

Jobalign

5 Ways to Engage Hourly Candidates Today



60%

60 percent of job seekers report having a poor candidate experience,¹ and for the hourly candidate, this is especially true.

¹ <https://workplacetrends.com/candidate-experience-study/>

² <https://www.bls.gov/opub/reports/minimum-wage/2016/home.htm>

Great hourly employees are in demand today more than ever. To remain competitive, organizations need to offer a candidate experience that addresses the specific needs of hourly talent.

The hourly workforce is nearly 80 million people strong.² Yet, the application process isn't really designed for hourly workers. For them, it remains particularly burdensome and inefficient.

Like most talent acquisition tools, ATs were made for salaried candidates because they:

- *Are desktop-based*
- *Require logins and resumes*
- *Are not bilingual*



This is a call to action: For organizations that have significant hourly hiring needs, it's time to understand and align their processes with the way hourly workers engage to create a better candidate experience.

In this e-book, we'll cover the five ways organizations can effectively engage hourly candidates to increase application rates, reduce time to hire, and create a more compelling experience for their hourly candidates.

No. 1: Meet Them Where They Are

When you're considering how your application process works, accessibility should be top of mind.

Think about the typical hourly worker: They're on the go, they may work odd shifts, have multiple jobs, and not have regular access to a smartphone or the internet, much less a computer. Hourly candidates need an application process that makes sense for them. One that allows them to apply anytime, anywhere, and from any device they have access to.

Here are the questions organizations need to ask to ensure that the application process is as frictionless as possible for hourly candidates:

- Is the solution optimized for mobile?*
- Does it provide options to apply via text or online messaging systems?*
- Does it allow candidates to easily apply without a login, resume, or online profile?*
- Does it offer pre-recorded phone interviews?*
- Is it EEOC and OFCCP compliant?*

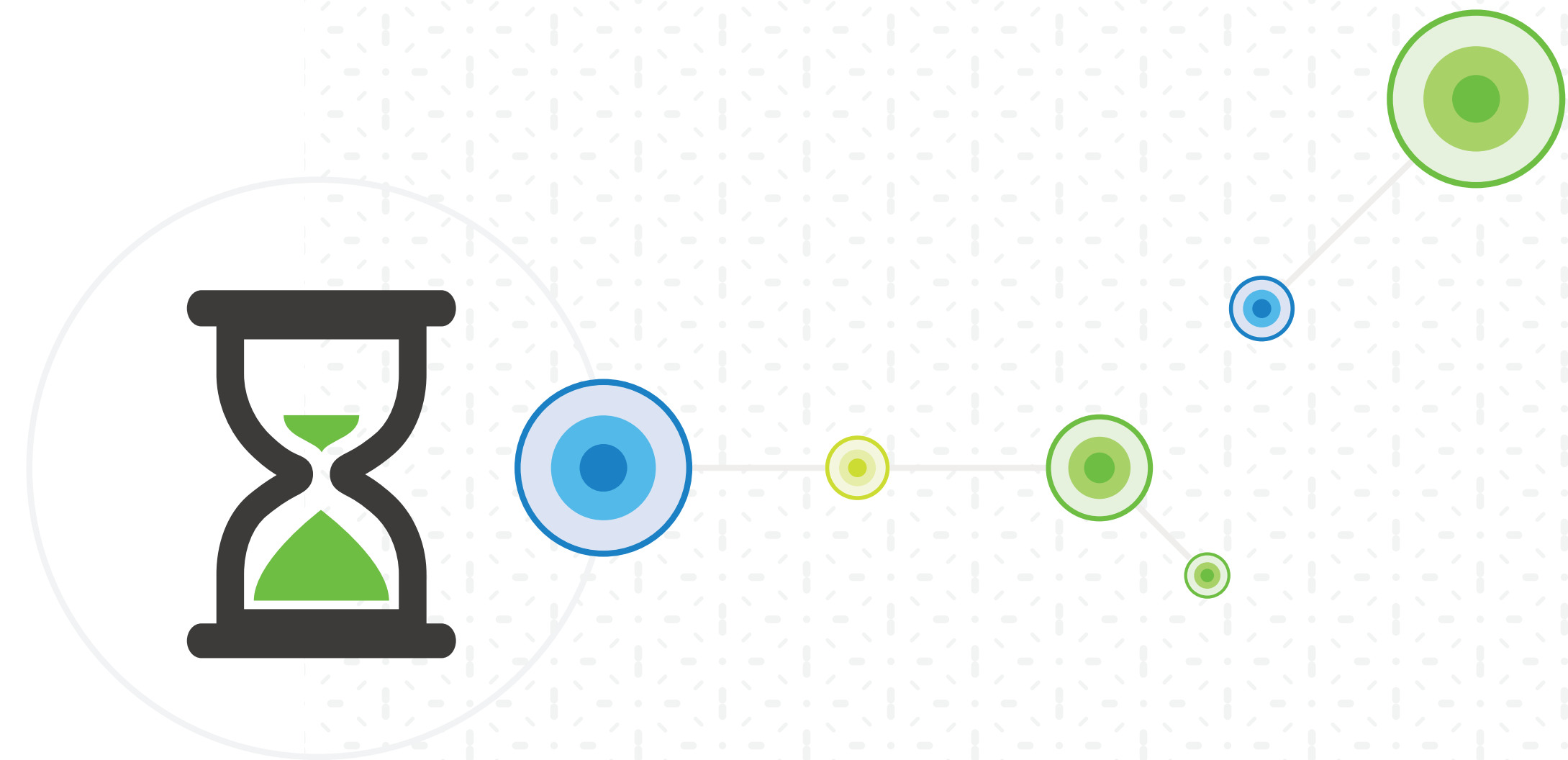
No. 2: Get Them Through the Process at Lightning Speed

