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Integrating Low-Lift, High-Impact Automation Solutions to Boost Recruiters' Well-Being

Employee well-being is no longer a nice-to-have. Canadian workers are burning out at record rates as workloads increase. This widespread burnout is impacting everything from recruitment, to productivity, workplace happiness, retention, and innovation. HR teams are no exception. This e-book will explore ways to integrate automation to remove some of the repetitive, time-consuming tasks from talent attraction teams' plates and improve their well-being.

As employees and job seekers demand more from employers — and as the talent market becomes increasingly competitive — companies are quickly shifting focus and investment to help teams be happier and healthier in the workplace.

As an HR leader, it's often your team managing these broad-reaching programs, even as your resources are stretched increasingly thin. With the majority of companies struggling to fill roles over the next 12 months and half of companies planning to increase staffing levels in the near future, HR and talent acquisition teams are at their breaking point. Now more than ever it's important for leaders to take a step back and look for meaningful solutions to support their teams mental health and well-being.

The realities of HR burnout

Recruitment challenges, increased hiring demands, leaner HR departments, and heightened employee and job seeker demands are creating a perfect storm raging against your teams. And that's leading to burnout.

"Part of the stress is that, by nature, HR professionals tend to take care of others before themselves," explains Alison Stevens, Director of HR Services at Paychex. "It's how we're hardwired… Now, HR professionals really need to lean into taking care of themselves."

Mitigating HR burnout goes beyond self-care, though. With shifts towards automation, your organization will gain significant benefits, from a greater sense of well-being within your HR and talent acquisition teams to better candidate experiences, more streamlined hiring, and broader candidate pools. Plus, by alleviating some of these day-to-day assignments, automated systems can boost efficiency and hiring effectiveness while freeing HR managers and recruiters to handle business-building tasks.

The many applications of automation

Automation is a simple, dynamic approach to getting more done with your existing resources, all while helping HR teams overcome their mounting to-do's and feel more successful and happier in the workplace. The first step is to identify high-potential areas for automation. Consider these common tasks and the wide-reaching benefits that come from integrating AI and automated solutions.

Automate resume screenings

Recruiters spend an average of nearly 15 hours per week sourcing for a single role. At the same time, they typically review a candidate's resume for just six seconds before deciding whether to move forward. It's a lose-lose situation — recruiters are limited in the number of roles they can successfully source, but aren't spending adequate time reviewing applicants to ensure they're bringing in the right talent for the right roles. As a result, quality applicants are overlooked or never even considered despite the significant time dedicated to sourcing for roles.

Resume screenings can easily be automated using applicant tracking systems (ATS) or, better, RPA bots. While ATS filters existing databases for suitable candidates, RPA bots mimic human actions and can screen and compare resumes, send notifications to quality candidates, and even validate documents and responses based on the specific needs of a role.

Automated resume screenings start by inputting essential qualifications such as background, education, certifications, and keywords (for a marketing manager position at a financial services company, for example, keywords may include "marketing," "research," and "marketing analytics," among others). An RPA bot will take these keywords as well as other inputs — years of experience, education, and industry-specific requirements — and review resumes to find matches. Candidates that meet your team's desired threshold (an 80% match, for example) will be extracted.

All relevant resumes are then sent to the HR lead who determines if they want to filter the list again or automate the next step

This process can significantly reduce time spent sourcing while ensuring candidates don't get lost in the HR "black hole." At the same time, these AI-powered systems can help curb early-stage recruitment bias, supporting organizational diversity, inclusion, and belonging (DI&B) efforts.

Automate screenings and assessments

With a suitable candidate pool identified, you can also automate screenings and pre-interview assessments, using a system like the Indeed Hiring Platform (IHP). Using this automated system your teams can drive candidates to screening questions, custom assessments, and information requests (professional licensing information or certifications, for example) before even engaging one-to-one.

This saves significant time versus attempting to manually capture information and personally engage candidates on assessment-taking and screenings. In fact, automation with IHP can save recruiters up to 9 hours per requisition.[1] Once information is collected, HR leads can review all inputs at the same time, making this essential step more efficient. With a quick snapshot of results, it's easy to identify candidates to move forward in the process. Candidates who fail to complete requested assessments, screenings, or info-gathering are removed from consideration.

Automate interview scheduling

Thirty-seven percent of recruiters say they're "most challenged" by interview scheduling and rescheduling — but this process, too, can be automated. Again, using the Indeed Hiring Platform's enhanced screening options, quality candidates can schedule interviews directly, without HR or recruiters having to reach out and schedule. Should candidates need to reschedule, they can do so directly, without engaging your team.

These systems can also automate reminders and follow-ups, helping prevent "ghosting," which can have a significant impact on HR's time.

[1] Indeed data, average time savings (US)

Automate candidate engagement

If a candidate doesn't hear back from you within two to three weeks of interviewing, they can lose interest in the role. Not only can these engagement lags keep you from hiring top talent, but they can completely reset recruiting efforts. At the post-interview stage, your team has spent significant time finding, engaging, and screening this candidate. If that candidate walks away, your recruiters will likely have to start over, spending even more of their limited time and increasing the cost of this open headcount.

At later stages of recruitment, when there's likely to be more one-on-one conversations, you can automate candidate engagement, even later in the hiring process. Automating candidate check-ins, for example, that begin post-interview shows potential hires the role is still open and the process is still moving forward. Likewise, automating follow-up conversations with specific hiring managers or department leads can keep candidates engaged and invested in the role and your organization.

The power of automation on candidate — and recruiter — experience

It takes, on average, 29 weeks to make a new hire. In a hyper-competitive market, engaging, interviewing, and hiring quickly can be a significant business advantage. But with HR and recruitment teams stretched thin with added roles to fill, increased turnover, and heightened employee and job seeker demands, accelerating the hiring process is essential.

Automation can help overcome these common challenges. By taking on repeatable, time-consuming tasks such as resume screening, conducting assessments, interview scheduling, and candidate engagement, these powerful systems can eliminate many heavy-lift tasks. This immediately frees your teams from tedious tasks that can lead to poor engagement and low satisfaction. Automation also makes people feel more efficient, which can also be a boost for employee engagement.

In addition to increasing efficiencies across recruitment teams, automated processes can lessen HR's workload giving the team much-needed time to take breaks, build relationships with colleagues, and engage in activities outside of the office.

Equally important, automating HR processes can lead to better candidate experiences. Today's job seekers are driving recruitment and hiring workflows, with increased expectations and an influx of new professional opportunities entering the market. To be competitive, your team needs to move quickly, engaging and activating candidates before the competition. From there, your company needs to project a positive employee experience so candidates want to take that next step — and, ultimately, accept your offer.

Automation can help, and it can create a positive, high-value cycle that elevates recruitment teams while helping stave off burnout. By accelerating hiring, and using automated systems to ensure you're finding top talent, every time, your teams can be more successful in their roles while providing candidates with the positive experience they crave. It's a win-win: positions are filled faster without adding more to HR's workload, and candidates come into the organization having already had a positive experience – and that can help boost engagement and retention, preventing additional HR interventions.

As HR teams focus on employee experience and well-being, it's essential to take a step back and identify ways to support these organizational leaders. HR burnout is high and the trickle-down within a business is significant. Moreover, it's essential to support these employees and emphasize their mental health and well-being, too. Automation can be a major step in empowering recruitment teams and helping them be more efficient, more engaged, and more successful, without adding "more" to their day-to-day.

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