturing that relationship over time to the point of action. Some may engage straight away, for others it may take more time. Using multiple touchpoints across email, LinkedIn or the phone adds a series of steps to help grow interest and spark conversations.

A human element sits at the heart of a good recruitment engagement process. This means putting the needs of candidates and clients first and adding value so every experience is unique. By adding that extra level of refinement and detail to messaging and outreach, the number of positive responses increases and teams are able to make more placements, faster.

It's a snowball effect, the way teams communicate with prospects has a direct impact on brand, reputation and ability to garner referrals. If their recruitment engagement process is of a high standard they will gain the competitive edge they need to succeed in a highly saturated market by standing out for all the right reasons.



Recruitment is a people business. Contacts don't want to be treated like a number. They want to be treated as an individual and receive a service that is unique to them.

Why is it important?

Our data* shows that teams who prioritize how they engage with candidates and clients drive significantly better results than those who don't. It's that simple.

Engagement strategies should take a more robust, data-driven approach so businesses can establish what messaging works and what doesn't. Best practices need to be established, refined and scaled. Throwing out a mass mail and hoping 10% stick just doesn't cut it anymore - inboxes are too crowded. Recruiters need to change their approach if they want to be heard above the noise.

Our research shows that team that refines their recruitment engagement process by adding hyper-personalized content, providing 3-5 touchpoints and never missing a follow-up reach double the prospects in half the time and achieve:

56%

Increase in conversations

31%

Increase in Net Fee Income (NFI)

81%

Improved employee satisfaction

*Quantitative and qualitative data collected from SourceWhale customers between Jan 1st-Dec 31st 2022



First, a quick look at...



How recruiters work today

Recruiters balance hundreds of tasks. On top of their business development and sourcing, teams have to juggle internal meetings, negotiate terms and salaries, set contracts, as well as sometimes act as PAs and counselors! It is an incredibly demanding and high-pressured role. It's no surprise that workflows are often unorganized, follow-ups are missed and the quality of output can vary depending upon workload. There's insufficient time to follow best practices as individuals are forced into figuring out what works best for them on a case-by-case basis, with limited data and insights to support.



The vision for the future

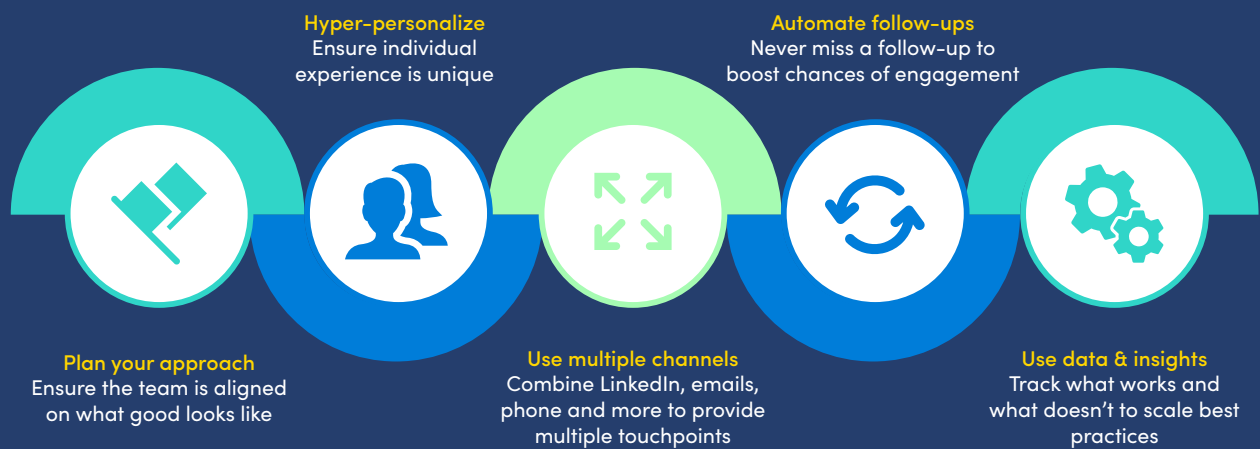
A recruiter delivers each activity and task that they need to do each day to the best of their ability and in a timely manner. Operating at the peak of their powers in every single element of what they do, teams live in a reality where their days are well structured and productivity is optimized. Leveraging the power of automation, they have time to refocus their attention on adding the human element to recruiting, building relationships and nurturing prospects at scale - all the important parts.

