

Quality of Hire measures the **value** new hires bring to a company. Based on research, conducted here at **VONQ**, increasing the **Quality of Hire** is the biggest challenge **recruiters** face nowadays:

IF YOU CAN'T MEASURE IT, YOU CAN'T IMPROVE IT.

CORINNE DE WAELE
HUMAN RESOURCES RECRUITER

16%

Decreasing candidates' drop out rate
74% of candidates who start an application form don't complete it.

4%

Reducing the average Cost per Hire
The average cost per hire is 3,681 euro. Ouch!

WHAT'S YOUR BIGGEST RECRUITMENT CHALLENGE?

62%

Increasing the No. of high quality applicants

Quality of Hire is the top recruitment metric for 2nd year in a row (2016, 2017)

18%

Shortening the Time to Hire

Smart tooling can help you reduce Time to Hire by 21%.

WAYS TO IMPROVE THE QUALITY OF YOUR HIRES IN THE PRE-HIRE PHASE

To effectively measure Quality of Hire one cannot be restricted to post-hire metrics only. There are a number of ways to improve candidate's quality **before you hire them**:

Compare candidate's score on ability & aptitude tests

These tests are designed to measure the applicants mastery level of specific skills critical to success on the job. That is why these tests' success correlates with Quality of Hire

Shorten your Time to Hire

The longer your time to hire, the harder it gets to hire the best candidates (they are off the market within 10 days). A faster time to hire also positively affects your company's productivity.

Improve the quality of your job description

A big reason you aren't getting qualified applicants is that you aren't tailoring your job description to appeal to those top candidates. You want to make sure your job ad attracts the right audience only and one way to do that is by improving the quality of your job description.

Choose the most suitable channels for your desired audience

Besides crafting your message to a specific audience, you need to pay attention to distributing your job ad via the most relevant online channels. You don't want just a random selection of online channels. Instead, you want the most effective combination of channels for your desired audience.

Increase passive candidate conversion rate

Passive candidates are not only seen as higher quality, but as harder to find and engage. Creating multiple touchpoints through advertising on multiple channels can help you attract passive candidates.

BE AWARE! MISLEADING SIGNS OF APPLICANT QUALITY

There are a **few traditional ways**, which have been wrongly perceived as **indicators for measuring pre-hire quality of candidates**, you need to be aware of:

Resume quality

Polished resumes and perfectly up-to-date **LinkedIn profiles** are often nothing else but a sign of people looking for new opportunities. In other words, **high resume quality** is not necessarily a sign of top performers.

Schools attended and/or grades

Yet another misleading metric. Instead, you can check to see where your firm's top performers actually went.

Number of years of experience

Experience is relevant. Is plenty of experience with outdated systems considered a pro or a cons? Although not currently useful, having been a system expert can be a **great basis** for adopting a new one quickly and successfully.

About VONQ

VONQ offers smart recruitment marketing solutions helping recruiters attract high quality candidates, reach scarce employee groups and improve their company employee branding. VONQ is advancing the world of recruitment by enabling others to target the right talent by relying on predictive data.

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