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Digital Communications: The Formula for Fast and Efficient Recruiting, Hiring, and Retaining

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The power of digital communications for HR & recruiting in an increasingly digital world

Since the advent of COVID-19, things have radically changed for HR professionals and recruiters wanting to attract, engage, and retain talent. The shift towards digital has affected all aspects of HR - from recruitment and onboarding through to retention.

Recruiting and onboarding new talent

Seeking talent in a world where physical meetings aren't always possible presents its own set of challenges. In order to keep up with this change, recruitment needs to focus on meeting candidates on the technology they use - their mobile phones. Strategies are also needed to overcome hesitations some candidates have from not being able to see their new workplace or meet members of their new team before accepting a role.

Through digital communications, HR professionals and recruiters can create automated, well-considered, and personalized journeys for candidates and new employees to take. Digital communication tools provide a quick, easy, and engaging way to solve these problems, from recruiting through to the onboarding process.

Retaining existing employees

In 2020, 42% of labor workers in the US were working from home full-time[1]. This trend towards more flexible work conditions, and a greater reliance on technology to do so, hasn't faded since then, either.

A study from Expert Market[2] found that 82% of companies expect their staff will request to continue working remotely, at least partially, once they've fully returned to the office. Approximately 90% of companies also reported positive impacts of working remotely.

For HR professionals and recruiters, this pivot has meant the need for the rapid amplification of digital methods of communication. HR teams have had to ramp up their internal communication methods in order to keep workers feeling connected and engaged, despite remote conditions.

In this guide, we'll expand on how effective communications can make each step of the recruitment and HR process simpler. From getting the first impression right, to creating a seamless onboarding experience, to holding onto precious talent, we'll show real use cases for how Whispir's intelligent communication platform can help you succeed.

1. Stanford News: Stanford research provides a snapshot of a new working-from-home-economy

2. Expert Market: Communication the Workplace Statistics for 2021

Make the right first impression through a seamless communication experience

On average, top talent only stays on the market for 10 days[3]. That means if you want to hire the best possible talent, being able to move swiftly is of the essence. It also means you need to ensure you're engaging with candidates throughout the entire vetting process.

Most candidates will interact with you 14 times before they make a final decision about the role[4]. If these interactions aren't well-considered, personalized, and engaging, you risk slowing down the process and, at worst, losing your preferred candidate.

Creating a digital communication strategy for recruitment

Some of the key ways you can differentiate yourself from the market, bolster your company's reputation, and ensure you're procuring the best talent for the desired position include:

Using personalization as a point of differentiation

Ensuring your recruitment communications are personalized can help candidates feel valued. It also makes it easier to cut through the digital noise and ensure you sound human - rather than a generic company sending out messages en masse.

Additionally, when your agency or team is juggling a high number of roles and candidates, personalization can seem like a daunting task. Whispir allows you to automate this process. Using data from set parameters - including candidate names, job locations, and role functions - you can easily design communications to be sent at scale to ensure applicants don't feel like just another number.

Driving engagement through multiple channels

Keeping your candidates engaged throughout the hiring process is key, but it can be a challenge. This is particularly the case when candidates are interviewing with other companies simultaneously, or you have an extensive hiring process they need to navigate.

Utilizing the communication channels that your candidates use - ie their mobile phones - can help with this significantly. Relying solely on legacy methods of communication, such as emails, no longer cuts it. SMS has an incredibly high open rate of 98%[5], and, when combined with rich, personalized landing pages, call-to-action and response rates get up to 88%[6].

This shows how incredibly engaging SMS can be, especially when used in conjunction with other forms of communication. Whispir allows you to send messages across multiple platforms - including SMS, email, social media, and more - and manage it all from one centralized hub.

3. Ere Digital - Top Candidates Are Gone Within 10 Days ... So Assign Each a 'Hire-By-Date'

4. MYA - A New Approach to Candidate Engagement for Recruiting Teams

5. Gartner - Tap Into The Marketing Power of SMS

6. Whispir Research March 2020

Being consistent across your messaging

As important as it is to utilize multiple channels for your recruitment communications process, it's equally as integral to keep your messaging and branding consistent. Whispir allows you to create pre-designed and approved templates that can be easily applied to any form of communication. That means any member of your team can quickly build and deploy communications that look professional and on-brand, without the need for technical or design skills.

