What You Need to Know About Mobile Recruiting
The Time is **Now**

**Mobile-recruiting is a must-have.**

This means much more than having a website that fits inside the dimensions of a smartphone screen. It means offering candidates an experience they now expect in all interactions, digital or not.
Talent **Expects More**

From ordering a latte to depositing a check, people are comfortable doing just about everything from their phones. In fact, we reach for them often on impulse. And why shouldn’t we? Our phones enable us to get what we want fast, sometimes even instantaneously. **Still, HR departments across industries have been slow to adapt to mobile technologies.**

By updating hiring processes to be mobile-friendly and forward-thinking, companies can improve flexibility and efficiency for both the recruiter and the candidate.
4 Chapters to Get You Closer to Mobile-Topia

We know, it all sounds utopic so far, but what you really want to know is how to develop your mobile strategy and why you should act fast on implementing your plan.

Here are four chapters we’ll explore:

1. Mobile-Use Has Outperformed Desktop-Use, Mobile-Optimization is Key
2. Rethink Your Application Process, Often Less is More
3. Both Candidates and Recruiters Want Control, Self-Service is the New Norm
4. Rethink the Interview Process
Chapter 1:
Mobile-Use Has Outperformed Desktop-Use, Mobile-Optimization is Key

1.8 billion people now have smartphones and they are checking their phones eight billion times a day!\(^1\)
When searching for jobs, candidates are likely doing some, if not all, research from their phones.

In fact, 72% of job seekers are using their mobile devices to research companies, 70% to search for jobs, and 40% to apply for open positions. Surprisingly, only 60% of companies have mobile-optimized websites and only 46% a mobile-optimized application process.\(^2\)

For the first time ever, web traffic from users of mobile and tablet devices has outpaced desktop access 51.3%, compared to 48.7%.\(^3\)

---

Chapter 1:
Mobile-Use Has Outperformed Desktop-Use, Mobile-Optimization is Key

Do you need to pinch, scroll, or zoom to navigate through job listings on your company’s career page from your phone? Not sure? Take a moment to try it out.

If the layout is not ideal, then your website is likely not mobile-optimized. Be honest, would you want to continue viewing available jobs from this experience? Most likely not, and neither will your candidates.

If the page looks clean and navigation is intuitive then kudos to you and your company. Still, there is always room for improvement and candidates still want more.

55% of candidates want to receive alerts, 45% want to apply for jobs and be able to track their application status, 23% want to share information via email, and the remaining 19% want to share information on social media—all from their phone.4

<table>
<thead>
<tr>
<th>Candidate’s Desired Mobile Capabilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Receive Alerts</td>
</tr>
<tr>
<td>Apply &amp; Track Application Status</td>
</tr>
<tr>
<td>Share Information via Email</td>
</tr>
<tr>
<td>Share Information via Social Media</td>
</tr>
</tbody>
</table>
Chapter 1: Actions You Can Apply

How to mobile-optimize your recruitment process:

- Make sure your company website is responsive, meaning it can be viewed on a tablet, smartphone, or desktop with an optimal viewing experience that requires little to no resizing, panning, or scrolling.
- If a full website redesign is not an option then work to at least have your career and job application page mobile-friendly.
- Check that videos and images on your career page are engaging, relevant, and load correctly.

Through iCIMS Recruit, a configurable applicant tracking system, users have the ability to set up career portals that match their company’s brand. The application experience can be tailored and candidates can apply from their phones using tools like social media apply and Google Drive, Dropbox, or OneDrive resume upload.

Left: iCIMS’ mobile-optimized and filterable career site

Chapter 2:
Rethink Your Application Process, Often Less is More

1 in 10 millennials said they wouldn’t even consider a company if they can’t apply on a mobile device.\(^5\)

Before reading further, ask yourself and your HR team these two questions...

1. How much time does it take your candidates to fill in a general application?

2. How many clicks does that equate to?

Not only should you ensure your candidates can apply for an opening from their phones, you also need to consider the amount of time it takes to apply, from start to submission.
Chapter 2:
Rethink Your Application Process, Often Less is More

Application rates are said to **drop by a staggering 365%** if an application on a mobile device takes more than 15 minutes to complete.⁶

Think of yourself as a candidate and go through the process of finding a specific job and applying.

- **How many clicks and questions does it take to get you to submission?** On average, 10.6% of click-through candidates complete a job application that asks fewer than 25 questions. That figure drops by half (5.68%) when the application asks 50 questions or more.⁷

- **Did you start to lose interest along the way?** Organizations can carve 250% from their sourcing costs simply by reducing the time it takes to complete a mobile application from 15 minutes to 5 minutes.⁸

Include only the areas that matter most into your applications and remove unnecessary steps that could lead to applicant drop off.

---

Chapter 2: Actions You Can Apply

Shorter application processes yield higher completion rates. Candidates should be able to complete a job application in just a few clicks and within 20 minutes. To get started:

- Double check that your job applications are not longer than they need to be. Test it out.
- To make the application process seamless, ensure your applicant tracking system can easily upload resumes or parse information from cloud storage sites such as Google Drive, LinkedIn, or Dropbox. This enables applicants to present their information in the way they intended.