Most ATS and job application processes require candidates to trudge through a long, monotonous application.

Half an hour is common, but an hour isn't out of the question. Without a more timely, candidate-centric solution, **organizations lose up to 90 percent of their applicants.**

It sounds ridiculous because it is ridiculous. Hourly candidates are looking to start their jobs quickly, often for jobs that may not last a long time — like seasonal roles. And companies need swift evaluation just as quickly.

Reducing time in the hiring process can increase the amount of available talent, shorten the time to hire, and drive business results.



The two most common reasons candidates abandon an organization's recruiting process are because they felt like their time was disrespected (**19 percent**) and the overall process took too long (**17 percent**).³



No. 3: Speak Their Language

Want to improve the hourly candidate experience? **Three out of five job seekers** say that better employer communication with candidates throughout and after the applicant process would be the best way to improve their overall experience.⁴

That doesn't just apply to salaried workers. Hourly workers need it, too, and you must specifically adapt your communication strategy to interact with them.

Ready to get serious and communicate better with hourly workers? Follow these steps as a starting point:

- **Examine all of your job descriptions.** Specifically, communicate clearly to a variety of education levels. Simple and direct language can help people understand what the job truly entails.
- **Use the right channels.** Use Facebook, Twitter, or text instead of LinkedIn or email to communicate in places where hourly workers are more likely to be.
- **Provide bilingual options.** Translate job content and applications, and conduct interviews in their language to ensure you're giving all job seekers the best experience.

No. 4: Work with Their Schedule

One of the hallmarks of the hourly workforce is their flexibility. Many of these candidates seek out this flexible work arrangement — and employers often desire it. For that reason, it's important to make sure your hiring process embraces that flexibility, too.

Offering flexibility on timing makes hourly candidates feel empowered and valued, plus it helps companies avoid time inefficiencies created by scheduling difficulties.

What does flexibility look like for an hourly candidate?

- *Texting capabilities for applications allow candidates to start and save their work*
- *Pre-recorded phone interviews mean they can take interviews during times that work for them*
- *Accessibility to the information they need about the organization, anytime and on any device*



No. 5: Make the Process User-friendly

For salaried and hourly candidates alike, the user experience with most ATSs and application processes is difficult to navigate.

But with hourly candidates, winning top talent before the competition is key, and time is of the essence.

A confusing website and application process can mean applicant drop-off rates of up to 90 percent.

A great user experience is critical to ensure that the applicant can understand and navigate the steps quickly and easily. Candidates expect an experience similar to top online shopping websites, and every candidate touch point and stage should be intuitive, quick, and painless.



You Can't Afford to Wait on Engaging Hourly Candidates

Approaching hourly talent with the same strategies you use for salaried candidates won't get results. In fact, it can actually hurt your ability to attract the best talent.

You need to solve the candidate experience problem for hourly workers soon. It's possible, but it will take a new approach to fully engage the hourly talent pool.

To be able to effectively reach hourly candidates at every stage of the process, you'll need a solution that can increase the spectrum of engagement and make the hiring process:



Reach Candidates on Their Terms

Jobalign is a Candidate Engagement Platform that bridges the gap between your ATS and your ideal hourly workers. Jobalign transforms your hourly talent acquisition strategy by:

- *Increasing candidate flow by 8x*
- *Reducing time-to-hire by 50 percent*
- *Decreasing candidate drop-off and dissatisfaction*

Jobalign can help you create a hiring process that has:

- *Mobile-friendly access*
- *Short application process*
- *Bilingual capability*
- *High engagement results*

Don't make your hourly candidates wait any longer — Jobalign can help you provide the best candidate experience today!



Learn more about how Jobalign can help you better engage hourly candidates today at [jobalign.com](https://www.jobalign.com).

About Jobalign

Most talent acquisition solutions weren't built with hourly workers in mind. Jobalign is the only Candidate Engagement Platform (CEP) created for this vast and underserved group of people. Jobalign integrates with your existing talent acquisition solution, seamlessly engaging hourly candidates throughout the entire hiring process, reducing friction and abandon rates, while increasing the speed and number of candidates you receive by up to 8x. No rip and replace necessary — just add Jobalign and bridge the gap between you and the hourly worker.