Technology and Recruiting - Advantages and Disadvantages

A rapid advance in technology has had an enormous impact on almost every facet of society. From the school system, to home to work, we are forced to try and keep up with an ever-changing technological boom. Cell phones, lap tops, palm pilots, and of course the Internet and email, are all facilitating changes in our day-to-day lives. As we enter into the 21st century we are forced to try and keep up with the advancements, especially if we want to try and climb ahead in our careers. The Recruitment industry is no exception. Recruitment Services have been using on-line screening, and web-based hiring initiatives for the past several years. The infrastructure of the Internet, and the changes that it has brought forward to the hiring process offer some amazing possibilities. In fact, the marriage of Internet technology and assessment tools has essentially altered the candidate selection process and will continue to do so in times to come.

Today, both Candidates (job seekers) and Employers rely heavily on the World Wide Web. Manual systems are becoming less and less popular as computers lead the way. Online recruiting has led to a rapid development of websites where Recruiters are able to post job openings and where job seekers can apply with electronic copies of their resumes. The Internet has become the largest recruiting ground available.

The Internet has also provided a tool for Recruiters to quickly and efficiently screen applicants. Knowledge, skills, abilities and work history can all be qualified according to the Employers job requirements. Recruiters are able to conduct key-word searches and can quickly cross reference resume information with the specific candidate requirements of the clients. Candidates are able to apply effortlessly in the comfort of their own homes or offices with a simple click of a button. There is no delay, no need for postage, and results can be immediate!

The cost factors with Internet recruiting are also beneficial to both the Recruiter and the candidate. Fees are less than traditional advertising for job postings. For example fee based sites can run around $200 to $800 per posting whereas newspapers may charge thousands of dollars to run an advertisement for only one or two days. This also works in the best interest of applicants, as they are able to apply through their computer with no fee associated to their application.

The Internet also provides access to applicants from all locations. No geographical boundaries are set with electronic applications; it is open to everyone, everywhere. This allows Recruiters to attract skilled candidates from all over the world, and does not restrict candidates from viewing job postings in other areas. The perfect candidate is out there waiting to review web-postings for employment opportunities. Why limit the candidate pool to just one geographical location?
From a candidates’ perspective, the Internet has also provided a tool for a competitive edge in securing gainful employment. Employers often have web sites designed to promote their product or organization. Candidates are able to learn about the Recruiting Company’s opportunities, mission statements, values and corporate culture through their site. This benefits the Recruiter as well as the candidate by producing potentially knowledgeable and educated applicants.

The Internet also provides a means of immediate communication between applicants and clients. Through email and electronic application programs, the need for traditional mail applications has virtually been eliminated. Key words and other screening tools have made for efficient screening of applications. Replies for interview requests or a decline of the candidate’s application can be delivered within the same day, eliminating the painful wait for job seekers.

With all the added perks of Electronic Recruiting, employers must be mindful of the downfalls associated with this trend. It is up to the Recruiter, and the company to continue to promote the importance of the “personal touch”. Often emails, voice mails, pagers and so on cause such an overflow of information that requests for attention often become overlooked. It is essential that candidates and clients continue to be treated on an individual basis, understanding that each has their own personal needs and requirements. Although much more time consuming, each candidate that applies through Access Career Solutions Inc., receives a personal reply acknowledging their application. We understand the importance of the personal touch.

From an Employer’s perspective, using a recruiting agency to screen, filter and reply to applications does indeed eliminate countless hours of manpower and paperwork. The electronic era has essentially made it too easy for applicants to randomly fire off mass applications for positions that they may or may not be qualified for. What else have they got to loose? There is no postage, and candidates do not even have to leave their house to apply. It is for this reason that many companies are choosing to use Recruitment Agencies, such as Access Career Solutions Inc., to handle their employment needs. Screening, interviewing and responding to such high response rates often adds to the unseen costs of hiring through your company. By using a recruiter, candidates are already short-listed, interviewed and assessed according to your needs. Both their skill set and corporate “fit” have been identified and references are provided prior to an offer of employment being extended. By doing so, the risks of hiring the wrong candidate are greatly reduced, thus eliminating extraordinary costs to your Company. Candidates that are hired through a recruitment agency have been selected from hundreds of applicants and their skills have been assessed to meet the desired needs of the Employer. In addition, agencies such as Access Career Solutions Inc. are confident in their candidates to attach a guarantee for a replacement if the opportunity does not work out.

Is it worth the risk to hire on your own? Do the pro’s of Internet recruiting outdo the con’s? You be the judge. If you would be interested in learning more about how Access Career Solutions Inc. keeps the personal touches in recruiting please call Linda Ford, President Access Career Solutions Inc. (905) 866-6616