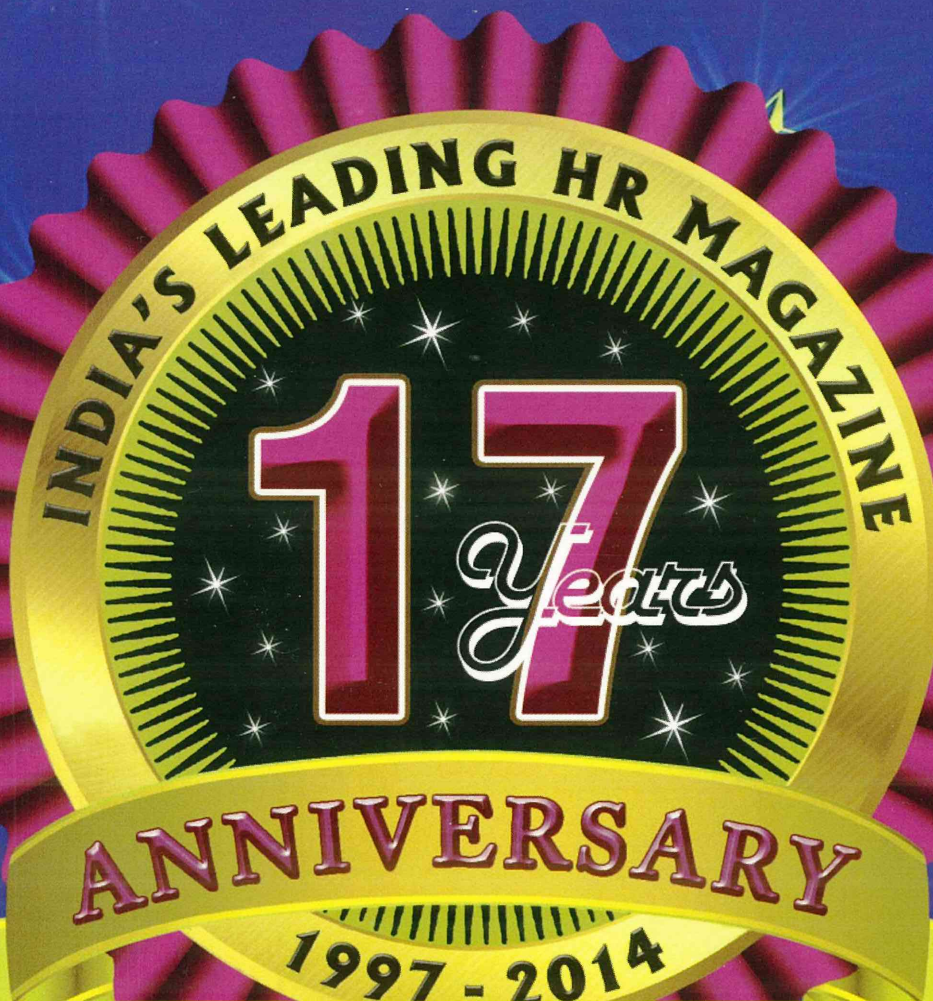


# HUMAN CAPITAL<sup>®</sup>

*realising business strategy through people*

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le subscriptions has led to new strategies as mobile search engine optimization, mobile career pages, and highly targeted mobile recruitment campaigns. While mobile devices are more convenient for jobseekers and passive candidates who discover jobs through web searches or by clicking on mobile ads or social media links, most companies do not currently have mobile-optimized websites.

According to a recent study by Potential Partners, only about 16 per cent of the surveyed organizations had career sites that were ready to be viewed on a mobile device, and another recent statistic suggests that only 8 per cent of the Fortune 100 have mobile-optimized career sites.

The lack of mobile-ready career sites leaves candidates without a way to search and apply for jobs on-the-go or away from their traditional desktop screen, which is increasingly how candidates are



Last week, at my friend's son's naming ceremony, my friend jokingly said, "The way the mobile phone is being used by the current kids, I felt like naming my son, Samsung." This statement rang a bell in my mind. Wireless devices have changed the way we communicate, work and entertain ourselves. For the Gen-Y, the last thing they do before hopping to bed is check the Smartphone, and it's often the first thing to reach out for in the morning. It has basically become an extension of us. This device has replaced the newspaper, radio and

thing they do before hopping to bed is check the Smartphone, and it's often the first thing to reach out for in the morning. It has basically become an extension of us. This device has replaced the newspaper, radio and PC. Hence, it comes as no surprise that Gen Yers prefer Smartphones to PCs and even tablets.

According to a survey, almost 87 per cent of job seekers said they would use their phone to search for jobs. About 55 per cent said they like to receive job alerts via text message, while 45 per cent would gladly use their phone to track a job application.

In the age of Smartphone, mobile recruiting is the 'in-thing'. To cater to this mobile savvy generation, it is critical for all companies to figure out how they can fit in mobile recruitment into their overall recruitment strategy and leverage it to get the best of the lot.

BY APARNA SHARMA

At the fact is that candidates look for jobs on their commute, on the train or even while chilling on the sofa. The employers who let them apply are the ones attracting the extra talent. Traditionally, recruitment boards but the increase in

suggests that, combined, nearly 50 per cent of our on-screen media interactions happen from a Smartphone or tablet, and that between 63-81 per cent of the time, we switch between devices to accomplish tasks such as searching for information, using social networks, or browsing the Web.

Increasingly, candidates view and apply

they get home?' but they are looking for jobs on their coffee break or while sitting on the sofa. The employers who let them apply are the ones attracting the extra talent.

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Visualization through Google Maps

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Data visu



for jobs they find on social networks. As more and more companies begin to use social media to market and recruit from their target audiences, these companies need to account for the number of candidates who choose to interact with companies recruiting messages through their mobile devices.

