



TextRecruit

# Hire Better Talent Faster: 4 Reasons Your Recruiting Needs Live Chat



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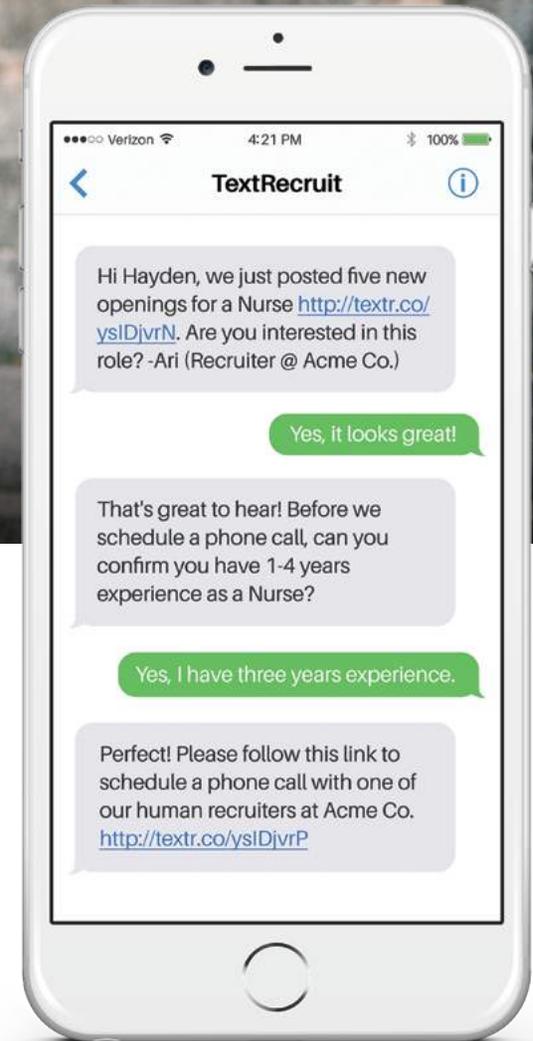
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# Hire and Engage at the Speed of Now



**TextRecruit** is a candidate and employee engagement platform that leverages text, chat, and artificial intelligence to optimize your hiring funnel. Powered by analytics, personalization, campaigns, and integrations, this is the most effective engagement software for HR on the planet.

Learn more at [Monster.com/TextRecruit](https://www.monster.com/textrecruit)



# Chat Comes to Recruiting

If you keep up with recruiting industry publications, you know there's a new communication technology in town: live chat.

Live chat has long been a cornerstone of internet communications. Think back to the glory days of AOL Instant Messenger, for example. These days, Facebook's Messenger feature is so popular it has its own smartphone app.

In the business context, many organizations rely on live chat for sales and customer service functions. How many times have you visited a company's website only to have a live chat box automatically pop up on the homepage, with a friendly company rep at the ready to assist you?

By and large, consumers have responded positively to the rise of live chat in business. According to one

report<sup>1</sup>, 57 percent of consumers say access to customer service via live chat is one of the most important things a company website can offer. Furthermore, another report<sup>2</sup> found that 73 percent of people who use live chat for customer service are satisfied with their experience, compared to just 44 percent of people using the phone and 61 percent of people using email.

It should come as no surprise, then, that more and more companies are beginning to integrate live chat into their recruiting efforts as well. If live chat leads to more convenient and more engaging interactions with customers and sales prospects, imagine what it could do for the candidate experience.

<sup>1</sup> <http://www.oracle.com/us/products/applications/commerce/live-help-on-demand/oracle-live-help-wp-aamf-1624138.pdf>

<sup>2</sup> <https://econsultancy.com/blog/63867-consumers-prefer-live-chat-for-customer-service-stats>

# How Chat Fits Into Your Recruiting Process

As it turns out, the customer service model of live chat doesn't only show us the benefits of live chat – it also shows us how live chat can be incorporated into the recruiting process.

