

**THE
RECRUITMENT
COMPANY**

THE



GREAT

BIG

**RECRUITMENT
INDUSTRY**

SURVEY

56%

OF AGENCIES WERE RATED AS
'TERRIBLE'

13%

OF AGENCIES WERE RATED AS
'EXCEPTIONAL'

83%

OF PEOPLE SAID IT HAD **SOME IMPACT**
ON THEIR VIEW OF THE END CLIENT'S BRAND

TOP 3 THINGS PEOPLE **HATE**

1. NO RESPONSE TO APPLICATIONS
2. MISREPRESENTATION OF ROLES
3. POOR INTERVIEW FEEDBACK



TOP 3 THINGS PEOPLE **LIKE**

1. SWIFT FEEDBACK
 2. THOROUGH FEEDBACK AND CRITICISM
 3. WELL WRITTEN JOB DESCRIPTIONS
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EARLY RESULTS ARE IN

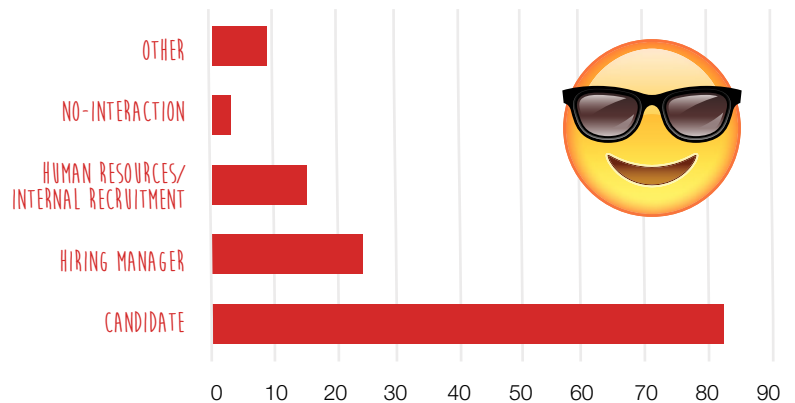
THE DEMOGRAPHICS

The first phase of our survey has taken the opinions of 108 people (its ongoing and we'll publish again once we hit 200).

We asked them to describe in what capacity they had engaged with the recruitment process over the last 12 months. Quite a few respondents had engaged with recruitment in more than one capacity.

The vast majority of respondents had engaged with the recruitment experience in the capacity of candidate however we were pleasantly surprised how many people from the other side of the table got involved.

SERIES 1:



HOW THEY RATE OUR INDUSTRY

When asked to rate recruitment agencies based on the percentage of agencies they felt were 'exceptional' and the percentage they felt were 'terrible' the market definitely spoke. The results are sobering.

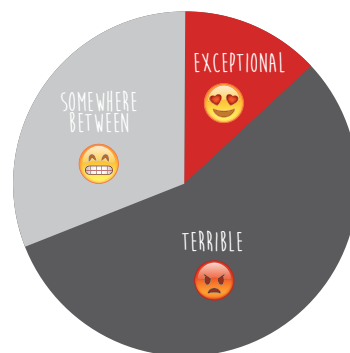
56% were rated as 'Terrible'

But sadly only 13% were rated as 'exceptional'.

This leaves 31% as being average.

A sobering result! On average 56% of agencies are rated as terrible. Before we can address this we next need to look how this rating may impact the clients we are representing and then assess what it is that we need to do less of and what we need to do more of.

WHAT PERCENTAGE OF AGENCIES YOU'VE DEALT WITH ARE...



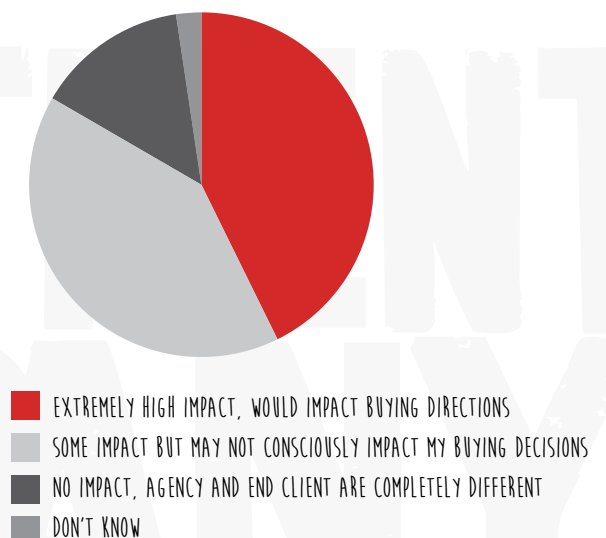
HOW THIS IMPACTS THEIR VIEW OF OUR CUSTOMERS

We asked respondents about how the treatment they received during the recruitment process (both via agency and via internal recruitment teams) impacted their view of the end client.

