Ensure Your Job Application Process Isn't Eliminating Top Talent

Take a look around, almost everywhere you go it seems everyone is on a mobile device. These mechanisms provide us with 24/7 access and the ability to instantly connect to work, and almost every aspect of our personal lives. It should be no surprise then that candidates expect this same convenience when applying for a job. However, this is one task that many employers haven't adapted for ease on a mobile apparatus, according to the results of the 2019 **MRI**Network Recruitment Trends Study.

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In fact, 76 percent of candidates say they expect the ability to submit applications and receive feedback via a mobile device. However, just 30 percent of employers offer a mobile-friendly application process. While that's up from 10 percent who did so in 2015, according to separate analysis from the Society of Human Resources Management (SHRM), employers aren't transitioning to these on-the-go options as quickly as today's workers expect.

Josh Ostrega, chief operating officer and co-founder of the software company WorkJam, told SHRM that it's in employers' best interest to invest in the digital era.

"These companies may be missing out on the most qualified prospects," Ostrega explained. "Highly skilled workers don't stay unemployed for long. Enforcing a sluggish application process encourages strong candidates to look elsewhere."

Here are some strategies that you as an employer may want to consider implementing to optimize candidates' experience:

Partner with an industry-specialized recruiting firm

By working in concert with an industry-specialized recruiting firm, you can give your candidates more on-the-go options for applying to jobs, while also gaining access to a larger pool of potential candidates. "The odds of you finding a perfect candidate who is also looking for you is miniscule," said Chris Hesson, manager of technology training for **MRI**Network. "Increase your odds by working with a recruiter who is the expert in your arena and knows the players. A savvy, niched, focused recruiting firm can also help ensure top talent are applying for your jobs via platforms that are on the cutting edge of technology," This can be especially critical if your company isn't able to invest in a mobile-friendly process."

Draw on other tech capabilities

If your organization is able to make some technology investments, consider offering quick-apply options on job boards and social networking sites like LinkedIn. Here, candidates can simply provide their profile link for consideration. If you're directing applicants to apply through a career site, make sure downloaded resumes can be parsed so that candidates don't have to make manual entries.

Harnessing the power of mobile technology is a win-win, both for candidates and your company's ability to attract top talent on an ongoing basis. Ensure your organization isn't losing out on the best in the industry because of a clunky, outdated process.