Interloop®

KNOWLEDGE LETTER

ISSUE 5• JULY 2021



ACTUALIZING BRAND EXPERIENCE WITH CANDIDATE ENGAGEMENT

INSIGHTS

An employer brand is the uniqueness that an organization presents to the outer world in terms of its **reputation, credibility and the culture it cultivates**. Right branding aids the recruitment process, reduces the attrition rate among new hires and helps with the retention of current employees.

Every candidate on board gets a chance to ascertain the brand of the organization **at every step of recruitment**, therefore, it becomes crucial to **communicate the right branding** to them at every step.

To get the right candidate associated with your company, your company needs to create a compelling **employee value proposition(EVP).** The experience that an employee can expect from the employer in terms of non-financial aspects and also form a part of the total rewards package.

KNOWLEDGE LETTER

TABLE OF CONTENTS

Resource Pool to get Started! • P. 2

Buzz around the media • P. 3

Improved employer branding • P. 4

Industry perspective: Employer brand narrative • P. 5

COPYRIGHT: INTERLOOP CONSULTING | 2021



RESOURCE POOL TO GET STARTED!

1. WHY THE CANDIDATE EXPERIENCE MATTERS TO AN ORGANIZATION(AND HOW TO IMPROVE YOURS)

A crucial step to Talent Acquisition is the candidate experience. The word of mouth strategy also revolves around the candidate experience, your past employees, as well as potential employees, hold this power to tarnish or improve the employer brand's image. Firstly, try to understand your brand's image on various job portals and social media platforms.

A starter kit to keep the candidate experience in check is:

1. Be transparent in communication
2. Align the interview as per the individual candidate instead of aligning the candidate as per the organizational requirement
3. Provide timely feedback to the rejected candidates to improve the experience of all the candidates.

2. FOUR WAYS TO IMPROVE THE CANDIDATE EXPERIENCE

Losing out on a candidate is equal to losing a customer, here are 4 ways to avoid that:

1. **Market the company:** Conveying the brand to the candidates where they actually are such as various job portals and on social media.
2. **Educate candidates:** Educate the candidates with videos at various steps
3. **Respond to candidates:** Utilizing standardized responses with personalization options, so candidates aren't left wondering
4. **Make the company "shareable":** Since most of the currently employed job seekers search for jobs on breaks or lunch at some point. It is important that the career sites and company's website are mobile friendly.

3. WHAT IS AN EMPLOYER BRAND, AND HOW CAN WE DEVELOP AN EMPLOYMENT BRANDING STRATEGY?

Candidate experience has a direct impact on the business. An employer brand encompasses an organization's mission, values, culture and personality. The steps to be taken to develop an employment branding strategy are mentioned in this article. An important part of the process is defining an employee value proposition that clearly communicates the value of the brand the organization is developing. While communicating the real image of the brand and what it offers to the people who will or are associated with the company leaves an ever-lasting impact and builds a positive employer brand.

4. 7 COMPANIES WITH A GAME-CHANGING CANDIDATE EXPERIENCE

The employer branding battle hasn't just begun, look how these companies have taken care of it:

1. **Airbnb:** With the help of a storyboard, the company helps the candidate visualize recruiting process
2. **DigitalOcean:** Pritorizing transparency at every stage
3. **Manage by Q:** Testing for optimism and empathy
4. **Booking.com:** Creating an interactive multimedia experience for the candidates.
5. **Slack:** Focusing on diversity & inclusion
6. **DocuSign:** Getting serious about collecting feedback
7. **NerdWallet:** Fostering genuine connection with candidates

LINKS FOR FURTHER READING

1. https://www.forbes.com/sites/forbeshumanresourcescouncil/2019/04/09/why-the-candidate-experience-matters-to-an-organization-and-how-to-improve-yours/?sh=6086b0ff4d18
2. https://www.shrm.org/resourcesandtools/hr-topics/talent-acquisition/pages/four-ways-to-improve-the-candidate-experience.aspx
3. https://www.shrm.org/resourcesandtools/tools-and-samples/hr-qa/pages/cms_023007.aspx
4. **https://www.greenhouse.io/blog/7-companies-with-a-game-changing-candidate-experience**



"If you do build a great experience, candidates tell each other about that. Word-of-mouth is very powerful."
-Jeff Bezos

COPYRIGHT: INTERLOOP CONSULTING | 2021

BUZZ AROUND THE MEDIA

Reminders in the HR Space for the month

ONGC LAUNCHES LEADERSHIP DEVELOPMENT MODULE FOR FEMALE LEADERS

ONGC partnered with the Society of Human Resource Management (SHRM) to come up with a digital customized course, Urjasvini, for the budding female employees with the leadership potential. The duration of the course is 6 months. The course would be an activity-based experimental journey to get groomed for senior leadership positions in the national oil company. Alka Mittal, director – HR, ONGC Academy, called upon the participants to begin the digital event and give the initiative a head start by emphasizing on the transformation journey the participants will go on.

Read More Here.