Many consumer-focused websites today have integrated live chat directly into their product pages. When a customer goes to the company website, a small chat box automatically loads. Customers then have the option of browsing the site's page on their own or chatting with a company rep for more information.

Live chat can operate similarly in a recruiting context. With just a little code, employers can add



live chat to their companies' careers pages. Then, when prospective candidates go exploring a company's open opportunities, they can easily

get in touch with company reps who can answer their questions, give them more information, and guide them through the application process.

The addition of live chat to company careers pages has the potential to be revolutionary: By lowering the barriers between candidates and companies and supporting easy

communication between the parties, live chat gives employers the chance to engage candidates earlier on in the recruiting process. Via live chat, recruiters can add a human touch that the early stages of

recruiting often lack. Recruiters can also catch candidates who may be on the fence, nudging them – gently, of course – to apply for positions they may have otherwise passed on.

Live chat can help recruiters usher more qualified candidates into the hiring funnel, but it can also help recruiters dissuade candidates from applying to positions for which they might not be a good fit. Instead, recruiters can shepherd those candidates toward alternative roles that would better suit

their skills and experience.

Moreover, live chat isn't limited to a company's careers page. Links to live chat platforms can be embedded virtually anywhere – the company blog, job posts on third-party job boards, company social media pages, advertisements on various websites, etc. This allows candidates to contact company recruiters before they even reach the careers page, meaning employers can engage candidates at various touch points around the web.

Say a candidate reads an interesting blog post on your site. If they have the option to start chatting with a company rep about potential employment right then and there, they'll be more likely to stay interested enough in the organization to actually send in an application.

All in all, we can say that live chat has two main functions in the recruiting process: as an early-stage engagement tool, and as a more convenient communication channel for both recruiters and candidates.

# The Benefits of Chatting with Candidates

**W**e've taken a look at how live chat fits into recruiting, and we've briefly touched on a few of chat's benefits, but it may now be helpful to survey the usefulness of chat in depth. Here are the four main ways in which live chat can help employers take recruiting to the next level:

## 1. More Conversions and Fewer Bounces

Not many companies track the bounce rates of their careers pages, and that's a problem. Bounce rates are important recruiting metrics. For one, they can tell us a lot about how candidates view our employer branding. If bounce rates from a careers page are high, that means not many candidates are enticed to go beyond the page and start looking at specific job opportunities.

Bounce rates also speak to the effectiveness of early-stage recruiting processes: The higher a careers page bounce rate is, the fewer candidates are actually entering the recruiting funnel.

Live chat can help lower bounce rates and convert more interested visitors into candidates. Live chatting with a company representative can engage people in ways that even the most exciting employer branding can't. This is simply because human-to-human interaction will always be more engaging than pictures, text, and even video. Plus, a recruiter on live chat can help an interested party figure out where they can view job opportunities and how to apply – information that, believe it or not, isn't always self-evident.



that, and companies that experience high quit rates on their applications should definitely considering making changes to the applications themselves. However, what live chat can do is catch candidates who quit because they're confused about some issue or unsure of how to proceed. These candidates can turn to the live chat for clarification, thereby obtaining the information they need to actually finish and send their application.

There's one last way in which live chat can increase conversions: By reassuring qualified candidates who are uncertain they meet a job post's criteria. Often, candidates will self-select out of job opportunities because they don't feel confident that they check all the boxes. With a live chat option, candidates can talk to recruiters about their concerns instead of walking away from the role. Depending on the situation, the recruiter can either explain that the

<sup>3</sup> <http://careerbuildercommunications.com/pdf/hrtechreport.pdf>

On a different but related note, live chat can also cut down on the number of candidates who abandon applications before completing them. One report found that as many as 60 percent of job seekers quit applications without finishing them<sup>3</sup>. It goes without saying, but each candidate who quits is a lost opportunity for the employer.

Many job seekers abandon applications because they are too long or complex. Live chat can't fix

candidate is indeed qualified and steer them toward applying, help them find another role at the company for which they are a better fit, or get the candidate into the company's pipeline for any future roles that may open up.

