UNLEASH

VOICE-ENABLED
RECRUITMENT

Transforming Talent Pipelines for High-Volume Hiring

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Expert insights to streamline your candidate experience and fuel talent pipelines through voice-guided technology.

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ABOUT

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UNLEASH

Talk'n'Job

A world leading provider of market intelligence on the Future of Work and HR Technology. **UNLEASH** is a customer-first, global digital media and events business, delivering the latest news, analysis and market trends for HR, technology, learning and recruitment leaders.

UNLEASH has championed HR excellence and disruption since 2011, serving as the strategic transformation engine for Human Resources. We are built to inspire, connect, and empower HR leaders worldwide to navigate the fast-changing world of work.

Our community is a diverse group of leaders, including HR Buyers from over 120 countries, who reimagine work and help optimize, enable and unleash new ideas and thinking that improve the lives of millions of people each year.

unleash.ai

Talk'n'Job is a developer of voice-based recruitment software designed to connect companies with job seekers. The company currently supports over 180 customers in seven countries worldwide, including the likes of REWE Group, B.Braun and the NHS.

Talk'n'Job offers voice-guided chat applications via mobile phone including profiling generates more applicants at a low cost and transfers them to the application process in a structured manner, enabling businesses to fill positions via the digitization of the application without documentation.

apply-z.com/en

INTRODUCTION

Sourcing top talent in today's fierce job market isn't easy. Businesses across every sector are looking for new, creative ways to enrich and engage their talent pools.

This is especially the case for employers dealing with high-volume recruiting – such as healthcare, sales, logistics and production – where skilled deskless workers are in constant demand.

Maintaining a stream of quality candidates and promising applications can feel like an uphill struggle, particularly for companies that still rely on traditional hiring methods and legacy systems. What many of these businesses don't realize is that poor application processes and a weak candidate experience is likely the thing preventing them from making more great hires.

Employers must have a bias to action if they're to gain an advantage in today's talent market and reduce their overall time and cost to hire. Swift processes are needed to create a first-mover advantage when assessing and recruiting exceptional candidates.

Companies should be scrutinizing each touchpoint in their talent pipelines with that in mind, while ensuring they have the right systems in place to capture the best available talent.

This guide explores new ways to optimize your application process, remove common barriers and deliver a best-in-class candidate experience, especially for deskless workers.

TRADITIONAL HIRING IS FALLING SHORT, HERE'S WHY...

Industry leaders understand that traditional talent sourcing methods are no longer enough to gain a competitive edge in today's fast-paced and diverse labor market.

Rigid manual processes that have been in place for years can actually prove a major hindrance to hiring, especially in deskless industries – and job applications are a prime example.

Most professional trades don't require exceptional written skills, yet candidates are still asked to fill out complex applications to determine their capability and experience. That doesn't always result in a fair reflection of the value they can bring to a company. As the old saying goes: you shouldn't judge a fish by its ability to climb trees.

60% of job seekers quit in the middle of filling out the job application because of its length or complexity[1] so a shift in thinking is needed.

It's down to employers to reimagine their talent pipeline processes and ensure they have the right systems in place to capture the best available talent.

Reaping the benefits of inclusivity

Inclusive hiring is a hot topic that's moving further up the corporate agenda with every passing year – and for good reason.

According to research led by McKinsey, corporations that are identified as more diverse and inclusive are 35% more likely to outperform their competitors[2]. Add to that the recent findings from People Management that diverse teams are 87% better at making decisions[3] and it's easy to see the importance of DEI in hiring best practice.

Diverse teams are 87% better at making decisions[3].

1. **Most Jobseekers Abandon Online Applications**, SHRM
2. **Why Diversity Matters**, McKinsey
3. **Diversity Drives Better Decisions**, People Management

When looking at the recruitment of deskless workers specifically, it's not uncommon that hiring managers would naturally favor candidates with good written skills versus those who make grammatical errors or struggle to go into sufficient detail regarding their experience.

Traditional text-based methods can therefore be a huge barrier for those with visual impairments, dyslexia, disabilities or non-native speakers of a particular language. For recruiters, the unconscious bias is often enough to disregard worthy applicants before they've had a chance to show their potential value to a company.

## Are CVs the best way to assess young candidates?

The landscape of education and workforce entry is evolving, with a growing emphasis on apprenticeships and on-the-job experience. In the UK alone, government figures show that apprenticeship starts were up 7% in the first quarter of 2023/24 compared to the previous year[4].

This trend is reshaping how entry-level candidates prepare for and enter the workforce, forcing the need for new skills and application methods that challenge traditional hiring practices.

