



TenStep Supplemental Paper

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Online Recruitment

The latest style of recruiting is online recruitment. It is generating a great deal of interest among job hunters and job seekers alike. With recruitment costs escalating, finding a cost-effective way to recruit and retain quality employees is essential. It is here that online recruitment, or Internet Recruitment Technology (IRT), comes into play.

The benefits of IRT include:

- Reducing the recruitment cycle time.
- Cutting cost per hire by 78%.
- Enabling candidates to respond instantly from any part of the world.

Usually, HR managers spend less than an hour or two on net recruitment. Thus, a planned, disciplined schedule for successful recruiting needs to be evolved that can:

- Identify one or more paid sites that will best fulfill your recruitment needs
- Compile a list of search engines, news groups, free recruiting sites, niche boards and local recruiting sites.
- Analyze information and eliminate what does not fit your agenda.
- Make a weekly schedule for your recruitment activities.
- Replace your search engines with better ones every time they fail to provide the required information.
- Create a relevant home page for the company.
- Link job postings to your employment home page.
- Use surveys or face-to-face conversations with your current employees to determine their Internet surfing preferences.
- Contact popular sites and news groups, and submit a hyperlink or post an advertisement.

More than 80% of companies are using the Internet as one of their primary recruitment vehicles because employers have realized that the workforce is getting online. The goal for HR managers is to leverage the potential of the Net to their benefit. However, this is not an easy task when 40 million jobs have been posted on the web through more than 2,500 recruitment sites.