Effective Sourcing:
Where Quality Meets Quantity

The Recruiting Paradox of Quality Versus Quantity

Right now, the number of job openings remains stubbornly high, hovering around 11 million open roles, and nearly twice the number of unemployed workers in the United States. Recruiters continue to find it challenging to identify enough qualified candidates to meet their hiring needs. With so many open jobs and historically high levels of churn within companies, talent teams are stretched to their limit and need every tool available to ensure a steady flow of high-quality applicants.

The latest Employ Quarterly Insights Report depicts how much pressure recruiters are under in today's market. In fact, 65% of recruiters say their job is more stressful today than it was a year ago. Of those individuals, 58% say it's because they cannot find enough qualified candidates, and 1 in 2 indicate that they have more open roles to fill.

With nearly two-thirds of recruiters feeling stressed, it's no wonder that 64% of recruiters said filling jobs this year is harder compared to last year. As companies seek to hire more this year, recruiters are working harder than ever to find the most qualified talent as quickly as possible, leading to greater recruiter burnout.

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The Challenge of Sourcing Enough Qualified Talent

Sourcing quality talent has typically required a significant investment from recruiters. By maintaining information on candidates in a candidate relationship management system (CRM), recruiters can help ensure the flow of applicants is robust enough to fill the company's open positions.

However, the enormous complexity of hiring across large organizations can result in inefficiencies to mine the CRM. With thousands of open roles across hundreds of locations, the process of identifying, evaluating, and engaging great candidates locked in the CRM can require dedicated focus and considerable time investment from talent teams.

Prioritizing sourcing activities to develop a talent pipeline increases chances of hiring the best candidates for future growth. But the time required to source quality candidates at a high enough volume is a real challenge for companies, particularly in light of the current labor market. This conflict between the **quality** and **quantity** of candidates is at the heart of where so many large enterprises find themselves.

But what if there was a way to find a high volume of candidates, evaluate talent to identify the most qualified individuals, engage job seekers with meaningful content, and convert qualified candidates into applicants? The good news is there is. In this eBook, we will examine sourcing and its role in speeding time to hire, identify the sourcing tool that makes it possible to deliver quality and quantity, and offer concrete examples of how companies are using intelligent sourcing tools to deliver results for their business today.

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What Is Sourcing?

Sourcing is the process of actively searching for candidates to fill open positions within an organization. It involves recruiters proactively identifying, engaging, and converting candidates into applicants. Throughout this process, recruiters and talent teams interact with prospective candidates who can be moved to the talent pipeline for open roles.

Sourcing goes hand-in-hand with candidate engagement and recruitment marketing, with the goal of identifying the right talent, actively interacting with those candidates, and moving them to the point of conversion. Sourcing often has the specific end goal of hiring the right person for the right role, but it can also be used as a tool for expanding the organization's talent pool. By broadening the talent network, recruiters have a wider range of talent to choose from when a specific role opens. Let's take a look at the role of sourcing in contributing to overall time-to-hire.
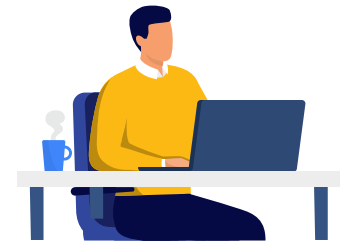
DID YOU KNOW? Employ benchmark data indicates that regardless of how fast the hiring process is, one-third of time spent hiring is sourcing.

The Role of Effective Sourcing In Speeding Time-to-Hire

Hiring is a race for talent. Competing on speed is one of the single most important areas recruiting organizations should seek to tackle. According to Employ data, the average time-to-hire is under two weeks for 32% of recruiters and between three-to-four weeks for 53% of recruiters. This means that within 30 days of posting a requisition, more than 8 in 10 recruiters expect to have their open positions filled.

Employ benchmark data also indicates that regardless of how fast the hiring process is, one-third of time spent hiring is sourcing. So if a role is open for 30 days, this translates into 10 days to source candidates for the position. This demonstrates that sourcing is a critical element in the hiring process to reduce overall time-to-fill. Simply, if you can reduce the time required to source qualified candidates, you can better compete in finding talent to fill your open roles.

Levering the Right Technology to Find a High Volume of Qualified Candidates

Streamlining the sourcing process is essential, especially across a large number of open roles for enterprise organizations. Investing in intelligent technologies to help source a high volume of quality candidates faster can help organizations compete on speed — and that can make all the difference in the ability to fill open roles with top talent and drive the business forward.

Getting the Most Out of the CRM with Intelligent Sourcing

Jobvite, an Employ Inc. brand, offers Zero-Click Intelligent Sourcing, which provides a simple, intelligent solution for finding enough qualified candidates quickly within the company's CRM. Zero-Click Intelligent Sourcing is an AI and automation tool to help employers identify, evaluate, engage, and source applications from high quality candidates. It combines world-class artificial intelligence and automated email marketing to solve four key challenges enterprises face.

