



## Employee Shortage - what can companies do? (Part II)

The sector-wide shortage of skilled workers continues to preoccupy the contemporary labour market and represents a core problem for companies and their HR managers. Companies need to analyse and optimise internal structures in order to develop a concrete strategy and thus attract suitable candidates for their company. The focus is increasingly shifting to the candidates themselves and their well-being within the recruitment process. But which factors are most relevant during the application process and what can companies specifically contribute?

### Companies beware - the candidate experience makes all the difference!



**64 percent of talents** decide not to apply, even though the position would actually have suited them.



#### Simplicity is key...

Mobile application options, such as One Click, can significantly increase the number of total applications.



#### Communication...

Applicants place a lot of value on a quick and efficient exchange. Smooth communication is the be-all and end-all.



#### Straight to the point...

A complicated and too extensive selection process can lead to drop-outs. A simple process is crucial.



#### Digital is a must have...

Appearing in person for an interview is no longer up to date. The location-independent interview is more efficient & modern for both sides.

### With these steps to a successful employment



**1st Step:** Analyse channels on which potential candidates move. This is the only way to find them and address them specifically.



**2nd Step:** Companies need to think carefully in advance about what specific data they need from their applicants in order not to prolong the application process unnecessarily.



**3rd Step:** Keep Time-To-Hire as short as possible by refraining from the 08/15 application process.



**4th Step:** A strong recruiting team is the be-all and end-all. Tasks must be clearly defined in advance to increase efficiency.



**5th Step:** Short response times and an ongoing exchange with the candidate are crucial for a positive candidate experience.

Are you looking for highly qualified experts? We are happy to help with selection and activation.