## 2. A Faster Recruiting Process

The average hiring process takes 23 days, which is almost twice as long as it took in 2011<sup>4</sup>. There are a number of reasons for this, including the proliferation of assessments in the hiring process, but one big culprit is inefficient recruiting communication.

While many companies rely on email for recruiting-related communications, email is actually one of the least efficient ways to contact candidates. By most accounts, open rates for recruiting emails are fairly low, with one report<sup>5</sup> pegging the average at 7.9 percent. Click rates – the amount of people clicking links contained in those emails – are only about 1.7 percent.

When candidates do respond to recruiting emails, the prolonged back-and-forth of any email interaction adds extra hours – days, even – to the recruiting process.

Because live chat is a real-time communication method, it cuts out the lag time involved in email while avoiding the problem of low open rates, thereby speeding up the recruiting process as a whole.

Live chat can also speed up the recruiting process by quelling the concerns of candidates who are unsure about applying. Without live chat, these candidates may ponder the issue for days. At best, they'll start lengthy email correspondences with recruiters – provided they can find the contact information for said recruiters.

4 <https://www.fastcompany.com/3048421/why-the-hiring-process-takes-longer-than-ever>

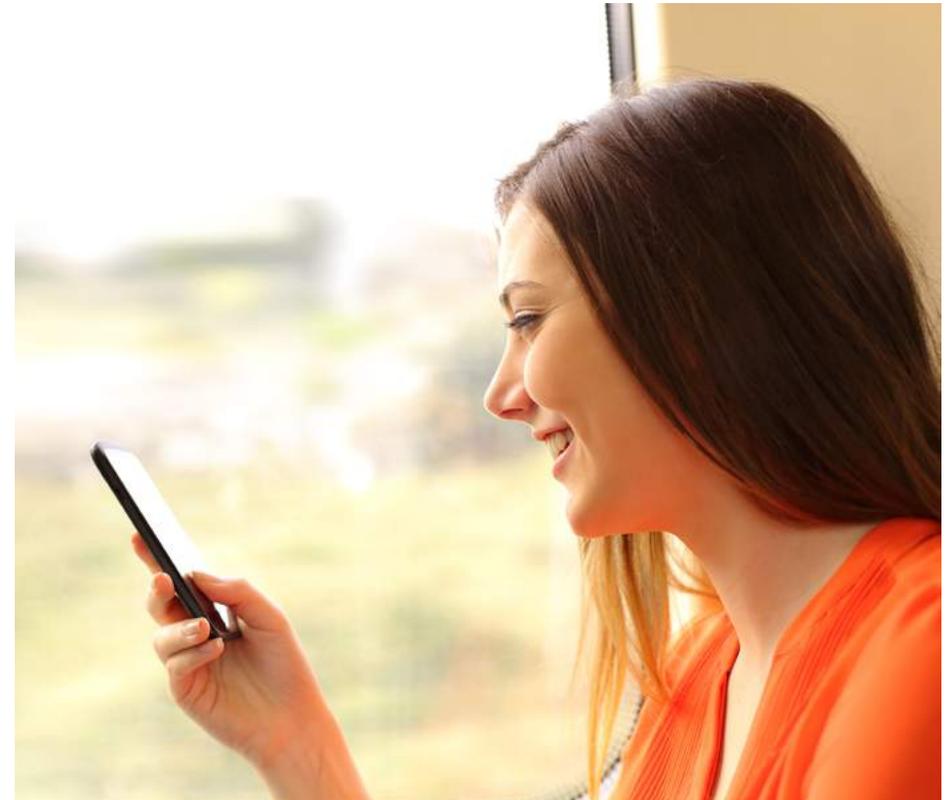
5 <http://blog.talemetry.com/recruiting-emails-open-click-rates>

With live chat, however, candidates can spark conversations with recruiters right away; these recruiters can then address the candidates' concerns in real time. Instead of taking days to think it over, candidates can move from "unsure" to "applicant" in a matter of minutes.