Many deskless industries such as healthcare, logistics and sales require specific attributes and interpersonal skills that aren't easy to capture on a CV. Avoiding bias is another challenge that continues to cause concern among both recruiters and candidates. Research led by tech giant HireVue found that 85% acknowledge bias as a problem in standard hiring processes in both the UK and US[5].

That's why industry leaders are already turning to new, alternative forms of talent assessment to strengthen their hiring practices and offer a candidate experience that's more suitable to modern workforce needs.

While CVs and resumes offer a static snapshot of candidate history, they often lack context regarding performance, contributions and soft skills.
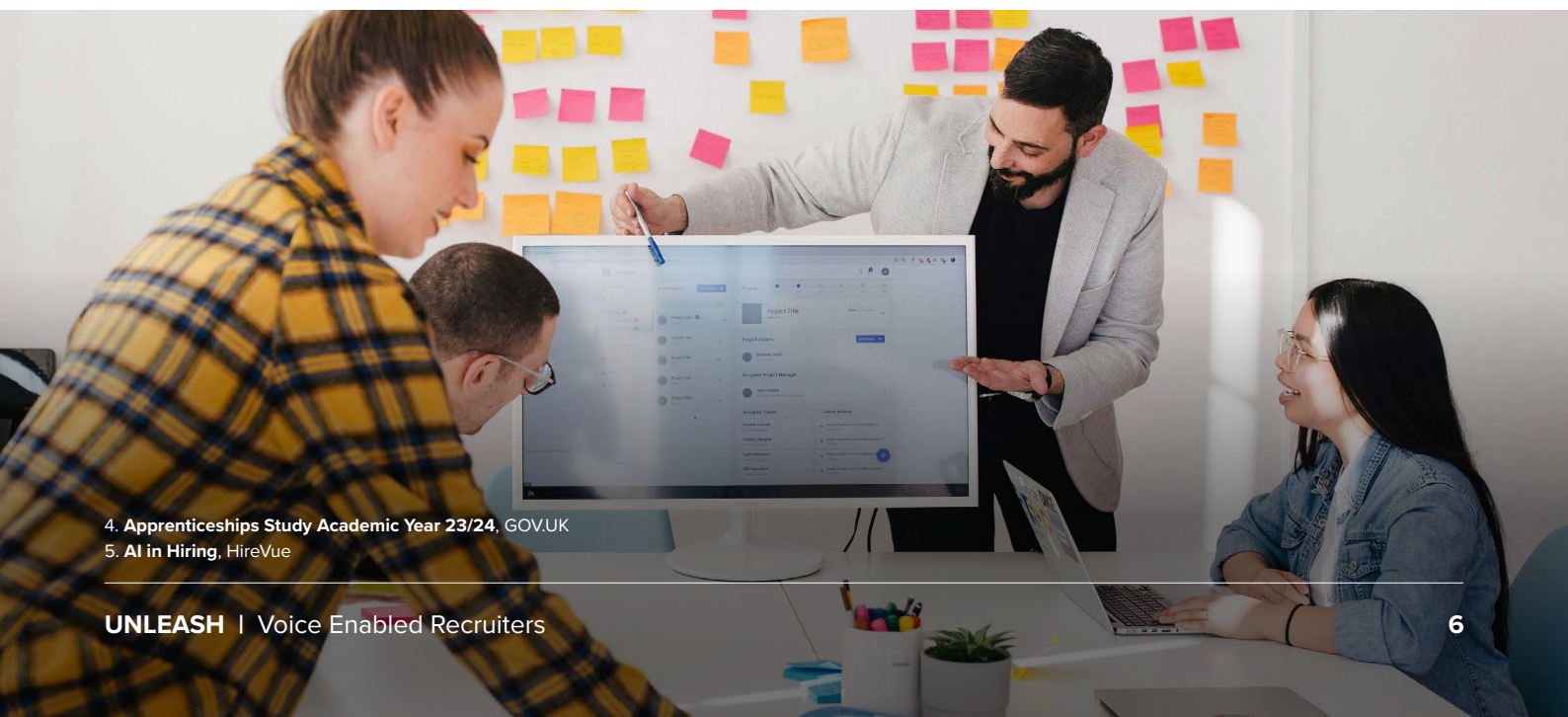
4. **Apprenticeships Study Academic Year 23/24**, GOV.UK
5. **AI in Hiring**, HireVue

MAKING THE CANDIDATE EXPERIENCE COUNT

Candidate experience covers every single interaction a potential recruit has with your business – from the initial application process to onboarding and beyond.

A best-in-class experience can be the deciding factor that attracts top performers and persuades them to join your company.

