

# 5 Ways the Big Brands Get the Best Candidates



## Introduction

In a rapidly changing talent acquisition landscape, enterprise organizations across industries are working to navigate the challenging labor market and compete for top talent. How are big brands outperforming the competition and securing quality hires for their business? Here are five things big brands do differently.

### ✧ Differentiator #1

#### Skipping Outdated Candidate Requirements

Getting applications in the door is far easier if candidates aren’t presented with outdated hiring practices.



**Eliminate Tedious Hurdles**

**Ditch the Cover Letter**

**Rethink Education Requirements**



Eliminating tedious hurdles, including ditching the cover letter or rethinking arbitrary education requirements, are small places to make a big impact, so you can start building a more robust talent pool to choose from.



### ✧ Differentiator #2

#### Diversifying Hiring Requirements

Organizations are finally realizing the true negative impact of unconscious bias in recruitment when it comes to expanding their hiring efforts.

**The best and biggest companies today are minimizing it as much as possible today by:**

- ✓ **Eliminating Restrictive Language from Job Descriptions**
- ✓ **Ensuring Hiring Managers Receive Training to Avoid Biases**

### ✧ Differentiator #3

#### Streamlining the Application Process

Leaders in talent acquisition know that if the application process isn’t quick and straightforward, candidates aren’t likely to complete it. With applicant drop-off at 92%, according to SHRM, the best companies increase application conversion rates by:



**Eliminating Required Registration**



**Integrating Candidate Texting and Automation**



**Enabling Quick Apply**

### ✧ Differentiator #4

#### Leveraging Recruitment Automation and AI

Forward-thinking companies recognize where human touch is most valuable in the recruitment process and support talent teams in eliminating tedious tasks, like sourcing and scheduling. With recruitment automation and AI, teams can focus more on:



**Nurturing Candidates at Scale**



**Using Onboarding as a Tool for Retention**



**Streamlining the Interview Process**



### ✧ Differentiator #5

#### Prioritizing Employer Branding

Companies that take their employer brand seriously as part of their hiring strategy heed Glassdoor’s warning: “A company’s employment brand is no longer owned by its HR or marketing team — it’s now owned by the employees, job seekers, and former employees.”

**Leaders in talent acquisition leverage this information by:**

- ✓ **Monitoring the Company’s Online Presence Regularly**
- ✓ **Embracing Current Employees**
- ✓ **Planning for the Long Term**

## Get Your Copy of Our Exclusive eBook

Get your own copy of the new eBook [10 Things Big Companies Do to Attract Top Talent](#) to learn critical ways the most strategic, successful brands attract and hire talent quickly for their open roles.

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