Finally, live chat can speed up the recruiting process by capturing and nurturing candidate interest more effectively. As mentioned above, some job seekers aren't totally sold on a position or company the first time they encounter it. These job seekers may need a little nurturing, which can be done through live chat. In a live chat platform, a recruiter can make a more authentic connection with the candidate, building the kind of trusting relationship that leads to an application. Because live chat can nurture candidate interest in real time, candidates will move from "curious" to "sold" relatively quickly.

### 3. Lighter Workloads Through Automation

As live chat has grown in popularity in the recruiting sphere, so, too, have chatbots: artificial intelligences (AIs) that can be integrated with chat clients to interact directly with job seekers. These chatbots



can often answer a variety of commonly asked questions about the company and its open roles, as well as gather valuable candidate data and carry out some basic screening of job seekers' qualifications.

The major benefit of adding a chatbot to a live chat platform is that it takes a lot of work off of recruiters' plates. Chatbots can carry out some of the most time-intensive recruiting tasks, namely, routine correspondence with candidates, broad-level screening procedures, and responding to frequently asked questions.

For recruiters, this kind of automation means more time to focus on the aspects of recruiting that require a little more effort, like building trusting, genuine relationships with candidates; managing candidate pipelines; and making strategic decisions about workflows, resource allocation, and so on.

#### 4. Higher Levels of Engagement, Earlier

In the age of employee review sites, social media, and low unemployment, the candidate experience is king.

For starters, negative candidate experiences can significantly harm a business from both commercial and recruiting standpoints.

According to one roundup of data on the subject of negative candidate experiences<sup>6</sup>, 41 percent of candidates who have had a negative recruiting experience say they have taken their business elsewhere as a result. Furthermore, 72 percent of candidates who have had negative experiences share those experiences online, damaging the organization's reputation with other consumers and candidates in the process.

<sup>6</sup> <http://www.bullhorn.com/blog/2017/04/bad-candidate-bad-experience/>

If an organization gets a reputation for a negative candidate experience, it will have a tougher time attracting both talent and customers.

Live chat can be used to produce positive, engaging candidate experiences in two ways. First, live chat allows for candidates to form better relationships with potential employers. The human touch of live chat allows employers to be more responsive to candidates' needs. Not only will individual candidates appreciate this responsiveness, but they'll spread the good news, too. The company's employer brand will gain a positive reputation, and more candidates will become interested.

Live chat is also helpful in addressing negative experiences when they do arise. No matter how candidate-focused a company's recruiting process is, problems will occasionally happen. These problems only grow more frustrating when candidates can't seem to resolve them. Live chat, however, gives candidates a convenient way to

contact a company rep and have their concerns addressed. Thus, disaster – and a negative reputation – can be averted.

Attracting more passively interested candidates is another benefit of live chat. As unemployment rates drop, more and more companies will need to source talent from among already employed workers who aren't actively looking for new roles. These candidates may do a little browsing, but they won't necessarily be motivated enough to fill out applications or go through the hassle of finding the company's contact information

However, these candidates may come across a company's live chat platform in ads or on social media. The ease of engaging in live chat means passive candidates are more likely to strike up a conversation. From there, recruiters can set to work convincing these talented people to give their company a chance.

# Invest in Live Chat Today

As far as communication methods go, live chat is one of the most convenient, efficient, and engaging for candidates and recruiters alike. Live chat brings a handful of benefits to the employers that utilize it while creating more positive candidate experiences for the job seekers.

Best of all, live chat is relatively simple to integrate into existing career sites, advertisements, and other online recruiting tools. All your company needs is the right partner and a bit of code.

One chat platform worth checking out is TextRecruit's JobChat. TextRecruit has already mastered the art of recruiting via text messages, and now the company is branching out into the live chat space. JobChat is a simple tool promising



big returns for recruiters. It may be just what you need to make your next great hire – and the one after that, and the one after that.

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