🔍 80-90%

of job seekers say positive or negative candidate experience can change their minds about a role or company[6].

The quality of experience you offer to recruits also has big implications for your employer brand and reputation. Positive feedback on social media and online employer review sites like Glassdoor is now valuable currency for recruiters because it allows them to share social proof regarding culture, benefits and candidate journeys.

By contrast, a poor experience typically leads to higher drop-off rates, abandoned applications, extended hiring times and damage to brand reputation. Word quickly spreads within industry circles, so a company known for difficult, unaccommodating hiring processes may struggle to attract and retain talent in the long term.
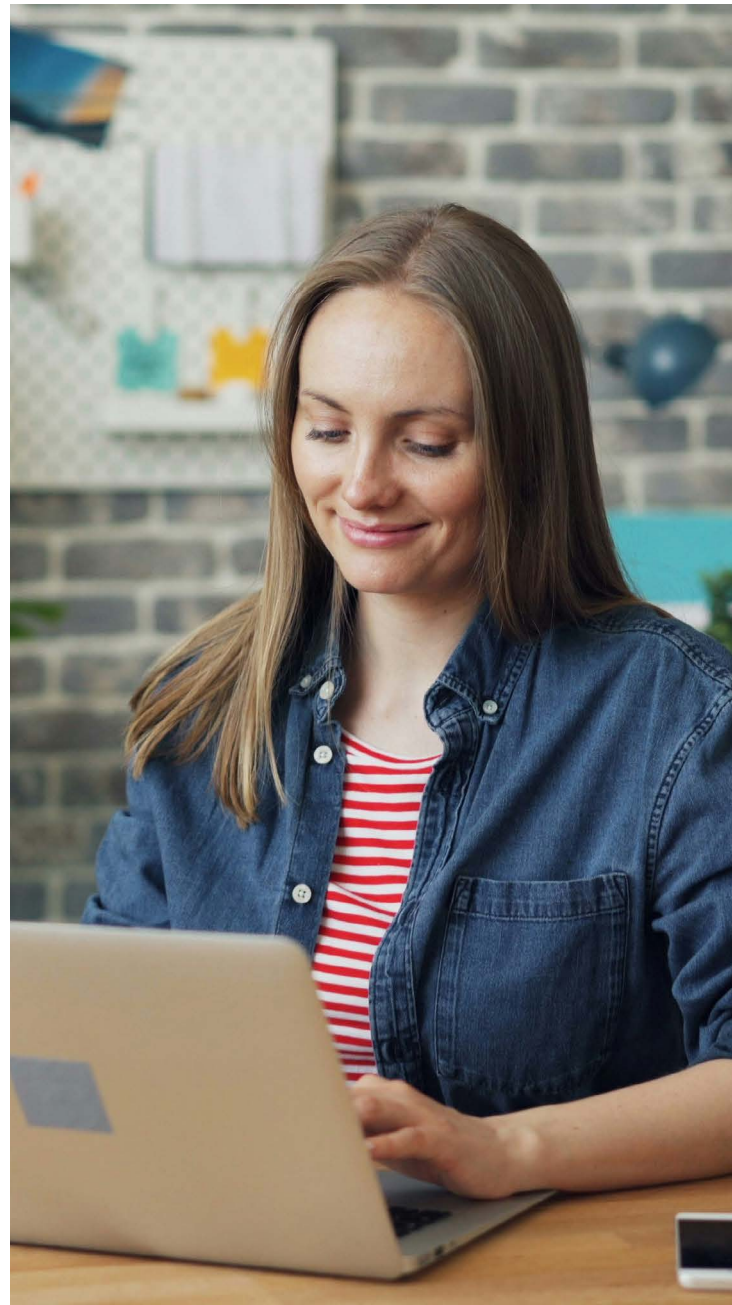
6. **Your Candidate Experience**, Deloitte

Key factors that affect candidate experience

✔️ **Clear and transparent communication**
Job descriptions should provide detailed and accurate job descriptions that clearly outline the responsibilities, requirements and expectations for the role. It's also important to keep candidates informed about the status of their application and the next steps in the process to maintain engagement throughout the entire hiring process.

✔️ **Engaging interview structure**
Rather than relying on standard templates, think about the structure of interviews you are delivering and how they can be optimized to ensure fairness and consistency. Assessments will naturally depend on the nature of the role, whether it's office-based or in a deskless environment – though it's important to create a positive atmosphere for all potential hires.

✔️ **Streamlined application process**
Your application system should be intuitive and easy to navigate. Instead of lengthy forms and piles of supporting documents, you can use automation, AI, mobile optimization and voice-guided tools to make submissions more accessible and simpler to assess.