What does a good recruitment engagement process look like?

In a world where the engagement of candidates and clients is a recruiter's lifeblood, teams need to prioritize a strategic approach. The top recruiters aren't leaving it to chance, they are being deliberate about it, so unless you want to get left behind, your business needs to too.

Recruitment Engagement Process

What good looks like:





A planned approach

Without a way to consistently track the work being done across all channels for BD (business development) and sourcing, it's difficult to understand what good looks like in your organization. It's a common problem. Everyone develops their own little twist and after a while individuals are diverging on different courses. So the first step? Aligning your team around what good looks like.



Multiple touchpoints

It's surprising how many businesses we talk to whose consultants only follow up once. Those that do follow up are doing it by memory so naturally, opportunities get missed. This results in a leaky pipeline as 71% of conversations actually start from a follow-up*, not the initial contact. Teams should follow up with prospects at least 3-5 times as not only does this improve chances of getting a reply, it helps to nurture relationships.



Hyper-personalized messaging

Every message should feel personal and unique to the target individual. Teams need to put themselves in the shoes of the candidates and clients they're trying to reach. This means studying LinkedIn profiles, or other sources, to secure nuggets of information that will surprise prospects and show you've taken the time to do your research.

Leverage anything that will make your message more relevant and unique to the target individual. You can even use custom images or gifs in the body of your emails if suitable for your niche. Going the extra mile, adding a bit of humor or finding a common interest helps you stand out in busy inboxes.



A variety of channels

Whether it's phone calls, emails or connection requests, a good recruitment engagement process involves a combination of channels. The more variety the better, as this means you cover all bases when it comes down to the prospects' preferred means of communication.

Also, candidates and clients don't all use the same channels. Everyone has their preference, so by combining LinkedIn, email, phone and more, you will boost your chances of engagement by providing target individuals with a choice. Multiple touchpoints and follow-ups also mean recruiters will stay front of mind with prospects until they're ready to take action.



Testing what works and scaling best practices

Recruiters can no longer rely on hoping for the best. Their approach needs to be more strategic and refined if they are to get noticed by the contacts they are trying to engage. To do so, messaging should be tested to determine what works and what doesn't. This can be achieved through A/B testing, a technique that quickly identifies what outreach generates the most engagement. This way best practices can be defined and scaled company-wide to supercharge results.

*Calculated from measuring SourceWhale customers' response rates on their first outreach vs subsequent outreach steps from Jan 1st 2022- December 31st 2022





Tip: Hyper-personalization needs to be more than a first name or job title variable. Tap into the information your contact has on their LinkedIn and use it to your advantage. Spark engagement by referencing something unique to that individual like an impressive recommendation, content from a recent post or where they went to university. You don't need to overthink it!



Writing a personalized sentence in each message increases the reply rate from an average of 18% to **34.5%**

Recruiters with a strong recruitment engagement process with automated follow-ups and hyper-personalization at its core will drive superior results



The benefits of a robust recruitment engagement process

There are several benefits to an effective recruitment engagement process. Our data shows that a multistage, multichannel approach leads to higher open, reply and interest rates.

As contacts pass through a hyper-personalized messaging cadence that combines channels like LinkedIn, email, phone and more, they go through a nurturing process. This means dropout and bounce rates are kept to a minimum for two reasons. Firstly, hyper-personalization helps to avoid spam filters and improves the health of your email domain. Secondly, multiple steps and channels increase the number of opportunities for engagement. People tend to live in different places and check a variety of media depending on their lifestyles. Some love a call, others rarely check their LinkedIn and some will take a peek at their email inbox a couple of times a week. By giving target individuals a choice over their preferred means of communication, recruiters can improve the likelihood of getting those all-important responses.

By refining your recruitment engagement process you will provide better recruitment experiences, something that can't be sniffed at in today's competitive environment. Better recruitment experiences lead to improved brand reputation as the way you communicate with prospects directly reflects your business, values and mission. As mentioned earlier, it's a snowball effect. Better engagement leads to better connections, conversations, relationships and ultimately, higher revenue and growth.