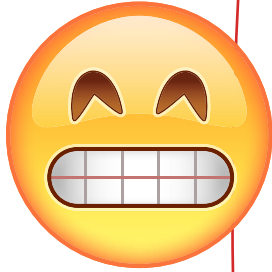
A staggering 83% said that the treatment they received during this process impacted their view of the end client's products and services. With 43% stating that it would significantly impact their future buying decisions.

So what does this mean? If you are a hiring manager then how applicants to your roles are treated can positively or negatively impact sales. If your agency, your own internal recruitment team or you treat applicants badly then you have destroyed your brand with a significant number of them. A positive exercise has turned into a PR disaster. Does every recruitment drive need to be a PR disaster? Well no, because the opposite is also true. If you are able to give great service then this will positively impact sales.

IMPACT:



ANECDOTE TIME



I went for an interview for a board role with a provider of workplace safety software aimed at contingent workers. It's a topic I know well and we spoke at some length. I was interested in the role, I thought the company sounded interesting. I have never heard back from them, not a word, not an email, not even a courtesy rejection email. Personally I would never buy their software and I've had 3 people ask me about my recommendations for similar software. With one I specifically told them not to bother with the company in question, with the other two I didn't mention them at all and recommended their competitors. The lessons? 1. I'm bitter, twisted and vengeful and 2. Get back to people.

Simon Moss, COO, The Recruitment Company

COMMENTS

"If you're super interested there can be additional anxiety that the recruitment partner may not represent you in the best way possible."

"I believe the relationship between recruiter and client is a reflection of the client overall - if the recruiter is a bit half-arsed I assume the client will be too."

"100% reflection on the client"

"In my experience companies either use recruiters to save them time or put a level of deniability on less ethical filtering choices either way a recruiter is the first reflection that an organisation is less than ethical."

"A bad recruiter shows the company isn't totally on top of their suppliers or how new potential employees are treated."

SO WHAT DO THEY DISLIKE?

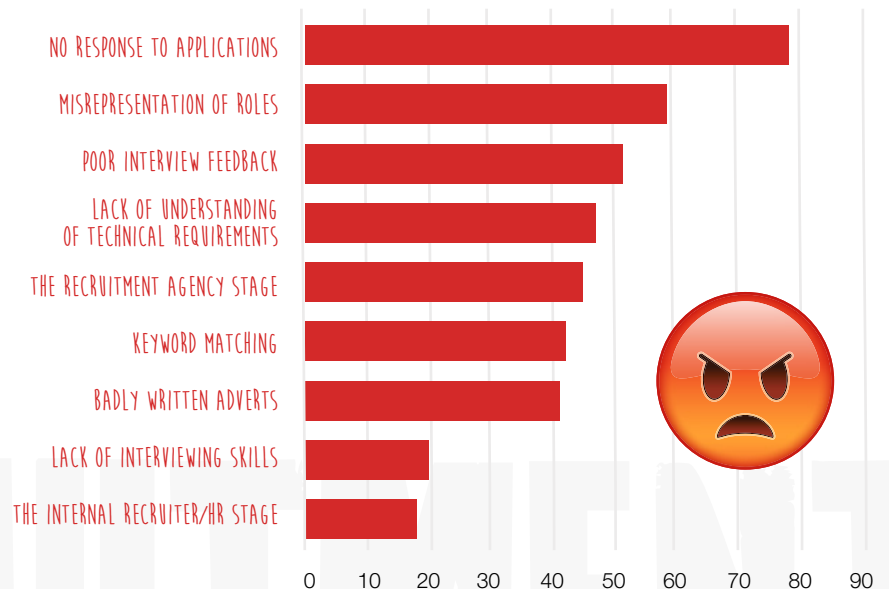
We listed a number of things that we felt would annoy people about the recruitment process. They were allowed to tick as many as they liked.