Currently, Facebook is the number one most-used app in the world (with 75 per cent of social media users accessing the network from their mobile devices, followed by Twitter at 28 per cent, Google+ at 26 per cent, Instagram at 13 per cent, and Pinterest at 9 per cent). The numbers of users who connect with companies via their social networks represent a large opportunity for the sourcing fraternity to interact and

provide potential candidates with careers they would like to pursue, through their online connections.

Plenty of companies have developed mobile recruitment strategies to adapt to this change in candidate behaviour. In fact, 33 per cent of Fortune 500 companies have adapted their career sites for mobile devices.

### Strategies for mobile recruiting

#### Inbound marketing techniques

- Try inbound marketing techniques such as adding regular blog content, social media updates and contests, mobile-optimized YouTube videos, or SEO landing pages to draw in potential candidates. These techniques offer a

backward integration approach to getting candidate eyes on your job openings.

#### Responsive website

- Provide a responsive website design that automatically adapts for viewing and interaction on Smartphone, tablets, or laptops or desktop devices.
- Ensure the application process is user-friendly by:
- Making the initial online application process seamless and efficient, lasting no longer than a minute or two and allowing candidates to express interest with a single click that will indicate their interest in receiving an email.
- Allowing applicants to upload their resumes from their Smartphone, tablets, or online

**New Talent Economy = HR + Technology**

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document storage locations.

- Giving them the ability to save a

doesn't just mean optimizing your career site for mobile devices, it

Aparna Sharma

As a career coach, I have seen many candidates struggle with the job application process. They want to be part of the team, but they don't know how to get there. They are not sure if their resume is good enough, or if they should be applying for the job. They are not sure if they should be applying for the job. They are not sure if they should be applying for the job.

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• Your mobile searchers strategy

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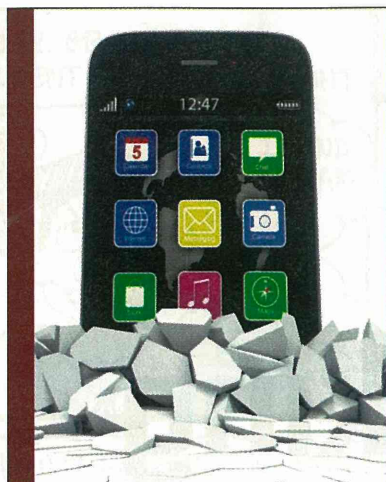
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## • take aways

- Companies are developing mobile recruitment strategies to adapt to this change in candidate behaviour. In fact, 33 per cent of Fortune 500 companies have adapted their career sites for mobile devices.
- Try inbound marketing techniques such as adding regular blog content, social media updates and contests, mobile-optimized YouTube videos, or SEO landing pages to draw in potential candidates.
- Incorporating a social media strategy to engage candidates is increasingly important, considering LinkedIn found that 64 per cent of active job seekers browse career opportunities on social networks.
- Mobile recruitment is a necessary rather than visionary—especially for younger adults.
- Looking at the statistics, of the increasing number of mobile users, mobile recruiting is the IN-THING.

your website is designed for, are you displaying only the necessary information?

- Is your design clearer and easier to navigate?

**Quickly, quicker:** The bandwidth of the phone should be taken into consideration; any graphics that require time to load could deter potential jobseekers.

- Is your site easy to access, i.e., can it be viewed on any device and not only on a Smartphone?

- Also, how many buttons and links does the user have to work through?

This can be fine as long as the pages don't take a lot of loading time. The same goes for scrolling - it can be easier to navigate as long as it doesn't go on forever.

**Important bits:** The most crucial part of your site is of course to apply for jobs!

- Are you sure that the user is able to submit his/her CV or email address easily, with clear direction? It may also be useful to allow the candidate to track the status of their application considering the accessibility granted by mobile devices.

- Are you ensuring that your contact information and links to

social media are clearly visible and relevant?

- Do you use blogs to talk about company culture?
- Have you posted videos that show what it's like to work in your offices?
- Is your website optimized for mobile navigation?

Job seekers look for this type of media to decide if they'll be a good fit for your company's culture. Offering rich media is a great way to reach out to job seekers while

abilities of a mobile phone. Make it easy for potential employees to share content from the site with clear access to social media if available. Referrals and share buttons will allow your site to interconnect with the users' social networks and reach further.

- Does your organization's site keep the potential candidates who have applied warm by sending regular updates on your company's progress?

Mobile recruitment is a necessary rather than visionary-especially for younger adults. Mobile is a fact of life and we have to incorporate it into our overall recruitment strategy. Looking at the statistics, of the increasing number of mobile users, mobile recruiting is the IN-THING. It's critical for all companies to figure out how they can fit in mobile recruitment into their overall recruitment strategy.

It's important for companies to recognize the trends, and evaluate their company's human resource needs among the ever growing mobile population. It's about recognizing that people aren't always at their computer anymore. We need to move towards providing them with information they want anytime, anywhere, across any device, and that's the bottom line. **HC**

## INDUSTRY SPEAK

### Measuring efficacy of mobile hiring using technology

Be it mobile hiring or traditional mode of hiring, organizations today are interested only in measuring the throughput and efficiency of hiring. In the throughput process, organizations hire an employee and measure his/her performance against the preset performance parameters for the position. Another throughput process that organizations track is, how quickly positions are filled.

Whether the recruitment is through mobile or traditional modes, organizations mainly look into two aspects - measuring cycle time and measuring costs. I personally don't think the channel of recruitment matters. What matters is the connectivity.



by Ranjan Tayal, Sr. VP & SBU Head, Ramco HCM

building your company's public profile.

**Network:** Maximize the use of the medium by using the networking

**Multi-country payroll across 40+ countries**

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