

# How internet test detects worthy long term recruits

Forced to re-evaluate operational systems, organisations of all sizes have come out of 2009 stronger and more efficient after working hard to identify ways to cut costs and build confidence.

As the job market picks up we are seeing a marked shift in the tools that businesses are using to employ people.

The Internet has altered the environment for applicants and employers. It has changed the process of finding and applying for jobs, with job seekers increasingly adopting the 'flick and stick' method – emailing their resume to hundreds of organisations in the hope it sticks somewhere.

The sheer volume of applications is placing stress on employers, in-house recruiters and HR professionals, making it near impossible for them to properly consider the countless resumes received.

Applicants are paying professional writers to draft resumes on their behalf, making resume analysis unreliable. Some are writing resumes specifically to manipulate resume-analysing software systems.

Research has proved face-to-face interviews have become more of a dating game than a reliable method to assess a candidate's suitability.

Hiring an unsuitable candidate can affect on team morale, as well as reducing productivity and the bottom line. Research shows the cost of a single bad hire can be three times the position's annual salary.

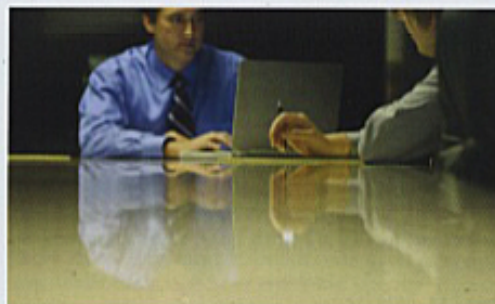
Bad recruitment decisions can diminish respect for an employer and erode faith in the future of the business. If the wrong person has contact with customers or clients the decision to recruit them may also harm the organisation's reputation, sales and bottom line.

Combining the three most cost-efficient recruitment methodologies helps identify suitable applicants quickly and accurately.

On-line psychometric testing is one of the three key tools Expr3ss! has used to harness the power of the Internet.

In this method, successful workers are used to benchmark a model of 'ideal' applicant characteristics. New applicants' results are compared to these benchmarks to determine priority for interview.

A short list of top-rating applicants is produced from online psychometric testing and employers can decide who to interview promptly.



Staff turnover in the cleaning industry is traditionally high, about 40% per annum. SA business, Adam's Cleaning Et Maintenance Services uses the Expr3ss! method and the company's churn rate has fallen to average 12% to 15%opa.

Giving SME businesses access to recruitment software and tools over the internet lets them use sophisticated technology without having to invest in new infrastructure, train new personnel, or license new software. Importantly, businesses can use this when they need to – more when actively recruiting and less when only seeking expressions of interest.

The 'cloud computing' approach also lets organisations control employer branding throughout the recruitment process. Applicants are directed to an organisation's website through on-line job boards and newspaper advertisements. Directing applicants through an existing website is an inexpensive way to ensure a brand is portrayed accurately to people who are also potential customers.

Tools such as instant SMS invitations to interviews also let the organisation update job seekers on their progress quickly and personally. Even when applicants aren't successful in winning a position, if they feel they've been treated fairly and communicated with effectively, positive word-of-mouth is likely to flow.

When times are tough, businesses need to get smarter and the rapid changes in the recruitment process many are adopting show they are doing just that.



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Expr3ss!