The list was →

As you can see, the most hated aspect of the process is lack of response to applications. This is followed by mis-representation of roles then a close grouping of poor interview feedback and lack of understanding of roles.

We weren't surprised by the 'lack of response' result but we have to state that we were surprised with the volume of people who felt that roles were misrepresented in the process.

WHAT ANNOYS PEOPLE THE MOST:



COMMENTS

"Amount of time taken to take a decision. The recruitment process in Australia is very sluggish... worst than 3rd world countries. Majority of the recruitment agencies keep on repeating the same job role every 2 months."

"My main frustration is recruitment agencies only trying to fill that role as soon as possible, without understanding the candidate and their career aspirations and try to help them take steps to where they want to end up."

"It's like a black hole..."

"Not listening to the requirements and trying to show in a badly matched candidate."

At first the age-old saying - any feedback is appreciated. Even it is 'no', reverting with that response in time helps immensely. Furthermore, if something is taking more time at end-client stage and not with the recruiter, it is always best to tell the client about the same.

<i>"Communication overall. Lack of empathy. Most recruiters sound like they're on speed. Cocky and tactless. Pushy. Insincere."</i>	<i>"Employer uses candidate interviews as a way of completing the role description."</i>	<i>"No return phone calls or even a text after an interview!"</i>	<i>"Anything is better than nothing"</i>	<i>"Vile repulsive people who deserve to have your entire industry shutdown!"</i>
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SO, WHAT IMPRESSES THEM?

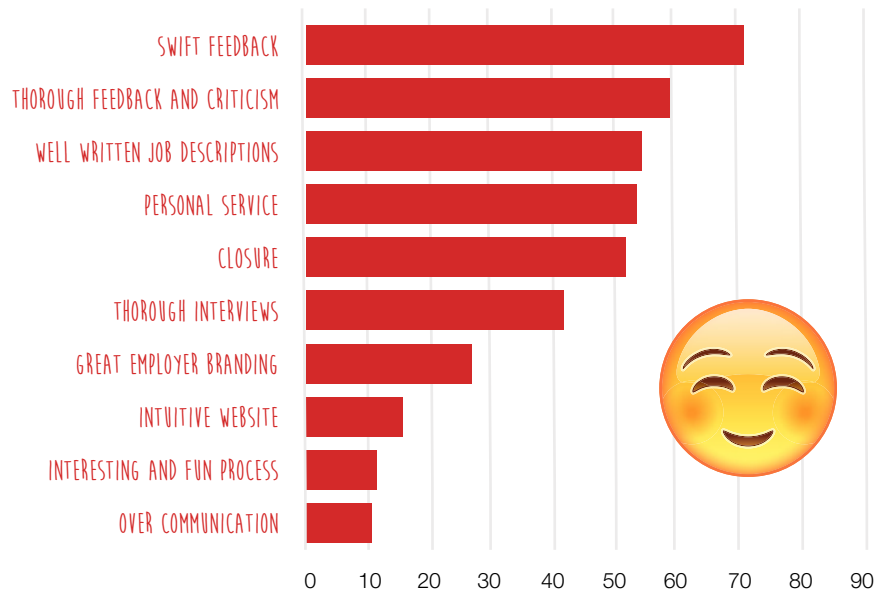
We then asked the opposite question, what impressed them? Again, they could select as many options as they liked.

By far the thing that impressed people the most is swift feedback (70%). This is followed by thorough feedback and criticism, personal service, well written job specs and closure.

Interesting the lowest scoring elements were employer branding, intuitive websites and gamification. It seems that if you want to impress applicants you're better off just giving them a ring than pumping money into that fancy careers page.

So overwhelmingly, the thing that impresses most is personal, thorough, brave and swift feedback.

