THE 2018 GUIDE TO
HR & Recruiting Tech Tools

Branding, Tracking, Measuring

bitly THE POWER *of* THE LINK.

THE 2018 GUIDE TO HR & RECRUITING TECH TOOLS

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HR & RECRUITING TECH TOOLS

A new ecosystem of HR and recruiting tech is rapidly taking shape. From platforms that streamline the application process to new ways of interviewing candidates and dispensing benefits, it's becoming a crowded marketplace.

It can be hard for HR teams to pick out what kind of tech stack is right for them, so we decided to put together a guide that can help you through the process. In "The 2018 Guide to HR & Recruiting Tech" you'll find:

IN THIS GUIDE, YOU WILL LEARN:

- The big HR trends of tomorrow
- How to measure the candidate journey from start to finish
- How links can help inform your recruiting & HR strategies

CHAPTER 1

8 HR TRENDS FOR 2018

We spoke to HR professionals and recruiters alike to get their take on what was happening in the space - especially as companies look to 2018.

Here's what they said will be big priorities for HR & recruiting teams.

1

BOTS

"Talent acquisition is a prime candidate for the use of robotic process automation. An enterprise may have tens of thousands of resumes from past applicants, which is incredibly time-consuming.

We recently worked with a client to archive and store 70,000 HR documents. Our bot, DORIS, completed the task in 36 hours—something that we estimate would have taken two or three months for an HR team of ten."

- Brandon Carter, Engagement & Loyalty Marketer, Access Perks

[3] https://www.emarketer.com/Article/US-Digital-Ad-Spending-Surpass-TV-this-Year/1014469

2

DATA + VIDEO

"New tech such as data science and collection techniques are being used to transform the traditional interview process.

At HireVue, our team of Industrial-Organizational (I-O) psychologists leverage video interviewing to deliver custom assessments. They create questions specifically designed to elicit responses predictive of job success and find the right behaviors.

With artificial intelligence, candidate's video responses are collected, analyzed, and scored against a model of the ideal response – providing an I-O validated prediction of job success."

-    Jon-Mark Sabel, Content Strategist, HireVue

3

UNDERGRADS

"We have two remote locations at this time which we staff with college students.

Not only does this exposure to the industry give them money and experience, but they are also on the front lines of eCommerce and tech trends.

I can't overstate enough the importance of having college students employed at a tech company — there is no better window to the world."

- Jan Bednar, CEO, Shipmonk

4

LEARNING

"Continuous learning will be a hot trend this year. HR leaders are recognizing the need to overhaul learning and development opportunities for their employees, considering that careers are now likely to span 60 years.

Digital training through learning management software (LMS) is an increasingly attractive option because it gives HR teams the ability to measure employee productivity through data. It also makes for a more collaborative experience since various departments across the organization supply learning content. Examples of LMS on the market include SkyPrep and SkillPort."

- Lauren Stafford, HR Publishing Specialist, HRMS World

5

BALANCE

"HR departments are recognizing the value of work-life balance. Specifically, many companies are putting policies in place that limit checking email while out of the office and working while on PTO. They're trying to be proactive about encouraging people to use more PTO and to actually stay offline during that PTO.

HR departments are also looking at ways to mitigate stress in the office. More and more companies are working financial and mental health into their regular wellness programs."

- Brandon Carter, Engagement & Loyalty Marketer, Access Perks

CANDIDATE ATTRIBUTION

There are more than 100 job boards for recruiters to track. Just about every recruiter (92%) uses social media to find candidates.

When you consider that 78% of recruiters believe that referrals are the best way to source new employees, that adds a totally new dimension when it comes to measuring the candidate journey.

With so many different channels to find candidates, recruiters have to figure out where their time, money, and efforts are best spent.