Higher response, open and interest rates



Better recruitment experiences



Improved brand reputation



Drive in productivity



Boost in team morale



Higher revenue





Aligning individuals on what good engagement looks like boosts efficiency by

64%



Tip: Businesses we work with report members of their team who clearly understand what a good recruitment engagement process looks like are 64%* more efficient than those who don't. So rather than leaving everyone to their own devices, a solid recruitment engagement process helps to align everyone on the same goal whilst still empowering some creativity. When reconsidering your approach consider:

- What channels will be used (LinkedIn, email, phone etc.)
- How many times people will follow up
- The process you expect your team to follow to achieve this (timelines, gaps between messaging etc.)

It's clear a good recruitment engagement process is integral to business success in the modern-day but the way in which a lot of recruiters work doesn't allow for this pivot in strategy. Today, teams:

- Face a lot of variables that are out of their control and impede their ability to establish and refine best practices
- Are dealing with manual processes that lead to inefficient ways of working and are a drain on their time, which gives them less opportunity to add the human touch
- Manually track if prospects have replied to initial outreach which leads to missed opportunities compounded further by having to remember who to follow up with and when
- Have limited visibility of the effect of their outreach because of a lack of integration/tool consolidation
- Are faced with tools that aren't fit for purpose and/or have to juggle multiple tabs, extensions and platforms to carry out their workflows
- Don't have the ability to personalize outreach at scale and prospects often feel like they are being spammed
- Use systems of record which are often inaccurate or not up-to-date leading to fewer insights into candidate and client history, data and behavior and therefore making it harder to make informed business decisions

Recruiters need to revolutionize the way that they work to meet evolving candidate and client expectations and stay competitive in an increasingly saturated market.

*Results from SourceWhale customer survey 2022



Enter recruitment engagement platforms



A product that all modern-day recruitment companies have to have in their tech stack



Hishem Azzouz
Founder, Recruitment Mentors

What are they and how do they work

A recruitment engagement platform is the only tool teams need to execute their daily activities, find pipeline insights and nurture relationships at scale - all from a single place.

It's a piece of technology that helps recruiters organize and accelerate their existing sourcing and business development workflows. Automated reminders and to-dos dictate who they need to speak to and when to remove inefficiencies, boost productivity and ensure no opportunity falls through the cracks.

The platform automatically tracks activity and data directly into your chosen CRM/ATS so that your team doesn't have to, saving them 8-10 hours a week. This is valuable time they can refocus on optimizing their engagement with candidates and clients, adding the human touch and the right level of tailored content to their calls and messages. Using the platform's outreach functionality, teams can hyper-personalize at scale and ensure follow-ups with 100% of prospects across multiple channels. Combining email, LinkedIn, the phone and more, teams can build a series of steps to help nurture contacts to the point of action and leverage data and insights to understand what's working and what's not, so they can continuously improve and scale their approach.



Important

Recruitment engagement platforms are not mass-mailing tools

The platform's key focus is to move recruiters away from sending bulk messages to thousands of contacts with little to no personalization. This high-quantity, low-quality approach is not sustainable in the long term. Instead, what recruitment engagement platforms enable teams to do is create messages with a true 1:1 feel, yet still reach enough contacts to achieve supercharged results.





Question:

"I've done fine without a **recruitment engagement platform**, why do I need one now?"

"The data we have show that not using a **recruitment engagement platform** puts you at a distinct disadvantage relative to your competitors. Yes, you can get candidates and clients without a **recruitment engagement platform** but it'll take you double the amount of time to get less than half of the results."

- **Dougie Loan**

Chief Revenue Officer (CRO), SourceWhale



Recruitment	Industry Average	Engagement Platform
Open rate	22%	85% +63
Reply rate	3%	37% +34
Interest rate	2%	14% +12



What do they do for me as a business?



Organize and accelerate existing workflows



Automate manual administrative tasks



Automatically track activity into preferred ATS/CRM



Hyper-personalize at scale, without compromising on quality



Build messaging cadences that span multiple channels



Provide actionable data and insights to drive best practice



A solid piece of software to add to your tech stack. It saves a lot of time with an in-depth integration into your CRM/ATS system and offers great insights into outreach campaigns, helping you to act on buying signals and tailor engagement to increase effectiveness.



Tristran Maidment
Managing Director, Harrington Shaw



Organize and accelerate existing workflows

If you were to ask teams what their BD or sourcing process looked like, many wouldn't know or they'd have to think about it. Recruitment engagement platforms give them insight, overview and control over what they do and how they do it. Recruiters can turn up each day and have their tasks structured, organized and set out so they can optimize their time whilst reducing inefficiencies in their workflows.

