

Dos and Don'ts of Building an Applicant-Centric Process

Processes should prioritize applicant experience and ensure transparency, efficient communication, and a streamlined application and onboarding journey.

Dos:

Application

- Digitalize the applicant process AND continue to offer paper/pencil alternatives
- Clearly communicate all steps to the hiring process either in the Job Ad or immediately following when someone applies
- ONLY ask necessary questions
- ONLY gather information necessary for hiring
- Send letter of appreciation for every applicant that comes through the system

Screening

- ONLY ask questions that are relevant to the role
- Standardized screening questions for all applicants and maintain answers in one location
- ONLY have one screening call before sending someone to training
- Share appreciation for everyone who is screened

Onboarding

- Timeline: try to move as quickly as possible from application to training ideally less than two weeks
- Create a clear communication plan that should include text, email and phone calls to stay in contact with applicants
- Add multiple training options in-person, online, evening, weekends, weekdays
- Allow applicants to either self-register for training or you can register them during their screening call
- If background checks are required add as many options as possible (adding background check hours at your office, share multiple locations)
- Celebrate all trainees post-training (big thank yous! appreciation!)

Don'ts:

- Take too long between application and training
- Under communicate to applicants
- Ask unnecessary or unscripted questions during the hiring process
- Disregard their service by not acknowledging the applicants interest in the work