



Firms fail to realise full potential of online recruitment

Employers are not using the Internet effectively as a recruitment tool because they have misconceptions about online jobseekers, according to a report by iLogos Research.

Perception vs Reality: Job-seeker Behavior Online, released at SHRM's conference and exhibition, refutes the widely held belief that people won't spend more than five minutes on online job applications. Researchers found that 60 per cent of candidates were willing to spend more than 15 minutes applying online to a job of high interest.

The study also found that 95 per cent of candidates were willing to give work experience details online, 68 per cent did not mind filling in a personality profile and 61 per cent were happy to provide personal references. And 88 per cent of candidates were prepared to answer questions about their skills.

"Recruiters can use the interactivity of the web to pull in the information that they need from candidates in order to make a proper and faster hiring decision," the report states. "With the right processing, skills-based questions can be used to pre-screen candidates and automatically generate a shortlist."

But many employers have not yet made the leap from the traditional, advertising-driven recruitment process to the online, database-driven process, according to iLogos Research's president, Yves Lermusiaux.

"Lots of corporations tell us: 'The Internet is great, but we receive too many applications from unqualified candidates,'" Lermusiaux told *People Management*. "Employers shouldn't forget that they can use the Internet for two things: as a medium to reach people and as a tool for processing people. It's more than a marketing tool."

WEB LINK

www.recruitsoft.com/ilogosreports