No need to manually find previous applicants or manage folders.

Zero-Click Intelligent Sourcing automatically processes every job in the ATS and attaches potential candidates to that job for further consideration.

Solving Challenge #1: Finding Enough Candidates

When it comes to maintaining lists of good candidates, it seems that every recruiter across the organization has a different, constantly evolving process. The process typically spans multiple technologies, involves manual search, and maintaining multiple folders. Bespoke processes, multiple technologies, and complicated folder structures guarantee two outcomes; button clicks and time. Talent teams click a lot of buttons and organizations spend a lot of time sourcing talent, again up to one-third of the overall time-to-fill.

Zero-Click Intelligent Sourcing eliminates manual search and complicated folder structures, while implementing a standard process across teams, jobs, and candidates. Leveraging the organization's CRM, Zero-Click Intelligent Sourcing automatically identifies candidates for every new and existing job in a customer's ATS. No need to manually find previous applicants or manage folders. Zero-Click Intelligent Sourcing automatically processes every job in the ATS and attaches potential candidates to that job for further consideration.

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Solving Challenge #2: Evaluating Talent to Identify Qualified Candidates

The second challenge talent teams face is candidate evaluation. The Employ Quarterly Insights Report indicates that 62% of recruiters and HR decision makers say their top recruiting priority right now is increasing the quality of hire. So even after a candidate is found, how does a talent team determine if the individual is a quality candidate?

Many candidate search tools lack the profile detail to make an accurate quality evaluation. Subjective determinations of candidate quality, by numerous individuals, may not apply a uniform standard by which to assess talent or produce consistent results.

Evaluation of potential candidates is completely automated by Zero-Click Intelligent Sourcing. For each job processed by Zero-Click Intelligent Sourcing, the skills and experiences of previous hires are automatically extracted and compared against the profiles of identified candidates. Using customer input obtained during initial account configuration, Zero-Click Intelligent Sourcing identifies high quality candidates who possess the skills and experiences possessed by previously successful candidates.
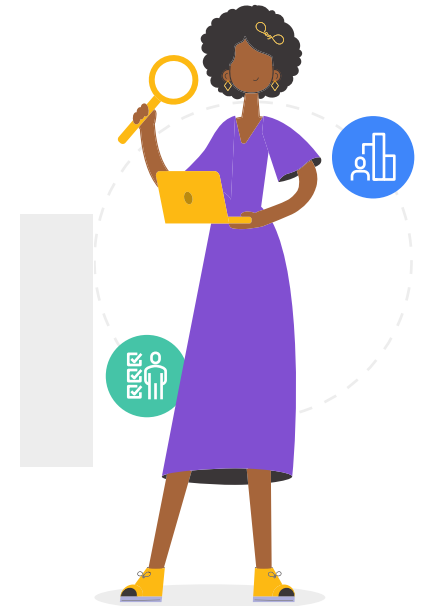
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Solving Challenge #3: Engaging Candidates with Meaningful Content

The third challenge talent teams face is coordinating the efforts between all of the people involved in the hiring process. Often multiple people and teams are involved in identifying quality talent, engaging (or re-engaging) candidates, and reviewing applications. This is often the most difficult part of the talent journey as either not enough, non-relevant, or even too much communication can result in quality candidates ignoring a company's employer brand all together.

Multiple teams and individuals must coordinate processes to ensure that a candidate receives just the right amount of communication, not too much or too little.

Coordination between recruiting and sourcing teams is easy with Zero-Click Intelligent Sourcing. Automated enforcement rules regulate how much and when candidates can be engaged. For example, Zero-Click Intelligent Sourcing enforces a rule that any candidate who has an open application is not engaged.

Eliminating automated communication for active applicants eases coordination across sourcing and recruiting departments, while providing a better, less confusing applicant experience. Companies can set rules over how much and how often a candidate receives an automated Zero-Click message.

Zero-Click Intelligent Sourcing also automatically enforces email frequency and volume across all active jobs and all candidates so that no candidate is excessively engaged. Since Zero-Click Intelligent Sourcing always selects the best candidates available, customers reach the best possible candidates at the best possible time.

Solving Challenge #4: Converting Candidates to Applicants

The final challenge talent teams face is how to convert high quality, engaged candidates into applicants. With talent teams overstretched and overstressed, it's burdensome to manually identify a list of quality candidates to invite for every job that is opened. Even more, it is manually intensive to keep track of open jobs that may need additional attention.

Organizations typically solve these challenges through a collection of business rules and ad hoc campaigns. While eliminating manual work, when separated from AI, these efforts can miss the mark by providing irrelevant content at the wrong time. For example, automated systems that alert candidates of every relevant job or email content to "keep candidates warm" run the risk of conditioning the candidate to ignore the employer brand's messaging.