Here are three ways you can build a funnel that helps with candidate attribution:

1

TRACKABLE LINKS

this.hr/SrProductManager

this.hr/SalesDirector

Job A

Job Application
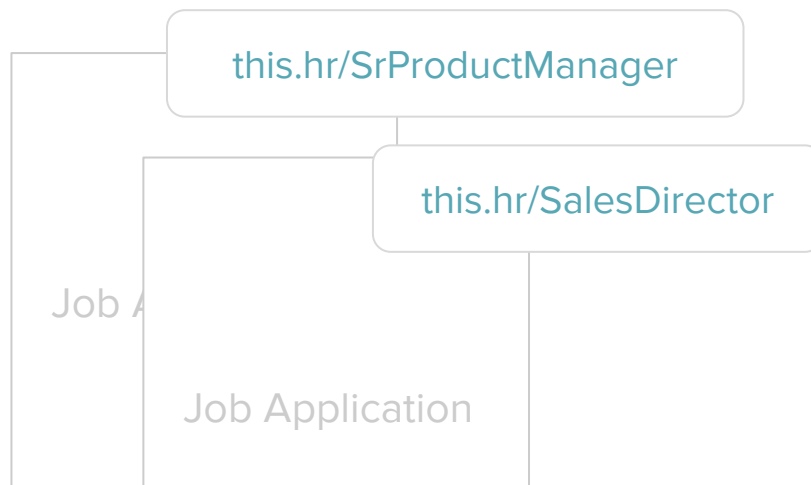
When you use a trackable link wherever you're recruiting, you can get a single view of every recruiting effort across the board. Use trackable links everywhere and you can see:

- Referral sources
- Clicks within email, messages, texts, or social networks
- Channels with the highest engagement, per position
- Offline engagement at job fairs

Once you can attribute the number of applications from each channel, you should drill down into candidate quality.

2

APPLICATION PAGE

in this.hr/SrDirectorLI

Job Application

🐦 this.hr/SrDirectorT

Job Application

If you create specific application pages for each different source, it's easy to gauge the quality of candidates for those sources.

For example, if you're promoting a position on Indeed and Twitter, you can create two identical application pages. Promoting on ten different job boards? Create ten pages.

By seeing exactly which candidates are applying through each page, you can figure out where you can find the highest-quality applicants.

3

ALL-IN-ONE PLATFORMS

Software platforms like Greenhouse, Jobvite, and Zoho Recruit provide recruiters with the tools they need to track how candidates are applying across multiple channels.

By providing a single hub for the candidate journey, these platforms streamline the process from start-to-finish, from application to interview to hiring.
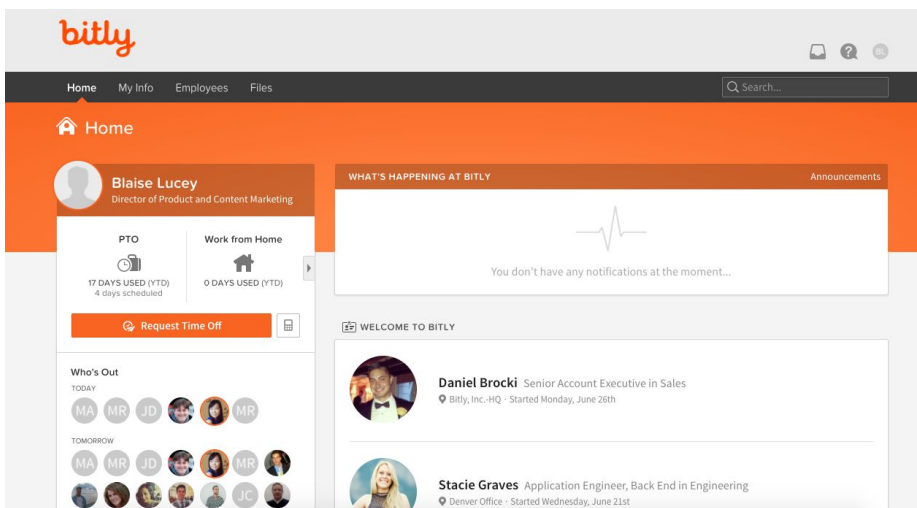
THE HR TECH STACK

Just like there are a growing number of tech platforms for recruiting, there are just as many for HR teams when it comes to managing benefits, contracts, and employees.

At Bitly, our team uses eight different tools to make each aspect of the HR process easier. Here's our breakdown:

1

bambooHR™

BambooHR to keeps HR up-to-date with important events such as employee birthdays, anniversaries, and more.

The platform works like an intranet and a corporate Facebook. Each individual account features a news feed and a calendar of upcoming birthdays, as well as scheduled time off across the company.

There's also a company announcement section where our HR team can send out news about upcoming events or product releases. We add a Bitlink to these announcements to track how many employees are reading and clicking through.