WHAT PEOPLE LIKE:



COMMENTS

<i>"Many of the recruiters I have talked to over the past year know very little about the technical requirements of the role. I believe this is a big reason good candidates are being over looked. One recruiter mentioned the phrase "box checkers" to describe recruiters who simply click off a list of mostly buzz words."</i>	<i>"It'd be good to get more specifics."</i>	<i>"Just spending that much more time or the phones and not being treated like a 'candidate' and being transactional . I know it's a also volume business but your are dealing with human beings."</i>
<i>"The ability to see potential beyond the interview & the resume."</i>	<i>"Total absence of automated responses And the inverse - human conversations."</i>	<i>"Just face time."</i>
		<i>"At least an email, text or something to keep Me in the loop."</i>

BTW	MOST FREQUENTLY USED DESCRIPTIVE WORD: HUMAN (15 TIMES)	SWEAR WORDS: ONLY 7 (ALL THE SAME RESPONDENT)	NUMBER OF PEOPLE WHO WERE DIRECTLY CRITICAL OF THE RECRUITMENT COMPANY: 0 (PHEW!)	RESPONDENTS: 108

AMAZING STORIES

We asked people to share some of their best experiences. There were some great stories but alarmingly there were also quite a few people who claimed to have never had an exceptional experience. Here are a few highlights.

“ONE RECRUITER SPARRED WITH ME BEFORE MY INTERVIEW. NO ONE HAS DONE THAT FOR ME, **SHE WENT THE EXTRA MILE TO MAKE SURE HER CANDIDATES GOT THE BEST CHANCE** IN THE INTERVIEW ROUNDS.”

“**EXCEPTIONAL TO ME** IS WHERE THE RECRUITER **KEEPS YOU IN THE LOOP,** EVEN IF THERE IS NO UPDATE ITS NICE TO GET A MESSAGE OR A CALL TO SAY THAT THE UPDATE IS, THERE IS NO UPDATE.”

“NOT TOSSING ME ASIDE AFTER DISQUALIFYING ME FOR A ROLE, BUT **REFERRING ME OVER TO ANOTHER CONSULTANT THAT HAD MORE SUITABLE ROLES.** **I FELT LIKE AN ACTUAL HUMAN BEING THAT MATTERED.**”

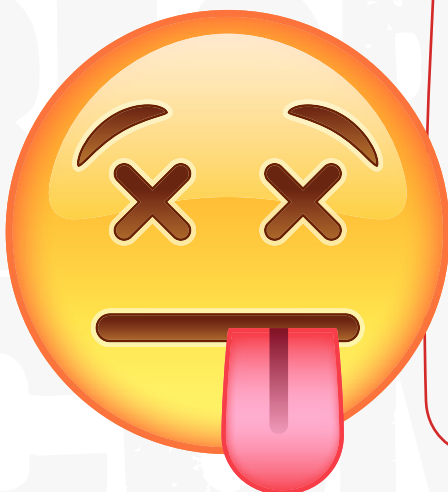
“**I LOVE AGENCIES/RECRUITER WHO KEEP ME ON FILE** AND OUT OF THE BLUE CONTACT ME FOR APPROPRIATE ROLES. THIS HAS HAPPENED A NUMBER OF TIMES WITH **GREAT OUTCOMES.**”

“ONE OF THE RECRUITERS I DEAL WITH **CALLS TO CHECK IN AND SAY HI,** EVEN WHEN I'M NOT HIRING OR LOOKING FOR A NEW JOB. **NO PUSHINESS. NO AGENDA. JUST GENUINE.**”



“**NOTHING** HAS DAZZLED OR IMPRESSED ME IN 13 YEARS IN THE WORKFORCE.”

MORE LIFE EXPERIENCE



I went for an internal recruiter role with a global, cloud services provider. They are one of the top IT companies in the world and are known as an employer of choice. I did 6 interviews in 2 days including 2 video conferences with people in the US. I took 2 days annual leave (that's 10% of my leave) to attend the interview. I never heard from them again. I wrote them an email asking for feedback 4 weeks after the interview. They sent me a one line email back saying "check your spam we sent you a rejection email 2 weeks ago". There was nothing in my spam email. I let them know, I never heard from them again. I've told about 20 people so far not to go for a job there, I actively recruit against them and use my experience to encourage candidates to choose my roles over their roles.

An ex-The Recruitment Company Consultant who wishes to remain anonymous

THE RANT BOX.

We asked respondents to rant. We inevitably got some interesting responses. Only a few were unrepeatable but many were very sobering. Here are a few highlights:

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“
Mostly human traffickers. Their motivation is the commission/sale and not the career or need of the candidate. They are very tunnel visioned and cant see left or right of the applicants role. They seem to have difficulty in helping candidates identify transferable skills that are valuable in other industries they may have vacancies for.”