Automate manual administrative tasks

Recruitment engagement platforms will automate the mundane tasks that, quite frankly, no one wants to do. This means individuals are free to refocus their time on high-value activities like building and nurturing relationships with prospects and adding the human touch throughout their BD and sourcing to boost results.

Automatically track activity into preferred CRM/ATS

Recruitment is always going to be results-driven and KPIs and metrics matter. No one really worries about KPIs until things go wrong. But when you're operating in uncertain times, basing business-critical decisions on a gut feeling or on people's conversations isn't sustainable in the long term. So being able to automate all of the activity and data tracking into your system of record is really important. Important for the business but also for teams, as manual input is cumbersome, leads to errors and detracts from their ability to deliver unique, personal experiences.

Hyper-personalize at scale, without compromising on quality

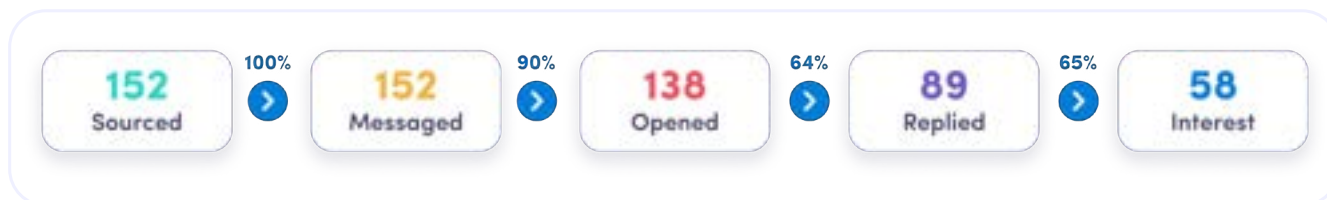
Replies are recruitment gold dust. In order to get replies, recruitment teams still need to focus on a high-quantity approach. But today, quality is just as important as quantity. Recruitment engagement platforms have the tools to help teams hyper-personalize their outreach at scale. They contain a number of variables individuals can incorporate into their outreach, from subject lines to within the email, InMails and SMS themselves. This helps to improve their open, reply and interest rates in just a few clicks.

Build messaging cadences that span multiple channels

For optimum results, we recommend 3-5 steps in messaging cadences across a variety of different channels. Our data shows that as target individuals move through the series of steps, the open, reply and interest rates increase. This is very hard (an administrative nightmare) to do manually and that's where a recruitment engagement platform comes in. It offers the opportunity for recruiting teams to build and set messaging campaigns and add prospects they source into them, whilst tweaking the personalization to ensure the experience remains tailored and relevant to the target individual.

Provides actionable data and insights

Being able to see what works and what doesn't is key. When you're sending hundreds of messages, how are you keeping track of what captures attention and gets the most response? Tracking what drives results so you can replicate and scale is a huge competitive advantage. With a recruitment engagement platform, your team won't need to spend hours researching as they can access this data instantly with the right tools.



Conclusion

Recruiters with a robust engagement process in 2023 are going to have a significant advantage.

In fact, our data show that those who have one in place are able to reach double the number of people in half the time. Something that will surely shift the needle for them regardless of the economic outlook.

But if businesses wish to amplify their success in the long run, a high-performing recruitment engagement process can't be implemented using manpower alone. Manual processes like remembering who to follow up with and when, tracking activity and inputting data into a CRM are inefficient and put processes at risk of human error. This heavily impacts the ability to deliver tailored and unique experiences, a key competitive differentiator for businesses looking to claim market share.

Something needs to change and recruitment engagement platforms can be the tool to drive that change.

Designed to iron out inefficiencies in sourcing and business development workflows, teams will be free to refocus their time on business-critical metrics like open, reply and interest rates. Not only will this help to accelerate results, higher engagement from candidates and clients will boost team morale and drive productivity.

Integrating with the industry's existing ecosystem, recruitment engagement platforms are the only tool teams need to organize and accelerate existing workflows. Recruiters that build a recruitment engagement process driven by data and with hyper-personalization at its core will supersede those that leave it to chance.



Ready for the next step?

To find out more about recruitment engagement platforms and how they can be used to accelerate existing processes to supercharge results, get in touch with a member of our pod today.

[Talk to us](#)

 SourceWhale

