

The background is a dark blue gradient with abstract white and light blue geometric patterns. On the left side, there is a large circular scale with degree markings from 140 to 260. Several concentric circles and arcs are scattered across the image, some with arrows indicating a clockwise direction. The overall aesthetic is modern and technical.

# CUSTOMER SERVICE IN RECRUITMENT

"I'VE LEARNED THAT PEOPLE WILL FORGET WHAT YOU SAID, PEOPLE WILL FORGET WHAT YOU DID, BUT PEOPLE WILL NEVER FORGET HOW YOU MADE THEM FEEL."

MAYA ANGELOU

# WHY IS CUSTOMER SERVICE IMPORTANT?

- It's a reflection of our brand as a recruitment firm
  - It makes us stand out over other recruitment firms
  - It can lead to lasting relationships
  - Today's candidate can be tomorrow's client
- Bad customer service can influence others
  - People always remember a bad experience and they will tell others every chance they get
  - They can leave a bad reviews online
  - It can deter candidates from working with you

# TWO SIDES TO CUSTOMER SERVICE IN RECRUITING

- White glove service
  - Going above and beyond to exceed standard expectations
- On the client side
- On the candidate side



# CLIENT CUSTOMER SERVICE

- Be a partner to your clients
  - Listen and hear them
  - Provide value – understand their business and industry
  - Build a relationship with both the client and their hiring managers
- Build Trust
  - Set expectations up front
  - Do what you say you will do
  - Always follow-up
  - Over communicate – it's better to give more information than not enough
  - Understand and anticipate needs
  - Model Patience and empathy

# CLIENT CUSTOMER SERVICE

- Solve problems
  - Come with solutions when there are issues with a search
- Be available
- Be transparent
- Deliver quality candidates (over quantity)
- Provide progress reports and set up weekly or bi-weekly touch base calls
- Be data driven – always be able to back up what you say with data

# CANDIDATE CUSTOMER SERVICE

- Candidates want to feel special – give them a wow experience even if they don't get the job
- Make it feel like an experience rather than a process
- Build a relationship with your candidates – today's candidate may be tomorrow's client
  - Communicate with them throughout the process
  - Follow-up with personal responses
  - Set expectations (both about the process and the position)
  - Do what you say you will do
  - Be transparent
- Use technology to your advantage
  - Set reminders
  - Update your CRM



# CANDIDATE CUSTOMER SERVICE

- During Recruiting
  - Be responsive
  - Use your ATS to manage the process
  - Personalize your outreach and communications
  - Build relationships with candidates even if they're not right for the role or not interested
    - Connect on LinkedIn
    - Ask them what role would interest them so you can contact them in the future
    - Maintain confidentiality
    - Set Expectations
    - Know the role and the company

# CANDIDATE CUSTOMER SERVICE

- Before the Interview
  - Make the scheduling process as seamless as possible – use technology
  - Call the candidate prior to the interview
    - Let them know the interview process
    - Answer any questions
    - Coach them on what to expect
- After the interview
  - Reach out to get their feedback
    - On the interview process
    - On the company and the role
  - Provide feedback as soon as you are able



# CANDIDATE CUSTOMER SERVICE

- During the offer process
  - Call them to gauge their expectations for an offer
  - Show your willingness to be flexible
- After the selection
  - Make sure to follow-up and sign off everyone who wasn't selected
  - Give direct feedback if you can as to why they weren't selected
  - Do not send an email if someone spoke with you directly or interviewed on site

# CANDIDATE CUSTOMER SERVICE

- After the hire
  - Make sure to congratulate the candidate
  - Send them a small token gift (chocolates, flowers, etc.) if you can
  - Make sure to stay connected with them via LinkedIn
  - Follow-up in six months to check-in with them
  - Set a reminder to congratulate them after a year on the job