

# Recruit, Hire, and Onboard in a Contactless World

The Complete Guide to Digitally Engaging the  
Decentralized, Hourly Workforce



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# Introduction

**Recruiting and hiring the hourly workforce in a contactless world presents a unique hiring challenge. It's a pivot away from the norm of in-person interviewing, training, and the like – and it usually means digitally hiring a high-volume of diverse, decentralized workers with a new strategy.**

It's not uncommon for employers to hire a large quantity of hourly workers within a short timeframe, especially in the service industries – retail, restaurants, grocery, transportation, and others. It's also not uncommon for high-volume recruiting to be a challenging process, contactless or not.

Attracting qualified candidates, vetting hundreds of resumes, and conducting phone screenings for each selected candidate is extremely time consuming and costly work that can create a negative experience for employers and job seekers alike. When you consider pre-COVID turnover statistics – 1 in 3 hourly workers (47 million people) will voluntarily quit their jobs, costing an average \$1,500 each – and then consider the hurdle of high-volume recruiting post-COVID, the whole process seems impossible.

Creating a contactless hiring strategy designed to recruit candidates where they are – mobile, social networking, in-store – followed by an easy, streamlined application and interview process is a win for both the employer and employee. Better yet, onboarding all employees in a digital manner (digitized forms, electronic submissions, etc.) will keep the employer compliant to all employment laws and will centralize all documentation and information now and in the future. Employing a best-of-breed integrated recruiting platform can also force-multiply your hourly workforce recruiting, hiring, and onboarding strategy – saving you time and money while creating a better experience for all involved.

In this guide, we'll dive into a seamless recruiting, hiring, and onboarding strategy and how you can leverage a mobile-first, digital-based recruiting engine to enable contactless recruiting.



# Recruitment Marketing, Applicant Tracking Systems, and Onboarding Software

**Recruitment marketing, Applicant Tracking Systems (ATS), and onboarding software combine to automate and streamline the myriad high-volume, repetitive tasks that come with building a best-in-class workforce in the service industry.**

From creating mass job postings across multiple channels to filtering through hundreds of resumes, a quality ATS can track and enable each part of the hiring process from start to finish while providing valuable tools along the way. For companies employing a decentralized, hourly workforce, it's extremely beneficial to have all recruiting, hiring, and onboarding processes on a single, easy-to-use platform because the hiring is often done at the local level.

There are three key areas that a successful contactless recruiting strategy focuses on:

- Recruitment marketing features integrate with an ATS and enable a multi-channel approach to recruiting, at the local individual store, regional, and corporate levels.
- Applicant tracking that helps hiring managers identify the best applicants based on fit, qualifications, and cultural alignment – and guides hiring managers through the contactless interview and job offer process.
- Automated onboarding functionality with built-in compliance measures and essential integrations, such as payroll and Work Opportunity Tax Credit (WOTC).



## Recruitment Marketing

How do you find, attract, engage, and nurture job candidates before they even apply? Implementing an innovative recruitment marketing strategy is critical – it entices more job seekers to apply and fills your recruiting funnel. There are eight strategic components to creating awareness, increasing interest, and prompting active job searching – and, you guessed it, a majority of them can be automated and implemented via an end-to-end talent management system:

### 1. Custom Career Pages

Leveraging a fully branded, mobile- and SEO-optimized career page that integrates to your corporate website is an easy way to promote your brand and rank highly in search.

### 2. Job Boards & Postings

Best-of-breed ATS solutions should have integrations with job boards, so your new job openings are automatically displayed on sites like Indeed, LinkedIn, and more. Native integrations like this can reduce your job ad spend, driving more organic applicant traffic. Or, if you want to sponsor posts and create evergreen posts, you can do that too.

### 3. Social Recruiting

We've heard it all before – it's best to reach candidates where they are, and a huge portion of them are on social media. Sharing your career pages and job postings on social networks helps build your talent community. An integrated ATS will enable you to share to all social sites with the click of a button to drive employee referrals and social media interactions.

#### 4. Text-To-Apply

Allowing applicants to apply 100% digitally via text is a quick and easy way to get applicants to your career page and get real-time, walk-in applications for jobs.