2

greenhouse.io

As we mentioned in the previous chapter, Greenhouse is an all-in-one-tool that helps us track the recruitment process from end-to-end.

The platform helps streamline the interview process for both hiring managers and interviewers. Through Greenhouse, each Bitly employee receives a calendar invite with a link. The link takes them to a landing page with everything they need to know – the candidate's resume and contact information, job description, and a tab called "Scorecard" where the interviewer adds their recommendation and feedback.

3

Si Small Improvements
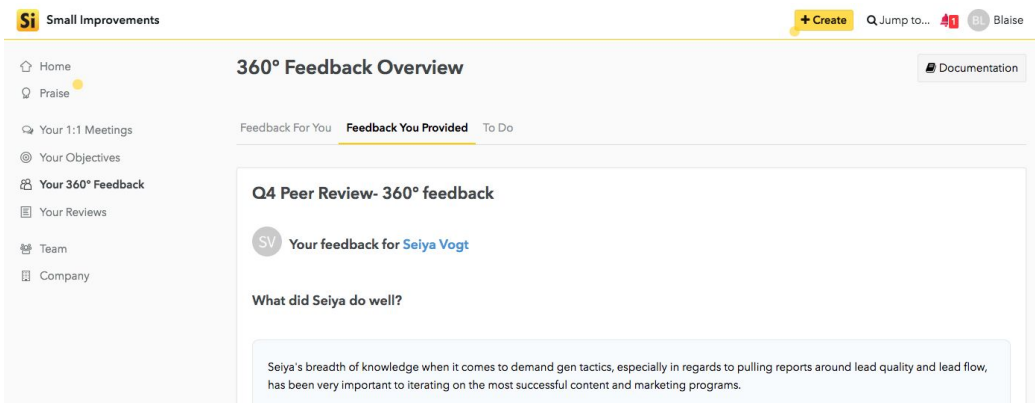
Performance review system Small Improvements makes it easy for employees and managers to submit reviews and to collect 360 feedback.

Each employee completes a self-assessment and reviews with their manager. After the meeting, both manager and employee share their feedback in Small Improvements.

At Bitly, some of our managers paste custom Bitlinks in their feedback forms. The Bitlink leads to a separate feedback document and helps track which employees are clicking through and engaging with their reviews.

4

Typeform|
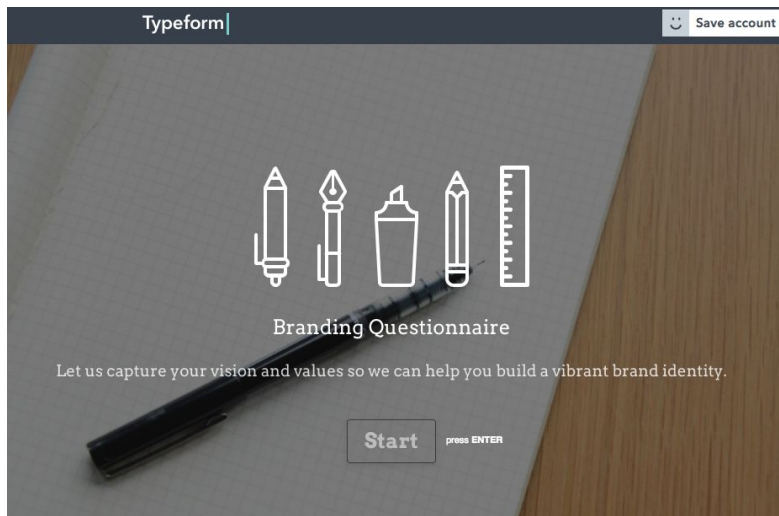
Surveys are a great way to take the pulse on employee engagement, happiness, and challenges.
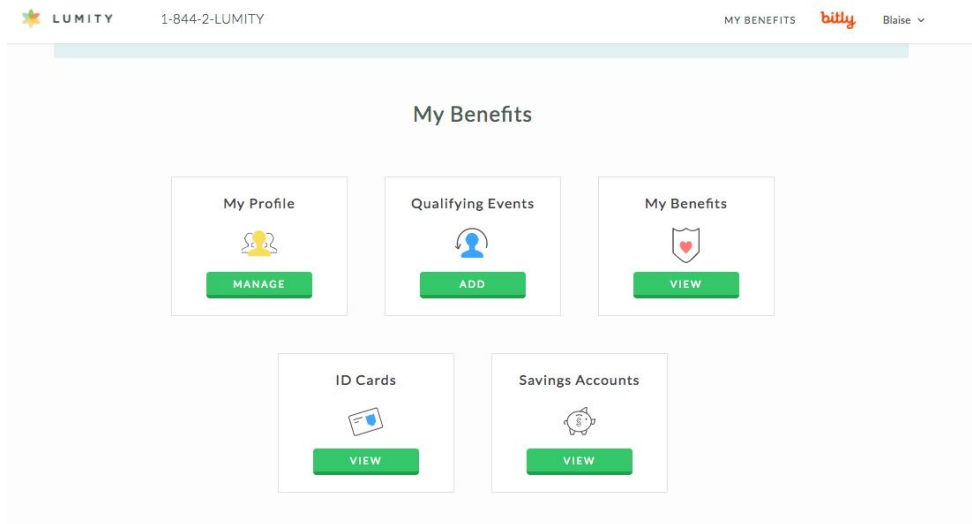
At Bitly, we use Typeform to run employee engagement surveys and post-hire surveys halfway through a new employee's first month on the job.

