

How To Keep Candidates Warm During the Recruiting Process



Communication is one of the biggest complaints candidates have throughout the recruiting and interviewing process, and is one of the key reasons you may be missing out on some of the best candidates. It is important to use a recruiter who establishes a strong communication system with employers and candidates and keeps both sides informed at each step of the process. This can prevent you from losing valuable candidates.

Important Steps to Remember

Your recruiter should be following up with candidates after an interview and providing you feedback from the candidate's perspective.

Many recruiters tell their clients, "I will let you know when I have news," but that is not good enough. Your candidate should hear from you within 1-2 days to do a debrief of their interview experience. It is respectful to the candidate and keeps them engaged with your position, but also gives you valuable feedback on how your company and interview team are being perceived by candidates. It is also the first chance to identify and clarify any possible "miscommunications" that may have come up during the interviews.

Many recruiters or hiring managers choose to use email to follow up with candidates, and that is certainly a good option and better than no contact with them at all, but you get a much better picture of where things stand by having an actual conversation with the candidate. That is where a good recruiter can use their relationship with the candidate to get honest feedback for you on the interview and also see if they are interviewing elsewhere and if there may be

other competitors for this candidate.

If you choose to use an email to follow up with candidates after an interview, here is a template that you can use to follow-up on an interview:

Dear [X],

We would like to thank you for coming in to interview with our team. We are in the process of collecting feedback from all of the interview team members to let you know their decision, and it may take a few more days to hear from everyone, but I didn't want you to think I had forgotten about you.

You may have questions for me, and I hope you'll let me know if that is the case. I will be in touch as soon as the interview team's feedback is complete, but I am always happy to answer your questions in the meantime.

Thanks and have an outstanding day!

Yours,
[X]

This simple email made a positive difference in the candidate's interview experience.

The stronger the candidate, the stronger the expectations. Make sure you are using a recruiter that builds a strong communication system with your candidates.

Jeff King of RQ Focus follows through with each candidate to make sure you know how the he or she feels about your company and opportunity, and helps you prepare an offer for your chosen candidate that is fair and will be accepted. His professional methodologies help ensure that you hire the highest-quality candidate.