#### 5. Talent Community

Whether you have seasonal or peak jobs to fill, or just need to be able to meet the ebb and flow of demand, having a talent community builds your pipeline for current and future needs. With a modern recruitment marketing system, you'll be able to run searches through various filters to find and engage via SMS or email with the best applicants in your talent community, and analyze which sources provide the best quality and quantity of applicants.

#### 6. Email & SMS Campaigns

Engaging with and informing your talent community keeps them in the know for new job postings. Try reaching out via email and SMS text notifications via your recruitment marketing platform.

#### 7. Self-Service Content Management System

Uploading and updating career page information keeps the content fresh and informs those searching for a job with your company's latest developments and openings. This includes branding content, customized content, videos, and more.

#### 8. Reporting & Analytics

Want to see where you're getting the best ROI? With centralized reporting and analytics, recruitment marketing systems can show you which channels are producing the most traffic, and where you're capturing higher quality applicants so you can double down on your optimal recruiting channels with an informed, high ROI hiring strategy.





## Applicant Tracking + Hiring

Once you've successfully marketed your open positions, you'll likely find yourself with a flood of applicants to sift through. Identifying the best applicants based on their qualifications, experience, and cultural alignment is essential to selecting who to interview and who to hire – but, you can't spend the time it takes to analyze every resume yourself. That's where a strong ATS comes in hand. Manual, laborious tasks are automated, allowing you to save effort, time, and money. Here are some tools that an ATS should provide that force-multiply the process for businesses:

- A streamlined, **real-time dashboard** that keeps hiring managers on track, and that stores and organizes all applicant information in one centralized place.
- Being able to **filter applicants** with ranking and position-fit scoring tools that are specific to job function.
- Comprehensive, standardized **candidate assessments** that are built for the hourly workforce – giving you a true picture of your candidate's work habits and personality, and helping you predict the probability of success for each candidate.
- **Interview guides** that provide standardized questions and keep hiring managers consistent and adhering to contactless hiring best practices during the interviewing process.
- Auto-generated **offer letters**.
- Integrations with **background check** providers and payroll firms.
- **Reporting and analytics data** that tells you where your applicants are sourced from, what the average time-to-hire is, and the like – this will allow you to continually hone and optimize your hiring efforts.

It's also important to note that a modern ATS needs to provide a positive experience for your applicants, too, especially when recruiting the hourly workforce. Auto-filling the application from an applicant's resume, saves the applicant time and creates a quick and easy process, as does quick-apply features that allow the applicant to send their information with one click. And, making the application process mobile-optimized allows candidates to apply anytime, anywhere and comply with contactless, virtual interviewing.



# Onboarding and Compliance



There's a lot that goes into onboarding, especially if you have a high volume of candidates that need to ramp up quickly. Not having a well thought-out strategy for quickly orienting new hires can really bottleneck the whole hiring process. A lot of tedious, manual administrative work goes into this area of hiring, so many companies – big and small – depend on an onboarding system to automate onboarding tasks while staying compliant with relevant employment laws and regulations. An added bonus, going digital with all forms and paperwork creates a safe, socially distant process that centralizes and saves all completed forms.

Aside from creating an overall faster onboard time for new employees, an onboarding platform ensures that there are no missed steps or forgotten forms to fill – both for the new employee and the employer. In fact, having these forms digitized creates a positive, streamlined experience that adheres to contactless recruiting while staying compliant with I-9 and other relevant employment laws.

But what about contactless training? Being able to provide a candidate with an online training course where both the employer and employee can track their progress keeps employees engaged and ready to hit the ground running on the first day. It also allows current employees to learn about operational changes and implement the changes quickly. A best-of-breed onboarding engine will allow employers to create a customized training module, complete with videos, memos, goals for employees to complete, and more – and yes, all progress is trackable.





## Conclusion

Social distancing will be in effect for a while, and contactless hiring will be the safest, most compliant way to move forward. In other words, contactless hiring is the new standard, and it's important to know what a strong contactless hiring strategy looks like.

What does your current strategy look like, and in what ways does it need to change, to protect the health and safety of you, your employees, and your job candidates? TalentReef offers a best-of-breed talent management platform that not only automates most of the recruiting, hiring, and onboarding processes, but also enables a digital, contactless strategy from beginning to end. We'd love to show you how.

[SEE A CONTACTLESS SOLUTION IN ACTION](#)