



Winning the Talent War . . . with e-Recruitment Technology

Experts predict the worst labour shortage in Canadian history by the end of this decade. Fuelling this labour shortage is the imminent retirement of the massive baby-boomer generation. The end of this decade is only 5 years away and the succeeding generation is far too small to effectively fill the gap that will be created as older workers leave the workforce. To meet current and future organizational needs we are being challenged to win a highly competitive war of attracting and retaining top talent. This war is expected to result in inflated wages, "talent raiding" by competitors, increased contracting and outsourcing, and the need for aggressive recruitment branding (i.e., "why you want to work for our organization").

Increasingly, progressive organizations are reaping the competitive advantages of e-recruitment technology to gain a leading position in the escalating war for talent. This technology has revolutionized the way candidates seek career opportunities as well as the way organizations propose employment relationships. Regardless of the type or size of your organization, e-recruitment is a key tool for attracting high-demand job candidates.

How can technology enhance recruiting and selection efforts?

e-Recruitment technology can automate virtually all labour intensive steps in the recruiting process: website job postings, qualifications screening, collecting and reviewing resumes, skill matching, candidate communication, etc. By managing routine tasks, the technology frees up a company recruiter and hiring managers to focus their energy on their core business activities and the more strategic needs of the organization – building candidate relationships, and attracting and hiring talented employees who will move the organization forward.

An affordable solution: Application Service Providers (ASPs)

Until recently e-recruitment technology was limited to large corporations, however, the emergence of application service providers (ASPs) has made e-recruitment technology an affordable reality for organizations of all sizes.

ASPs offer a "leased" solution that provides the full benefit of e-recruitment technology through a cost effective and easily implemented web-based application. This internet-based technology equips subscriber organizations with sophisticated functionality that continuously evolves as recruiting best practices develop. This dynamic model allows organizations to enjoy the benefits of e-recruitment technology without the worries of developing and maintaining complex technical systems. A customized ASP reflects the "look and feel" of the organization's website and incorporates complex screening and candidate management processes for a fraction of the cost of an in-house recruiting tool.

Gaining a competitive edge

e-Recruitment technology provides a competitive edge by enabling organizations to respond quickly to qualified applicants and to invest time in value-added hiring activities —building positive relations with desirable candidates and educating high-demand talent about the benefits of working with the organization.

Tactically, e-recruitment technology streamlines administrative recruitment functions resulting in significant time and money savings, offering a substantial return on investment. Strategically, the technology provides critical “state of recruitment” reporting information that facilitates informed hiring decisions, process innovation, and the ability to optimize the recruitment process.

Ultimately, leveraging technology to support recruitment efforts results in:

- higher calibre candidates
- decreased hiring time and increased hiring accuracy; and
- substantially reduced cost per hire.

The war for talent will challenge all organizations to aggressively seek competitive ways of attracting and hiring top talent. e-Recruitment technology provides a dynamic tool to gain this competitive advantage!

Sherry Panciera is President of North Star Human Resources Inc., a Manitoba-based company combining web-enabled technology with hiring expertise to equip employers to effectively recruit, qualify and hire candidates using the power of e-recruitment technology. For more information, contact Sherry Panciera at sherry@northstarhr.com or by visiting www.northstarhr.com