

First Impressions Matter for Employers Now More Than Ever

The Technology That You Must Know to Appeal to Job Seekers Today

You've always heard first impressions matter during an interview. It's true. In fact, it typically takes 7 seconds for an employer to decide in a face-to-face interview whether or not to move forward with an interviewee.

Did you know that with today's technology, the first impression that interviewee has with your company matters more, too? Younger, tech-savvy, job seekers don't hesitate to view and to report on sites like glassdoor.com. If you don't communicate as expected, your company's reputation can be adversely affected. If you say you'll get back to a candidate in 5 days, don't make it 6.

Today, employers conduct 90% of interviews over the Internet. Tech-savvy talent expect timely feedback. That's why ABC Company, one of the fastest growing, temporary and permanent staffing agencies for direct employment, wants to know what clients think about a candidate within 24 hours of the interview, regardless of how it's held. If the process takes too long, it's likely the candidate will search elsewhere.

Of course, no communication leads to no hires. As with any relationship, you need authentic, as-needed communication to turn a good first impression into a lasting relationship. Always follow through on whatever you say you are going to do. If you say you'll meet a candidate at 2 p.m. CST, make sure you're there before 2 p.m.

Not all talented candidates are tech-savvy. Seasoned individuals with employment longevity frequently require face-to-face interviews and phone conversations. Companies who can adapt their hiring approach accordingly will be able to cast a broader net for talented individuals.

At ABC Company, our proprietary video profile system allows you to get some background, employment, and education information on each candidate in the span of about 3 minutes per person. Each candidate answers the same 3 questions.

We have found that employers normally take up to 30 seconds to make their decision on a potential hire using the video method. Timely responses from the client make the hiring process more authentic and desirable from the interviewee's perspective.

While technology has led to greater efficiencies in the interview process, companies need to alter their approach somewhat between tech-savvy and non-tech-savvy individuals to ensure that good first impression. The tech-savvy may prefer Skype, the non-tech savvy, the phone. Remember that good first impressions can lead to a more lasting relationship that will benefit your company.

Jewel Pickert, 651/829-1423, jewel@jewelpickert.com

Contact us today at www.abccompany.com to see how ABC Company Source Group, experts in placing temporary and permanent staffing in the Alabama area, can help you develop that first impression into a lasting relationship before candidates flee to your competition.

(Blog Spec Assignment)

SAMPLE