NSDC & WHATSAPP PARTNER TO FUEL SKILL DEVELOPMENT FOR YOUTH

On Thursday, the National Skill Development Corporation (NSDC) and WhatsApp inaugurated the Digital Skill Champions Program, which aims to teach digital skills to Indian youngsters so that they may find work. School and university students will be trained to assimilate digital and online abilities as part of this programme, which will end in WhatsApp and the NSDC giving 'Digital Skill Champions' accreditation. The course follows a module pattern and is extensive and intensive in imparting information about key parts of the online ecosystem, providing students with technology-based learning on a variety of topics. **Read More Here.**

INDIAN WORKFORCE CONFIDENCE HAS DECLINED: LINKEDIN

Working women are 2 times more likely to be worried about the availability of jobs, their professional network, and time devoted to job seeking, than working men today, reports LinkedIn. The recent survey conducted by LinkedIn shows that the growing expenses or debt are worry causing factors for women especially belonging the millennial and Gen Z category. Nearly 30% of Gen Z professionals and 26% of millennial are troubled due to lack of jobs, in comparison to 18% of Baby Boomers. There was a 4x decline of the ICI scores of female professionals. **Read more Here.**

TATA MOTORS MD & CEO GUENTER BUTSCHEK STEPS DOWN

Guenter Butschek, who has been leading Tata Motors for the last 5 years has stepped down on 30 June 2021. He will, however, be serving as a consultant to the company until the end of FY 2022 as he plans to relocate to Germany due to personal reasons.

To this, Girish Wagh appointed as the Executive Director to the Board of Tata Motors from July 1, 2021. Wagh is the president of the commercial vehicles division. The passenger vehicle division will continue to be headed by Shailesh Chandra. Tata Sons Chairman N Chandrasekaran also acknowledged the strong foundational building done by Guenter Butschek.

Read More Here.



KARNATAKA PROPOSES 1% RESERVATION FOR TRANSGENDERS IN GOVERNMENT JOBS

To enable 1% reservation for transgenders in categories, divisions, ranks of government jobs, the government has submitted a copy of the draft notification to the High Court. Through direct recruitment, the government wishes. The draft notification also states that all appointing authorities must provide separate column of 'others' with male and female gender in the application for recruitment to any category of Group A, B, C or D posts to enable trans-genders to avail reservation.

Read More Here

COPYRIGHT: INTERLOOP CONSULTING | 2021

Ideas that work !

IMPROVED EMPLOYER BRANDING

An employer brand is the communication of the Employee Value Proposition(EVP) that the organization has created to the concerned stakeholders.

Creating Employee Value Proposition (EVP)

A Know your Mission
- Determining the type of candidates required
- Identifying attributes to attract the ideal talent
- Path taken

B Create the right mix
- Keep the foundation strong with routine elements
- Innovative elements to be included
- Balance both the compenents

C Align with company ideology
- Know the real image of delivery of candidate experience
- Communicate the EVP with stakeholders
- Sync the communication with the real image to stay authentic

CANDIDATE TOUCHPOINTS IN THE RECRUITMENT PROCESS

1 PRE-APPLICATION IMAGE
- Job Description
- Realistic Job Previews
- Recruiter Communication

2 SOURCING CHANNELS
- Social Media
- ATS
- Networking Events
- Referrals

3 APPLICATION STAGE
- Mobile Friendly Portals
- Assessments
- Submission Notification

4 INTERVIEW PROCESS
- Scheduling interviews
- Diversity Compatibility
- Transparency

5 SHORTLISTING
- Video Interviews
- Group Discussion
- Communication of buffer period before selection

6 FEEDBACK
- Rejection Notification
- Areas for improvement
- Offer Letter

7 PRE-ONBOARDING
- Candidate communication
- Candidate engagement
- Encouragement

Communicate your Employee Value Proposition (EVP) at every touchpoint!

COPYRIGHT: INTERLOOP CONSULTING | 2021

INDUSTRY PERSPECTIVE: EMPLOYER BRAND NARRATIVE

Starbucks

Advertises its company culture and cultivates an online community for its employees.

NETFLIX

Reed Hastings (CEO) talks about what it's like to work for Netflix.

Mc Donald's

" Take care of our people and the business with take care of itself"

Google

- 'Do cool things that matter'
- Career page resemblingch magazine the homepage of a tech magazine

Zappos

- Zappos for good initiative
- @insidezappos and @zapposculture handles on social media
- Encouraging employees to share pictures and videos

L'ORÉAL

EMPLOYEE VALUE PROPOSITION MARKETED AS:

1. **A THRILLING EXPERIENCE**
2. **AN INSPIRING COMPANY**
3. **A SCHOOL OF EXCELLENCE**

NEW BRAND ASSOCIATION IN MAY 2021

AUDAX LABS

Zoho People Plus Implementation and Consulting

STAY HERE

for social distancing.

TALK TO US



+91 9773556979

resources@interloopconsulting.com

We'll be glad to assist you with any queries!

COPYRIGHT: INTERLOOP CONSULTING | 2021