Automating the journey to save you time and money

Creating this engaging and personalized experience for candidates doesn't have to be a drain on resources. Whispir's intuitive communications builder is simple, easy to use, and effective. You can turn your time-consuming manual processes into automated communications in a matter of minutes.
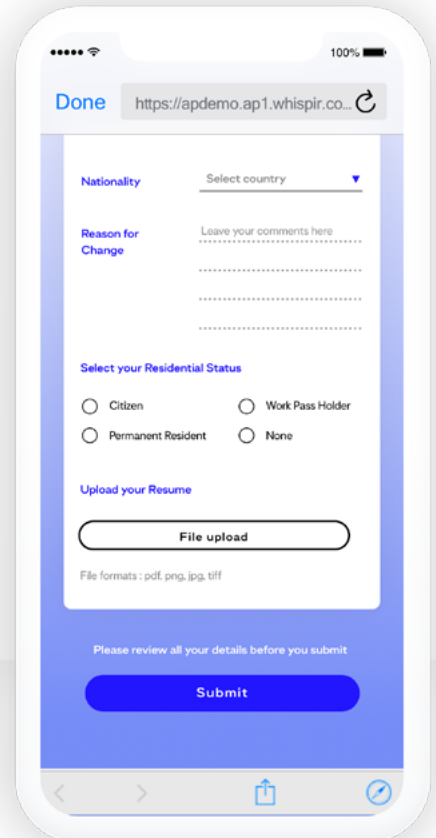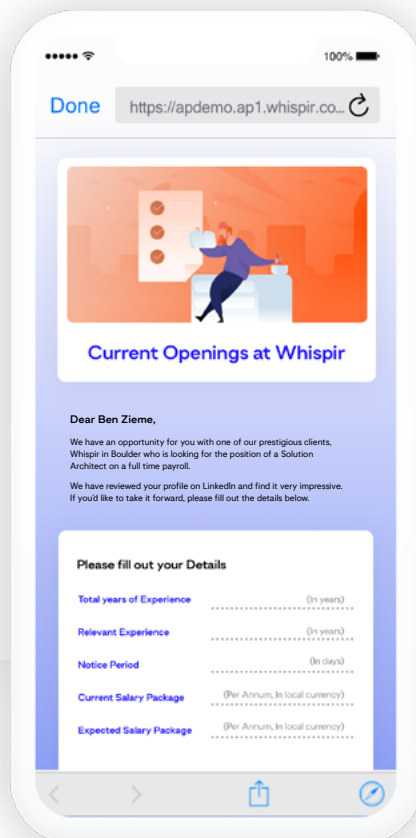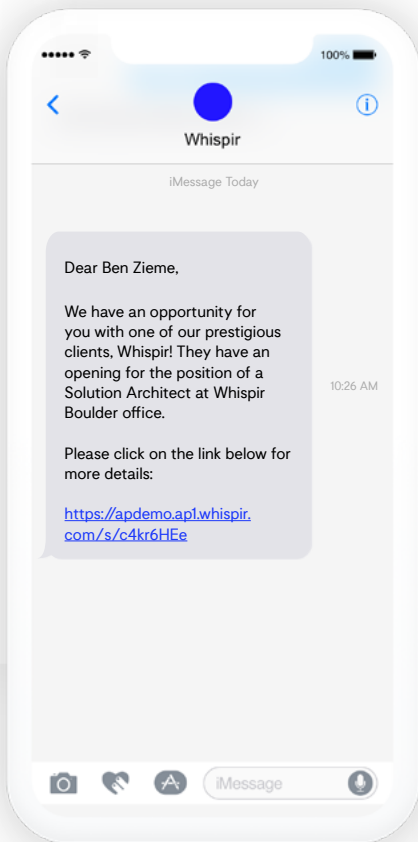
Send engaging, personalized, and automated text messages to potential candidates to provide a seamless first impression.

Continuing momentum throughout the hiring and onboarding process

The hard work of procuring talent doesn't end at the recruitment stage. Creating a seamless journey through hiring and onboarding is integral, particularly if you want to make a lasting positive first impression. Employees who are welcomed with a well-structured onboarding program are 82%[7] more likely to stay at a company for up to 3 years, so it's certainly a worthwhile consideration.

