Slashing Time to Fill:

Maximizing Efficiency in Frontline Recruiting

Understanding time to fill

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Hiring the right person for an hourly position can be a long, time-consuming process. But for frontline recruiters, there are ways to speed up the time to fill without sacrificing the quality of hire.

Let's discuss specific strategies that recruiters can use to reduce time to fill frontline positions.

The state of time to fill in frontline recruiting

Talent acquisition has become increasingly challenging in recent years, especially for hourly positions in frontline-dependent organizations. In the US, durable goods, for example, manufacturing, wholesale, and retail trade, are experiencing such an extreme shortage that **even if every unemployed person with experience in these industries were employed, only 65% of the vacant jobs would be filled.** And, with a historically low unemployment rate, the competition for top talent is fierce.

In addition, the pandemic has exacerbated this challenge by forcing companies to pivot their recruiting efforts towards digital and virtual channels, making it even more difficult to effectively assess and connect with candidates.

" **Recruitment is no longer just a bottleneck for company growth; it's a bottleneck for companies to run their existing business."**

Henri Nordström,
CEO of Jobilla.

How technology is relieving the recruitment bottleneck

AI recruiting and recruitment automation have emerged as powerful solutions to address these challenges and reduce time to fill. By utilizing technology, recruiters can streamline their processes and quickly identify qualified candidates.

However, many frontline recruiters have yet to adopt these tools and are still relying on traditional recruitment methods, which can be time-consuming, manual, and costly.

As the job market continues to evolve, **it is essential for recruiters to stay ahead of the curve and leverage innovations in talent acquisition that both improve operations and enhance candidate experiences.** By doing so, they can not only reduce time to fill but also increase the likelihood of hiring top talent for their organizations.

The importance of reducing time to fill

For high-volume frontline hirers, like recruiters in the retail and restaurant industries, **reducing time to fill for hourly positions is essential.** It's not just a nice-to-have KPI.

> **Time to fill directly impacts recruiter burnout, candidate experiences and—perhaps most pressingly—the company's earning potential.**

For example, if the daily revenue generated per frontline employee is $300, and a company assumes that an acceptable future loss of $10,000 is acceptable (as all businesses do have to accept that some roles will not get filled immediately), you have about 33 days to fill your open position ($10,000/$300 = 33.33 days). Assuming that businesses aren't willing to lose this much per open retail or restaurant position, the urgency to fill roles is evident.

Hiring managers must ensure that job openings are filled quickly, as a long time to fill could lead to increased costs, lower productivity, and a negative impact on the overall customer experience. This is particularly true for high-volume hiring and frontline roles, where turnover rates tend to be high and staffing shortages occur.

Overall, reducing time to fill is critical for ensuring that businesses in frontline-reliant industries are fully staffed and can provide exceptional service to customers. By adopting the latest recruitment technologies, such as a recruitment automation platform, frontline recruiters can streamline their hiring processes, attract top talent, and quickly fill vacancies for hourly positions.

How to reduce time to fill

Reducing time to fill for hourly positions can be challenging, especially in the unending cycle of high-volume hiring, but it is essential for the business to run effectively. As mentioned, **recruitment automation is one of the best ways to scale hiring** and optimize the entire recruiting process.

Here are a few ways that frontline and high-volume recruiters can use recruitment automation to improve their recruitment process:

Streamline
job postings

Jumpstart
onboarding

Screen applicants
quickly

Track
applications

Introduce a
virtual assistant

Digitize
interviewing
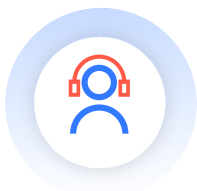
Leverage
reminders

How automation improves processes:

Streamline job postings:

Posting job vacancies manually can be time-consuming. An automated system can save time and help reach a wider pool of candidates.

Screen applicants quickly:

Screening resumes manually can be a significant drain on recruiters' time. However, with recruitment automation platforms, companies can build customized candidate profiles to quickly disqualify candidates who are not a good fit for the role.

Introduce a virtual assistant:

Virtual assistants can answer candidates' questions, provide feedback, and even schedule interviews, freeing up time for recruiters to focus on higher-level tasks.