Typeform's user-friendly design makes it easy to build responsive surveys, quizzes, payment forms, lead gen forms, and more.

5

LUMITY

Lumity makes it easy for employers to offer good healthcare insurance options, at a good price.

The platform has made it really easy for the Bitly team to find the right plan and enroll — both as a business and as individuals.

Employees fill out a simple survey at the start of the enrollment period and the platform puts together personalized recommendation plans based on their needs. Lumity's intuitive design makes it easy for our HR team to manage and monitor benefits on the back-end too.

6
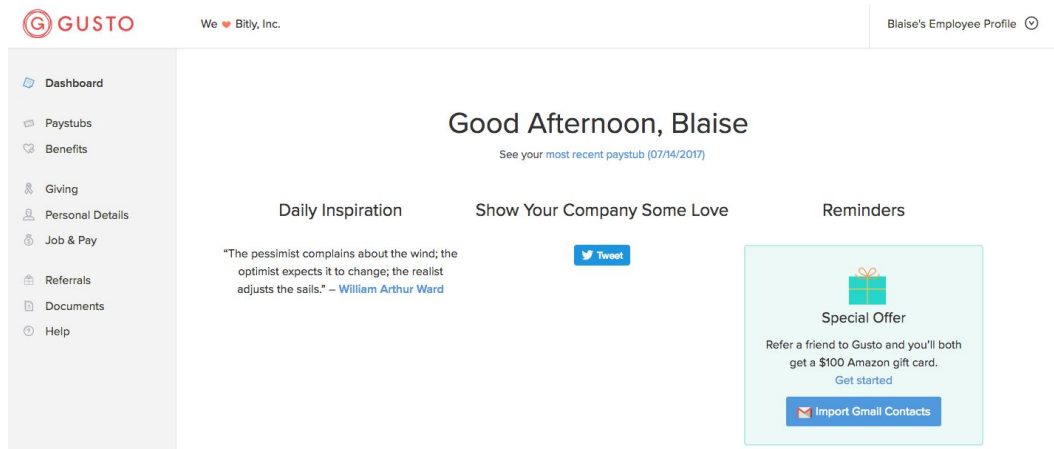
GUSTO

Gusto is a robust platform that rolls up payroll, benefits, and employee data so that you can onboard, pay, and recognize employees all from one platform.

Housegreening, a Denver-based green housekeeping company, uses Gusto to streamline their payroll efforts. The company reported that they run payroll 10 times faster using Gusto.

Other companies, like Commonwealth Joe, a local coffee roaster in northern Virginia, uses a system like Gusto to automate processes and free up time for the team to focus on growth.
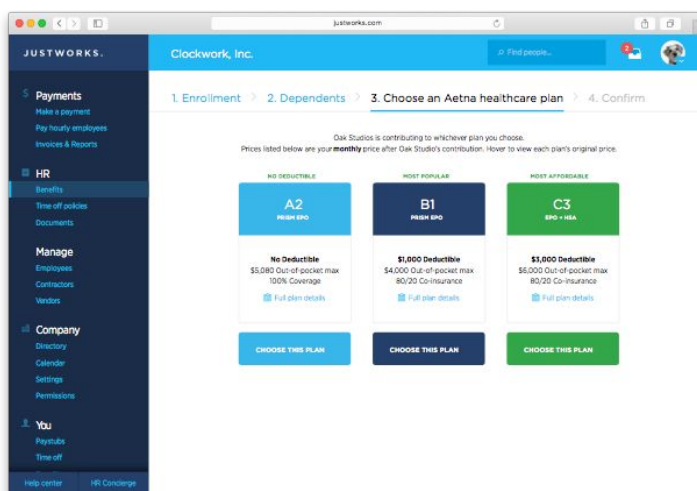
JUSTWORKS.