✔️ **Personalized onboarding and training**
Your candidate experience doesn't just come to an abrupt stop as soon as you've made a job offer. Inductions and onboarding are a crucial stage that determines your new hire's first real impressions of company culture. It's a chance to make them feel valued and set them on a clear path for ongoing personal development in their role – creating a level of stickiness that is good for the business, and the workforce at large.

What does your deskless candidate journey look like?

There's been a long-standing bias towards knowledge workers when it comes to shaping candidate experiences. Recruiters often design their hiring journey around the assumption of a high level of digital literacy and copywriting skills.

Deskless job roles require a more agile approach. Candidates should be invited to apply using a variety of methods, such as through a mobile app, email or in person. This ensures that the widest pool of available talent feels engaged enough to finish an application.

It's also important to consider the volume of applications, so that it's easy to scale your candidate experience without sacrificing impact or quality. This is particularly important in industries with high-volume hiring and shift workers.

Quick, simple sourcing and initial screening methods that minimize application barriers are a huge benefit to hiring managers because they cut down the need for face-to-face interviews and manual vetting processes. Virtual interviews can reduce travel barriers and lead to quicker hiring decisions. That time saved can then be reinvested in other strategic areas that add value to the business.

THE TECH BEHIND TALENT SOURCING

Modern hiring moves at breakneck speed – and talent acquisition teams need to be supported by the right technologies if they plan to outpace the competition.

Deciding where to invest in recruitment systems can seem overwhelming at first, which is why it's important to take the time to define and observe key talent segments, understand their needs and uncover ways to improve the most common touchpoints.

Committing to regular reviews of your existing systems and processes is a good place to start in terms of highlighting strengths and weaknesses in your digital infrastructure

Seamless integration with your existing tech stack is also a key consideration. Make sure to do your research when evaluating potential providers, so that you're not leaving your IT teams with an ongoing headache when it comes to implementation.

AI in conversation

AI tools have quickly become the weapon of choice for recruiters looking to gain a competitive edge in the job market.

44% **of recruitment professionals say AI has increased the speed of their hiring process.[7]**

Greater efficiency in screening processes, enhanced candidate matching and data-driven decisions are all positive outcomes that can significantly reduce time and cost to hire – and that's exactly what smart investment in recruitment tech can deliver.

Voice-guided applications are a perfect example.

These conversational AI tools offer a more direct way for candidates to engage with the application process compared with traditional CVs, while also creating a streamlined screening experience for recruiters. They are especially useful for deskless workers who may not have easy access to computers or that prefer a hands-free application process.

Voice apps can also be integrated with more traditional technologies and applicant tracking systems to bolster standard approaches and create a more inclusive candidate experience through automated translations and easier processes for submission.

7. **AI in Hiring**, Workable

University Hospital Southampton: Hiring tech in action

As one of the UK's leading NHS Trusts, University Hospital Southampton (UHS) has a total catchment of 3.7 million people. That puts its healthcare services in incredibly high demand – and it's down to UHS' recruitment team to manage high volume hiring needs and ensure the right people are always in the right place.

The team recognized the need to improve efficiency, reduce costs and increase the volume and quality of their applications – which is why they turned to Talk'n'Job to help transform their approach.

By integrating the VOICE medium in the application process, UHS were able to pre-qualify potential applicants with intelligent and voice-driven interviews on smartphones. This enabled candidates to submit applications with their mobile devices within two minutes of reading the job advertisement.

The new voice-guided system resulted in a 73% application-to-conversion rate, compared with just 28% through traditional job platforms and 5% through social media. Hiring managers also saw a 33% increase in engagement compared with their internal ATS system.

But that's not all. UHS achieved a huge reduction in costs compared with traditional platforms over a two-month period, cutting cost per hire from £220 to just £31.

Read the full case study →

CONCLUSION

Ready to dominate the hiring conversation? Improving accessibility, reducing bias and cutting hiring costs are all vital to the long-term success of your talent acquisition strategy.

Industry leaders understand the need for barrier-free hiring solutions that help them attract more top talent, particularly in deskless industries such as healthcare, sales, logistics and production.

That's why they are investing in new, innovative approaches and AI channels designed to give their business a competitive advantage in the battle for talent – and voice-guided tech is a prime example. Finding the right providers to strengthen your hiring processes, enhance candidate experience and integrate with your existing tech stack can make all the difference between securing the best available candidates and leaving key skill gaps uncovered for years on end.

In other words, the future of talent acquisition is already here – is your business ready to embrace it?

Book a demo with Talk'n'Job ➔

Accuracy of information and warranties

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