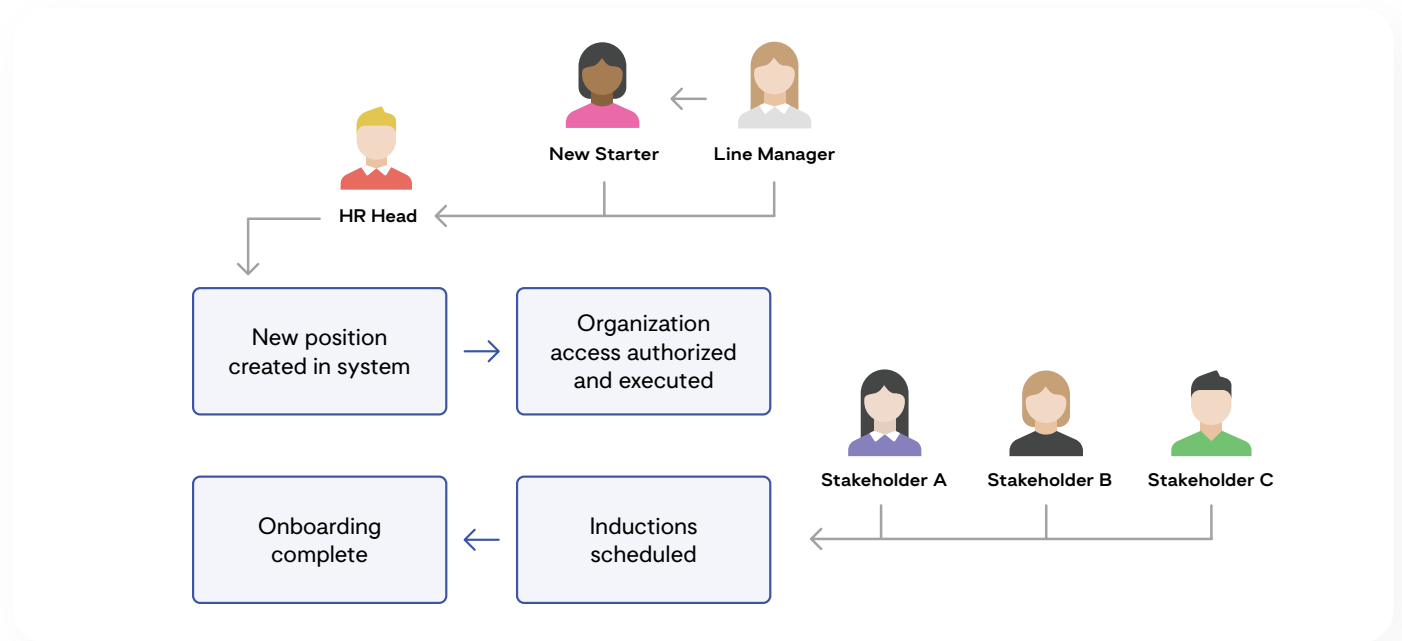## Mapping out a hiring and onboarding journey

It's important to map out the journey that a candidate or new hire will go through in the initial stages of interacting with your business. These flows could look something like:

Application Journey
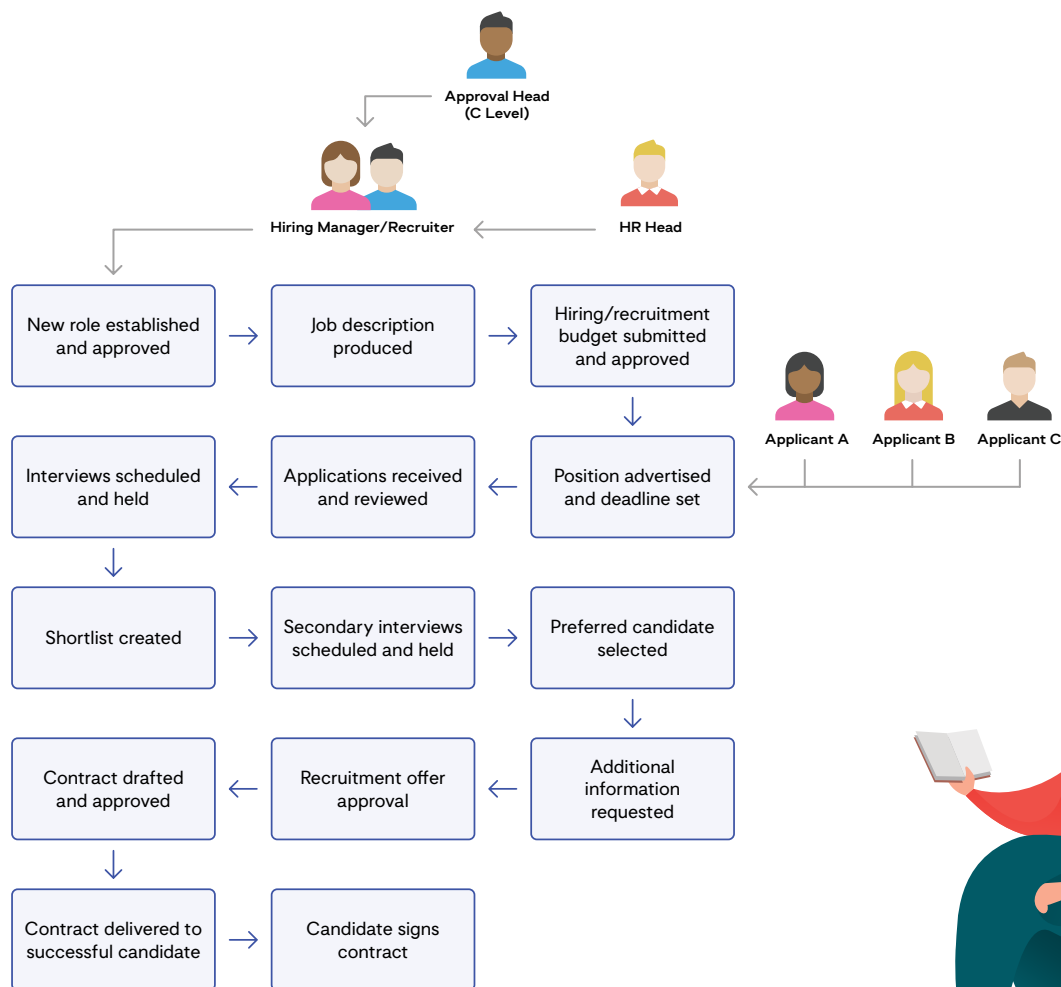
7. Brandon Hall Group - The True Cost of a Bad Hire

Onboarding Journey

Once you've mapped these journeys out, automating them through a digital communications platform such as Whispir ensures a seamless experience. Using Whispir, you can set automation rules that automatically send out messages for each stage a candidate or new hire is at.

Automate everything from setting up interviews - including sending rich messages that allow candidates to book available times by clicking on a link within a text message - to notifying them of outcomes and next steps.
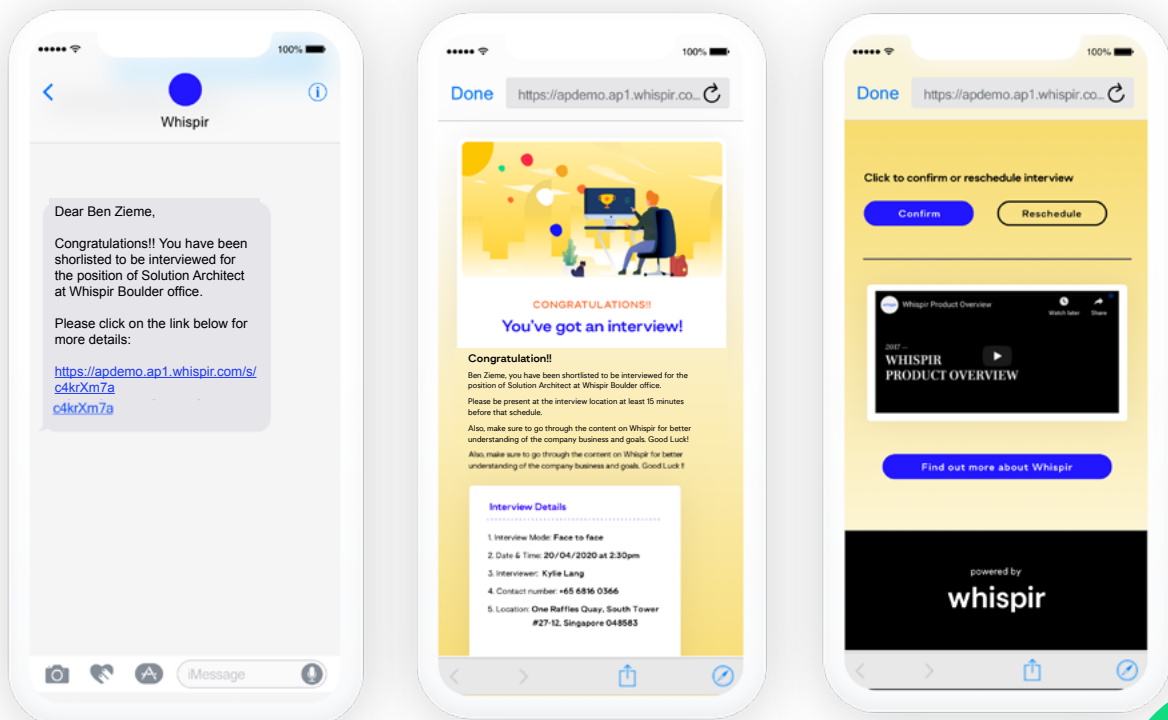
Send rich messages that allow candidates to click through and complete actions,
*such as scheduling an interview or learning more about a role.*