Justworks is another all-in-one HR platform with a great user interface.

Justworks uses a PEO model which is especially great for startups looking for flexible, affordable healthcare solutions for employees.

The PEO groups companies under one umbrella which gives smaller companies access to lower rates that would normally only be available to larger corporations.

8

bitly
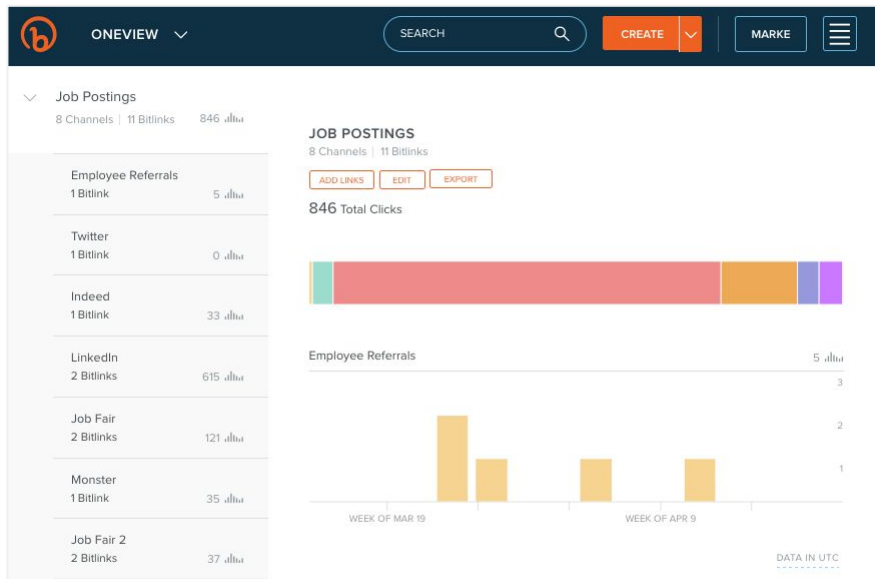
When you use Bitlinks, every click, swipe, and tap can be tracked in the Bitly dashboard. So whether it's a Bitlink on a poster at a recruitment fair, a custom Bitlink sent to a referral, or a branded Bitlink on Twitter, you can see how many people are clicking and where they're coming from.

Larger companies use Bitly OneView, a feature of Bitly Enterprise, to track multichannel campaigns and compare recruiting efforts across teams.

When you use Bitlinks for every touchpoint across the recruiting funnel, you can track performance at both macro and micro views.

LINK MANAGEMENT FOR HR

At Bitly, we believe that, by using Bitlinks in every internal and external HR and recruiting communication, you can build an Internet you can see across.

Here's how:

1

BRANDING

If you're posting jobs on Monster, Indeed, Twitter, and Facebook, you want to make sure that you can create a streamlined experience, wherever someone finds the opening.
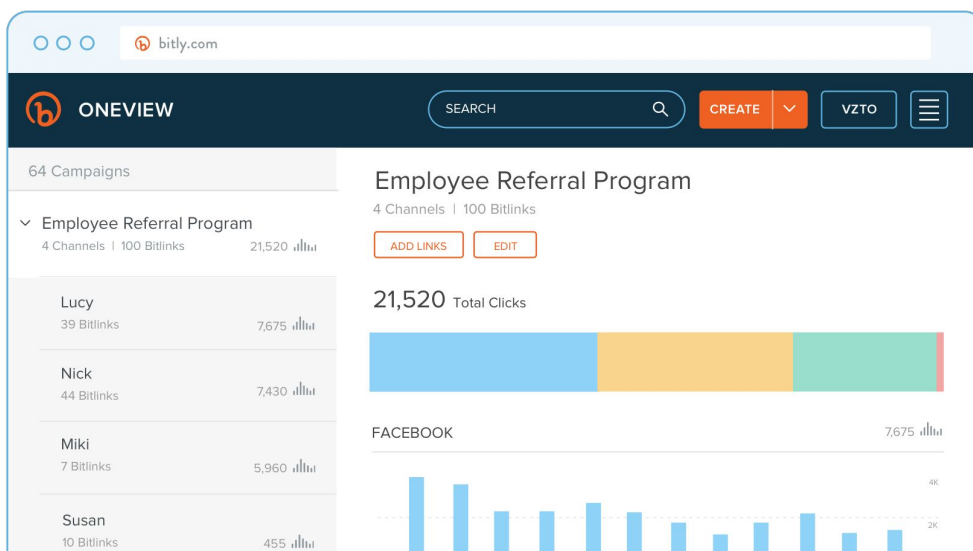
With branded links, you can make sure that your brand is reflected across all of the different channels.