Today’s hiring managers and recruiters, like you, need mobile tools to stay actively engaged with candidates. iCIMS Recruit lets you choose the application lengths that are best for mobile and ensures the process of uploading a resume is easy for the candidate.
Chapter 3:
Both Candidates and Recruiters Want Control, Self-Service is the New Norm

iCIMS monitored the traffic of more than 200 million job seekers visiting iCIMS-hosted, mobile responsive career portals to observe job seekers’ mobile behavior and found that there’s been a 238% increase in job seekers’ conversion from “just looking” to actually applying for a job from a mobile device.9

Does your applicant tracking system help speed time-to-fill and reduce possible log jams in various stages of the hiring process? Among those who currently use an ATS, 100% agreed that their company needs to do more to integrate mobile recruiting technology.10

Your systems’ mobile capabilities should include:

• **Mobile-optimized career portals:** Career website pages that can be easily viewed and navigated on from a phone.

• **Mobile-enabled job application:** The ability to populate candidate information through social login or cloud accounts.

• **Automated communications:** Programmed messages to help your company stay connected and avoid any information gaps.

• **Mobile recruiting application:** An application process that lets recruiters provide timely feedback to candidates wherever they are.

---

People have learned to research the best doctors, cars, and even online clothing stores, so of course candidates are “shopping” for jobs. Your candidates and recruiters are used to finding information and receiving communication fast.

**Can your candidates apply for a job from their social accounts?**

Being able to apply for a job that allows information to be pulled in from a social account, makes applying that much easier.

**Can your recruiters use their mobile devices to move through the hiring process?**

Today’s hiring managers and recruiters need mobile tools that allow them to stay actively engaged with candidates, no matter where they are.
Chapter 3: Actions You Can Apply

Candidates are using mobile devices to find new career opportunities, follow their favorite companies, register at events, and apply for openings. Your recruiters want mobile tools that allow them to work smarter and more efficiently, too. To get started:

- **Give your candidates access to open jobs from your company’s social profiles.** iCIMS Social Distribution gives you the ability to post jobs directly to social media outlets and have applicants apply to positions using their social accounts.

- **Give your recruiters tools they can take with them that help to attract, source, and hire top talent.** Included with iCIMS Recruit, the Mobile-Hiring App gives recruiters on-the-go convenience of accessing information about their open jobs on their mobile device. “Log-jams” are reduced and the best candidates are moved through the process faster.

- **Ensure your tools offer automation, engagement, and information.** When used with iCIMS Recruit, iCIMS Connect, an advanced candidate relationship management tool, helps improve interactions with candidates, with the addition of nurture tactic capabilities.

- **Consider having a kiosk at your events that gives candidates the ability to effortlessly sign in and upload their resume.** iCIMS Connect’s Candidate Kiosk lets candidates register, check-in, and parse resume information from a mobile device.
Chapter 4:
Rethink the Interview Process, Incorporate Video

95% of retail hiring managers agree that five years from now, most interviews will take place using mobile devices.

Does your applicant tracking system promote video screening technology? It should.

Video screening lets candidates present themselves without the recruiter having to travel, or physically be in the same room as the candidate. Saving you time, money, and effort.

This gives job seekers the opportunity to put their best foot forward and recruiters the opportunity to identify the right talent during their preferred time.

Chapter 4:
Rethink the Interview Process, Incorporate Video

Video gives recruiters the power to review more interviews in one sitting.

**Organizations using video screening tools were 2 or 3 times more likely to improve time-to-fill, cost-per-hire, and business metrics.**

The mobile phone has become a standard tool. With video interviewing you can expand your candidate search nationally and internationally.

Chapter 4: Actions You Can Apply

Candidates and recruiters, alike, want options. Make sure your applicant tracking system gives you and your candidates flexibility. To get started:

• Utilize your ATS to ask candidates to submit a short video from their phone that answers a specific question.
  - By viewing your candidates’ short video responses you can identify the right talent at your own convenience.

• Share video interview appointments with your candidates.

iCIMS Recruit allows users to store and track all elements of the hiring process including video screening and candidate responses, all in one single location. Recruit’s calendar view gives you the access to share an interview appointment to your candidate’s calendars.
Let Mobile Recruiting Help You Win the War

Whether recruiter or candidate, we all shop, pay, talk, meet, and learn on our mobile phones. It only makes sense that we would search, follow, and apply for jobs, as well as, recruit and hire using our phones.

Today’s job seekers are savvier and have come to expect mobile technologies to assist them with their job search and applications. Equally, an effective hiring strategy needs to be backed by tools that can help companies like yours compete in—and ultimately win—the war for talent.

Give your HR team the mobile recruiting tools it deserves to easily manage open jobs, provide feedback on candidates, and take actions on candidates in consideration.
How iCIMS Can Help

iCIMS is the leading provider of talent acquisition solutions that help businesses win the war for top talent. iCIMS empowers companies to manage their entire hiring process within the industry’s most robust Platform-as-a-Service (PaaS). Built on the foundation of a best-to-market talent acquisition software suite, iCIMS’ PaaS framework, UNIFi, allows employers to expand the capabilities of their core talent acquisition technology by integrating with the largest partner ecosystem in talent acquisition to help them attract, find, screen, and manage candidates. Offering scalable, easy-to-use solutions that are backed by award-winning customer service, iCIMS supports more than 3,500 contracted customers and is one of the largest and fastest-growing talent acquisition solution providers.

To learn more about iCIMS view our demo videos and go to www.icims.com today!