“
“
Worst thing is when the client doesn't respond to the recruiter the recruiter then doesn't respond to you.”



“
“
Treat your candidates as human beings and we'll bring you more business either as hiring managers or through referrals.”

“
“
Recruiters can be pushy and don't understand expectations and motivations of a candidate. Some are just driven by money and push to close the deal.”

“
“
They hold unrealistically high expectations of what a candidate can do, and possess 5-7 years of experience in a technology that came out only 3 years ago. Biased aversion to people without local experience even when they can do the job or have more diverse experience than silo-minded local employees.”

“
“
The biggest single problem across the board is shortly after a candidate starts they never hear from their agent again (and often within 6 months they contact they had at the agency has moved on to another role).”



“
“
I believe recruitment agencies have a duty to stand up for their candidates when an employer has done wrong by them, however due to the financial arrangement between agency and employer this sadly doesn't happen.”

“
“
Be respectful and decent. Applicants have put care and effort in, so should recruiters. The hiring manager/client should be given feedback from all candidates about the their experience of the whole process, say within a 1 week window. I guess I'd like to see just a bit of procedural justice because it's completely one sided at the moment.”

“
“
There isn't a lot of time taken to find out about culture and product of the company more of an arrogance that 'I know what you need, so I don't need to spend much time on the details'”



“
“
GET SOME MANNERS!!!! :) Just understand that silence is extremely frustrating, worst when you are in between roles.”

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- **56% of agencies are terrible**
 - **Only 13% are exceptional**
 - **88% of people are put off buying your products/services by a poor recruitment experience (46% to a large degree)**
 - **77% say they hate lack of feedback**
 - **71% of people say that they are impressed by swift feedback**
 - **59% state that they are impressed by thorough feedback even if its negative**

**PUTTING IT
ALL TOGETHER**

Then the conclusion must be drawn that if an organization is neglecting its applicants, either directly, as a result of their (56 percent) agency's processes or as a result of their combined lack of care then it is the organisations sales that will suffer.

ON THE FLIP SIDE HOWEVER...

If an organization is able to provide personal, swift feedback, either directly, via its (13 percent) agency or as a combined effort, then its sales will be positively impacted.

Another interesting element we found through the survey was this:

- Respondents who identified as candidates talked about how recruiters refused to think outside the box in terms of skills not exactly matching the requirements.
- Respondents who identified as hiring managers or HR managers bemoaned the fact that recruiters often send candidates who don't exactly match their requirements.

SO WHAT'S NEXT?

We like to think that we're in the 13% of exceptional agencies but for some people we're aware that we're not. We're aware that this isn't good enough.

The survey has been an eye opener and a catalyst for change.

Action points for us include:

- Build better systems to ensure thorough, rapid feedback and closure for all
- Educate both parties better regarding our role in the process
- Find better ways to identify candidates with broader skills outside of core requirements and then communicate these broader skills better to our clients
- Better training on delivering bad news so that giving negative feedback isn't avoided
- Value adds we can add to the application process to ensure that all applicants, even those being rejected, are treated like human beings and gain value from their interaction

WE'RE WORKING THROUGH THIS NOW. WHAT DO THESE RESULTS MEAN TO YOU? IS YOUR PROCESS ALIENATING POTENTIAL CUSTOMERS? IS IT TREATING EVERYONE AS A HUMAN? IS YOUR AGENCY IN THE 13% OR 56%?

IF YOU HAVE ANY QUESTIONS OR COMMENTS ABOUT THE SURVEY OR WOULD LIKE TO SPEAK TO SOMEONE ABOUT YOUR CAREER OR RECRUITMENT NEEDS THEN GET IN CONTACT VIA
HELLO@THERECRUITMENTCOMPANY.COM

WE PROMISE WE'LL GET BACK TO YOU...



ANXIETY NO BULL AGEISM
LACK OF MANNERS
SPAMMING **TRANSPARENCY**
I FELT LIKE AN **ACTUAL HUMAN BEING**
HUMAN TRAFFICKERS
UNREALISTICALLY HIGH EXPECTATIONS
LITTLE BOXES THAT YOU ARE
TRYING TO PUT PEOPLE WITHIN
IT'S ALL ABOUT HUMANS
ONE WAY COMMUNICATION
NO RESPONSE NO CLOSURE
PUSHY A BLACK HOLE