Boosting employee retention through effective communication

Employee turnover is incredibly costly for businesses. The Harvard Business Review estimates[8] that losing an employee can cost a business 100-300% of the leaving worker's salary. A lot of this starts with onboarding. As already mentioned, effective onboarding can improve the chance of long-term employee retention by up to 82%, and a survey from BambooHR[9] found that around 31% of people have left within the first 6 months of a job.

Employee engagement shouldn't end after their initial introduction to your company, though. It's important to have a structure in place that ensures staff are kept informed and feel included and heard.

Stage	Communication Need	Whispir Capabilities
Onboarding	'Welcome' communications that give an introduction to the company and a brief overview of the onboarding process.	Through Whispir, you can automate text messages to be sent to new starters. You can also create and link to landing pages through our simple drag-and-drop builder. This means you can directly link new employees to helpful things like interactive media - such as training videos, forms they need to fill out, and checklists of onboarding tasks they need to complete.
Onboarding	A notification that system access has been granted, as well as further information such as usernames and passwords.	Using Whispir, you can automate emails or texts to be sent as soon as new employees have their access granted, as well as linking them to further instructional assets where necessary. This creates a more seamless experience for them to get up and running sooner rather than later.
Onboarding	Introductions to peers and other important stakeholders in your organization.	Whispir makes it easy to incorporate scheduling within the communications you send. With just a few clicks, new employees can easily find and schedule in time to meet their teammates.
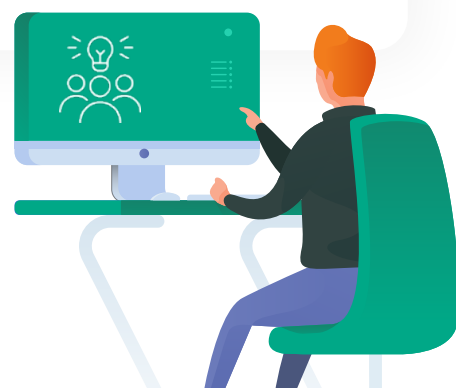
8. The Harvard Business Review - Technology Can Save Onboarding from Itself

9. BambooHR - What People Really Want From Onboarding

Stage	Communication Need	Whispir Capabilities
Long-term retention	Regularly check-in with staff for feedback.	Communication shouldn't be one-way. Using Whispir's Staff Feedback Form capabilities, you can easily find out what is and isn't working, and make sure your employees feel heard. You can set the precedent early by checking in after the onboarding process, then automate feedback forms to be sent at regular intervals moving forward.
Long-term retention	Celebrate successes, team wins, and milestones.	It's important to recognize the achievements of your employees. Rather than leaving this to chance, use Whispir to automatically send out communications on certain dates, such as work anniversaries. You can also use Whispir's platform to easily create professional-looking internal newsletters, which can be used to regularly update employees on wins and celebrate team and individual successes.
Long-term retention	Proactive messaging around upcoming changes and other noteworthy announcements.	Internal communication is essential if you want to keep employees engaged, and ensure accurate information is disseminated throughout the organization. Whispir makes it easy to create and send on-brand communications, no technical skills required. This makes it possible for anyone within your team to design and deploy regular internal communications that ensure you keep staff informed.

Revolutionize your digital communications with Whispir

From recruiting to retention, the way your organization utilizes digital communication can make a huge impact. It can help you find and procure your preferred candidate, create a seamless onboarding process that engages and retains employees, and, ultimately save your company time, money, and HR headaches.

Whispir has worked with countless HR teams and recruitment companies throughout the US and the world to help them use our digital communications platform to their advantage. We're passionate about finding communication solutions that transform a company's success around recruitment, onboarding, and retention.

To find out how Whispir can work for you, get in touch with us today, or book a free demo to see our platform in action.

To find out more:

Visit Whispir today