If you use branded links from Bitly Enterprise, you can guarantee that every time someone shares the posting, that link is auto-branded and you can measure which jobs are getting shared the most across earned media.

2

REFERRALS

Sometimes, you're pushing a dozen positions at once, across multiple channels. With Bitly OneView, you can build one campaign for multiple job openings and post Bitlinks from that one campaign across multiple channels. You can even create specific links for different locations or events.

With Bitlinks in all your channels, you can compare the performance of a sign in a store window to a job fair to an online job posting in one dashboard. That helps with future investments and can even show talent teams the source of the best candidates.

3

MULTI-TEAM RECRUITING CAMPAIGNS
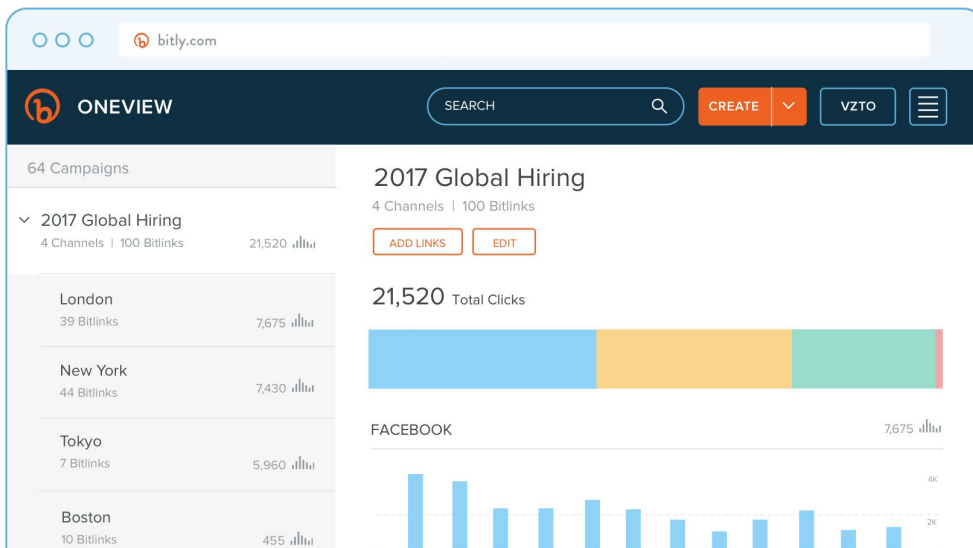
HR teams at enterprises are often separated by function as they focus on finding positions for specific teams or locations. That can make it more difficult to get a macro view of the recruitment efforts, both online and offline.

With Bitly Brand Manager, you can easily roll multiple Bitly users into one centrally managed account. If every team member is using Bitlinks in their job postings and events, you can have a complete and overarching view of your most effective channels, activities, and teams.