Leverage reminders:

Utilizing automated reminders for candidates has been proven to greatly reduce candidate ghosting and increase first-interview attendance by 90%.

Digitize interviewing:

Using video interviewing can eliminate scheduling conflicts and the need for in-person interviews. This process can be a valuable tool for frontline recruiters to reduce time to fill.

Track applications:

With recruitment automation, it's easy to oversee applicants' progress throughout the recruitment process. This helps identify bottlenecks and improve the hiring process.

Jumpstart onboarding:

In frontline roles, it's common for hiring managers to be too busy on the floor to constantly train new employees. With recruitment automation, new employees can begin onboarding before their first day on the floor with videos and reading materials.

Using recruitment automation can help streamline the recruitment process, reduce time to fill, and increase efficiency. However, frontline recruiters must remember that technology is not a substitute for a human touch. It is essential to balance automation with human interaction to provide an optimal candidate experience.

The impact of reducing time to fill

Reducing time to fill for hourly positions can lead to a wide range of benefits for both the company and the talent acquisition team.

Reducing time to fill results in benefits, including:

Lower cost per hire

Increased productivity

Reduced turnover

Improved candidate experience

Greater agility

Benefits of reducing time to fill:

Improved candidate experience:

When the hiring process moves quickly and efficiently, candidates are more likely to have a positive experience. This can help improve the company's reputation and make it more attractive to top talent in the future.

Increased productivity:

When positions are left vacant for long periods of time, it can have a negative impact on productivity and the overall success of the business. By reducing time to fill, companies can get new employees up and running faster, which will measurably impact the bottom line.

Lower cost per hire:

A shorter time to fill can help reduce the cost per hire by reducing the amount of time and money spent on recruitment efforts. This can help free up resources for other areas of the business.

Reduced turnover:

High turnover rates can be costly and disruptive for any business. By filling open positions more quickly, companies can reduce turnover and help promote a stable, productive workforce.

Greater agility:

In today's fast-paced business environment, agility is essential. By reducing time to fill, companies can be more responsive to changing market conditions and stay ahead of the competition.

Overall, reducing time to fill can have a significant impact on the success of any business. By adopting recruitment automation and other best practices, frontline recruiters can help their companies reap the benefits of a more efficient hiring process.

How recruitment automation decreases time to fill

Frontline heavy industries, like retail and restaurants, have competitive employment markets due to the sheer volume of employees needed as well as the high turnover of existing employees. Recruiting frontline staff can be time-consuming and costly.

Adopting recruitment automation can significantly decrease time to fill, which in turn, streamlines the hiring process and lowers recruiting costs.

> Emi, the frontline recruitment automation platform, reduces time to fill by:

Offering mobile-first, resume-free application methods via SMS, WhatsApp, and Facebook Messenger

Eliminating manual, repetitive tasks like application screening

Answering candidate questions 24/7 through the virtual assistant

Managing interview scheduling with both the candidates and the hiring manager end-to-end

Overall, adopting recruitment automation can be a game-changer for frontline recruiters looking to reduce time to fill and improve their hiring process. By using technology to identify, attract, and hire top talent, recruiters can spend less time on administrative tasks and more time building relationships with candidates. This can result in a more efficient and effective hiring process, which can lead to a better overall candidate experience and a more engaged workforce.

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Alsea

Alsea, the multi-restaurant operator, cuts time to fill by 83%

See how Alsea, one of the largest food service companies in its district, that has an operating portfolio that includes **Domino's Pizza, Burger King, Chili's, The Cheesecake Factory, Starbucks, VIPS, Italianni's, and P.F. Chang's,** dramatically reduced their time to fill by over 83% with Emi's frontline recruitment automation platform.

83%

reduction in time to fill by leveraging Emi

Read Alsea's story
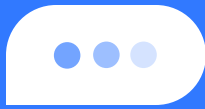
See Emi in action

Emi, the frontline recruitment automation platform, has helped companies like yours slash their time to fill, delivering a better, faster experience for candidates and hiring teams.

The largest global brands, like **Walmart, Burger King, KFC, and Heineken,** trust Emi to automatically screen thousands of applications, streamline the interviewing process, and personalize every interaction for a quality candidate experience.

> Schedule your custom demo with our Emi experts today.

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