Engaging content is not enough; great candidates need to apply. Zero-Click Intelligent Sourcing automatically emails and invites quality candidates to apply. By combining Zero-Click Intelligent Sourcing with an automated invite to apply email, customers provide purposeful content that bridges the gap between engaging content and applicant flow. Sending purposeful email to qualified candidates about jobs in the locations the candidate is interested in, Zero-Click Intelligent Sourcing delivers an automated system that ensures engaging content to great candidates.

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The Proof: Delivering a High Volume of Quality Candidates

When it comes to finding qualified candidates at scale, Zero-Click Intelligent Sourcing delivers. The solution has been activated for numerous customers across multiple verticals, including the IT, professional services, healthcare, oil and gas, and retail spaces. Managing customers' new and existing jobs, Zero-Click Intelligent Sourcing processes tens of thousands of jobs every day, and scales to the largest CRMs. By providing near real-time searches, evaluations, and automated email, Zero-Click Intelligent Sourcing can manage tens of millions of candidates within each organization's CRM.

Looking at the Results

Across customers and industries, Zero-Click Intelligent Sourcing delivers consistent, predictable results. Open rates for invite to apply emails average 67% and click rates for these same emails average 26%. Approximately 1 in 10 candidates receiving a Zero-Click Intelligence Sourcing communication apply for a job.

Zero-Click Intelligent Sourcing delivers quality candidates as customers experience more interviews per applicant. Based on customer feedback, offer rates among Zero-Click Intelligent Sourcing candidates can be two to three times higher than other sources.

DID YOU KNOW? 1 in 10 candidates receiving a Zero-Click Intelligence Sourcing communication apply for a job.

One of the greatest benefits of Zero-Click Intelligent Sourcing is the ability for employers to know that recommendations are accurate and relevant. For example, in 2022, Zero-Click Intelligent Sourcing was implemented for a professional services organization with operations in the United States. Of the 4,000 emails, approximately 40% were delivered for positions that had been open for more than a month.

More than 600 applications were attributed to Zero-Click Intelligent Sourcing with an application rate of 1 application for every 12 invite-to-applies. Of the applicants attributed to Zero-Click Intelligent Sourcing, approximately one in three Zero-Click Intelligent Sourcing applicants received an interview, a more than 50% increase over the customer's applicant to interview ratio. Furthermore, the percentage of hires resulting from Zero-Click applicants was nearly 30% higher compared to other sources.

Regardless of the metric, whether it's engagement, applications, interviews or hires, Jobvite's Zero-Click Intelligent Sourcing delivers value to recruiting organizations by converting CRM profiles into valuable applicants and employees. In today's market, meeting the need for great talent requires tools that leverage and automate the value locked in an employer's CRM. Zero-Click Intelligent Sourcing is that tool.

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# Spend Less Time Sourcing, More Time Nurturing Applicants

Ultimately, what makes the Zero-Click Intelligent Sourcing solution unique is Jobvite's success in automating everything, so that recruiters spend less time sourcing and more time talking with great applicants. While other solutions provide a platform to manually review profiles or fine tune recommendations, Jobvite's Zero-Click CRM solution integrates across ATS vendors and automates everything, avoiding time consuming reviews and tedious clicks.

Zero-Click Intelligent Sourcing takes automation to the next level by incorporating both new and existing jobs. Has a job just been posted? Zero-Click will automatically search and invite quality candidates. Is an open job receiving too few applicants or does an evergreen job need constant candidate flow? Zero-Click Intelligent Sourcing automatically identifies the job and sends great candidates an invite to apply email.

Zero-Click Intelligent Sourcing frees talent teams from constantly combing lists of open jobs and searching the CRM for candidates who fit. Zero-Click automates the mining, engaging, and converting of candidates to applicants. With Zero-Click, talent teams have more time to spend on the human elements of recruiting to ensure their organization can get the highest quality candidates at the greatest scale.

Find out for yourself why Zero-Click Intelligent Sourcing was named top product of the year by Human Resources Executive. Watch the **on-demand Jobvite Product Tour** or **request a live demo** to see Jobvite in action.
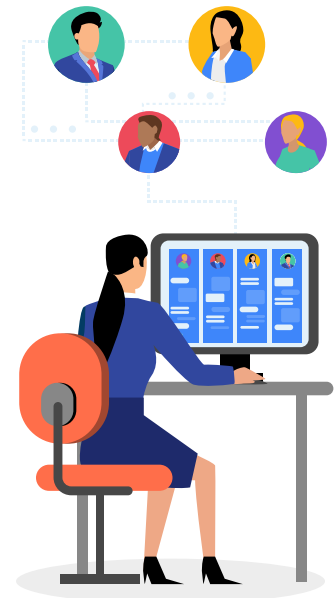
About Jobvite

Jobvite, an Employ Inc. brand, is leading the next wave of talent acquisition innovation with a marketing-centric approach to recruiting. Jobvite's Evolve Talent Acquisition Suite offers more breadth and depth in functionality than any other talent acquisition technology available in the market, addressing the entire hiring lifecycle. To learn more, visit jobvite.com or follow the company on social media @Jobvite.

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