4

TRACKING CANDIDATES FROM EVENTS
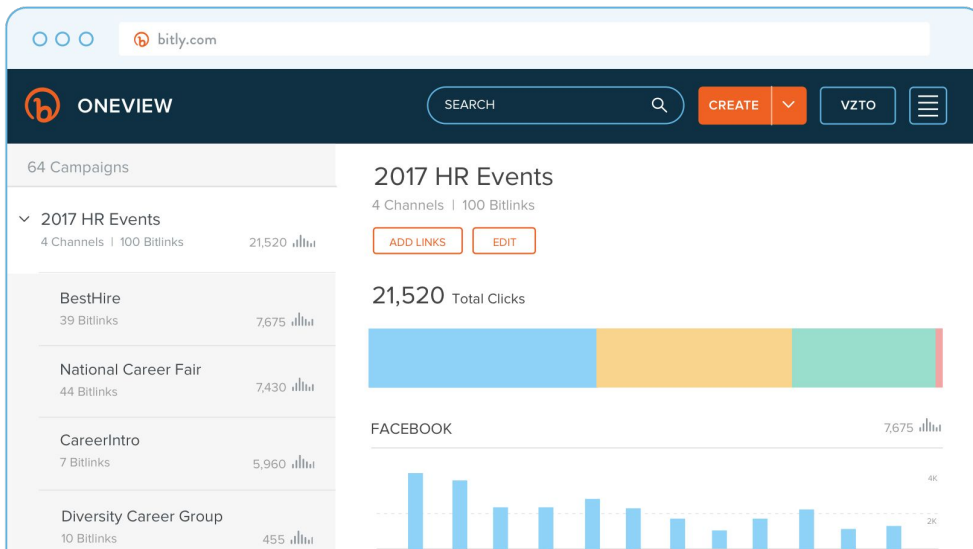
Depending on your industry, job fairs and other recruiting events can be the most effective ways to drive job applications. But do you know how many people apply per event? And which events have the most qualified candidates?

If you use Bitlinks to drive people to an online application website, a business card, or the next step in the process, you can track the exact number — and quality — of the candidates coming from each event.

5

PRINT COLLATERAL
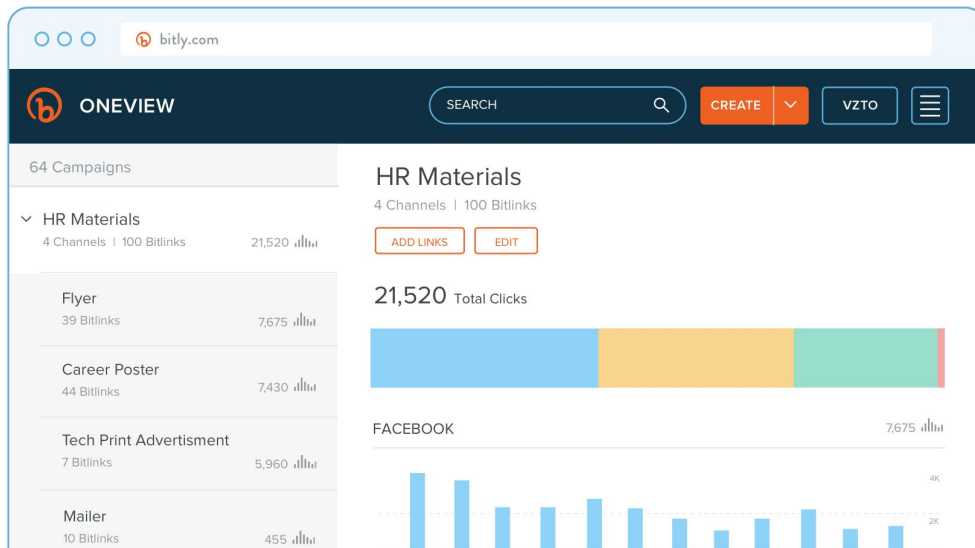
If you use flyers, posters, or packets to send out recruiting information, use Bitlinks. That way, you can see how people are interacting with the print materials and which links get the most engagement from offline candidates.

With Bitly Enterprise, you can redirect a link at any time. So if you make a mistake on some collateral or need to update the pages after they're already printed, you can just redirect the link rather than reprint thousands of dollars worth of collateral.

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Recruiters have been tasked with covering all the new channels that candidates use to find jobs. HR teams have to navigate a complicated landscape of benefits, reviews, and more.

That's changing. Once you start thinking about what you really need in a HR or recruiting tech stack, you can revolutionize how you source, interview, and recruit candidates and keep employees engaged and happy.

More than anything else, these tools offer teams visibility and transparency that can help optimize every process on the team.

INTERESTED IN LEARNING MORE ABOUT HOW YOU CAN USE BITLY TO HELP YOUR RECRUITING & HR TEAMS?

Email us at sdr@bitly.com to learn more.

bitly THE POWER *of* THE LINK.