

Shortlist Talent

Data insights shift course of Ray White's recruiting

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Real estate employer Ray White has moved a large amount of its job advertising to unpaid services based on insights gained from its technology overhaul.

Data now plays a much more important role in all of [Ray White's](#) recruitment decisions, says national talent and leadership manager **Simon Power**.

The company has been using [Expr3ss](#) for almost two years to hire candidates aligned to profiles of its top-performing employees.

Overall there has been a slight increase in application times, but the process has been well received by candidates, Power says. "We've had 8,200 unique applicants through this system, and over 7,500 of those scored the process above a 4.3-star rating out of five."

Other useful data reveals a shift in how candidates are being sourced. "Of the last 1,000 unique applicants we have received, only 40% were from paid [channels], 60% were from non-paid channels," he says. "We still think the paid sources are quite valuable, and they certainly have their place, but there is a changing demographic and a shift towards unpaid services, so we use those quite heavily as well."

These free channels include Adzuna, Career Jet, Glassdoor, Indeed (organic), Job is Job and Jora.

Social media has also become "absolutely essential" for sourcing candidates, with Ray White now recruiting using platforms including LinkedIn, Facebook and Twitter, he says.

And while still in the process of gathering additional data around attrition rates, employee engagement and performance levels, Power says there has been a significant improvement in the success of new hires.

Questions at the application stage help eliminate talent without the right fit and capability early, he says, before psychometric testing provides a more in-depth look at each candidate's behavioural and attitudinal traits.

"So at all varying levels and for all different roles, we can look at what success looks like and then we can apply that success matrix to a potential candidate," Power says. "Our systems are able to analyse the data and give us metadata analysis, which can then rank our candidates for us."

The organisation has invested lot of time and money in developing its assessment tool, he says, using [Peoplogica](#) in partnership with [Profiles International](#).

"It's industry-leading software that allows us to look at the psyche of the candidate," Power says. "It also makes sure that they're able to succeed in the role we're selecting them for."

A key benefit of the benchmarks is not just finding the right person for Ray White – "it's also about the candidate having the position that's really going to suit them, and them being fulfilled in their role".

"We've got a challenging market in real estate at the moment, so the ability for us to bring people in who are successful, for both them and for us, is really important at this stage."

Into the future

According to Power, the future of recruitment lies in predictive hiring and metadata analysis, with the days of recruiters relying on resumes, gut feeling and intuition long gone.

And while humans will continue to play a vital part, algorithms will allow recruiters to take a smarter approach to recruitment. "It will allow us to go out and assess a whole range of candidates from an array of positions that we might not consider.

"And AI will have the intuitiveness to say, 'these are the people we should be talking to', and with a high degree of success we'll be able to eliminate candidates that are not suitable," he says. "The advantage of that is that it's really going to bring people to us, as opposed to us going out and looking for people."

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