Date: January 29, 2018

Design thinking and data driven hiring, new trends in recruitment industry

By Sreelakshmi H K

In the last few years, hiring has become a candidate driven activity. The technological disruptions have led to an increase in jobs across various industries. To conquer the pain points of high volume recruitments, hiring managers have started looking at sophisticated solutions for sourcing the right talent. The role of Technology in recruitment process has evolved from being a mere aid to an over-all deciding entity. While hiring through LinkedIn, job portals became popular in the start of this decade; Artificial Intelligence and design thinking have already superseded those trends to a greater extent. Here is a look at some of the ways the hiring process may be positively impacted in the coming year:

Data driven hiring

The traditional sourcing of resume from job portals and company websites is slowly fading away. The advent of machine learning algorithms for hiring has been a game-changer for the recruitment industry. Artificial Intelligence tools and data analytics for human resources help not only in filling a vacancy, but fulfil the futuristic needs of the company such as building a talent pipeline and talent mapping to attract the right talent to the right role. Sourcing right talent has become a strategic activity rather than an operational one. Hiring is not a mundane HR activity anymore and data driven decisions are considered the future.

Mobile recruitment

Smart phones have made the whole process of hiring simpler for both the recruiting as well as the job seeking communities. A lot of corporates have made their career page/ sites mobile friendly so that it is accessible and interactive. Job seekers today need to spend only a few minutes in their smartphones to reach out to their desired employer. Though, the percentage of companies investing in mobile recruitment is still less, an upward surge in this number is foreseeable.

Design thinking

Design thinking is not just a frame-work to develop new products, it is an application to standardise and simplify processes across various domains, including key HR functions such as hiring and training. The whole objective of using design thinking in hiring is to enhance the user (in this case, a prospective candidate) experience. Creativity and empathy are two pillars when it comes design thinking for hiring. The Hiring managers need to think about the kind of experience they would want to provide the candidates. The process of recruitment is the first encounter the candidate would have with the organization. And so, the candidate's experience will have a huge impact on the brand and image of the company, for he/she is a customer too.

Social media, the power of electronic foot print

While LinkedIn has been a popular medium for recruitment until recently, recruiters today are looking at rather unconventional channels such as snapchat and instagram too. Social media channels have been playing a major role in connecting the recruiter and the candidate and with the addition of new channels every year, the options have only become wider.

In order to appeal to the millennial workforce, hiring managers globally are looking at projecting the lighter side of the work atmosphere in their companies. Instagram especially, has been a popular choice in doing this. Similarly, recruiters do a quick profiling of the candidate through his/ her social media profiles to see if the candidate has a professional presence. Recruiters also

go through the kind of interactions the candidate has engaged in to gauge his maturity level. Though a candidate's social media life cannot be a deciding factor in hiring in entirety, it sure has a major impact.

Employer review portals - need for positive brand building

Online reputation management has been quite challenging for organisations. It is true that the power social media gives to its users is enormous, especially if the user can post anonymously. Though this has its own merits and demerits, job seekers today have made it a point to visit these employer review portals to have a better understanding of the company they are applying to.

Apart from a company's products and services being constantly validated and criticised on various online portals, the last few years have seen a rise in the hiring process, salary, professional growth and work culture being validated and measured by employees on employer review portals. Prospective employees look at these portals, interact with current employees, understand the organization and its work culture and then make an informed decision. Therefore, it has become an imperative task for the HR managers to maintain a positive brand image amongst their own employee community. Employers are expected to pay close attention to building their brands, both outside as well as inside.

Today, hiring does not stop with inducting a new employee into the organisation. In fact, it is what the hiring managers do after the candidate is hired, that matters. Technology today measures the quality of hire which is of paramount importance given the fluidity of the millennial attitude towards work. It would be interesting to see how hiring managers embrace these trends in the coming year and make wiser and quality hires.

The author is Assistant General Manager - Branding and Public Relations, Great Lakes Institute of Management, Chennai.

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