5 proven ways to simplify your application process

Introduction

Many candidates feel overwhelmed when it comes to the job application process. This is because they frequently have to struggle through lengthy, complicated applications, manual resume uploads, and too many similar questions over and over again just to apply for certain jobs. But now that the tables in the job market have turned, job seekers no longer want to go through this kind of repetitive and tedious process. In fact, a study revealed that **60 % of today's job seekers** are only willing to spend less than fifteen minutes of their time on a job application. So, to prevent missing out on great talents and ensure candidate conversion, we suggest offering an easy, simplified application process.

An easy application process should allow candidates to apply for a job faster with just a few clicks. This means they don't have to re-enter information or jump from a job board to your company website and to another portal to submit applications. In short, it shouldn't be difficult, exasperating, or overly time-consuming. According to a report, **49 % of candidates** would instantly consider applying for a job if the process appeared to be more straightforward. In turn, you could increase your chances of attracting more candidates while creating a positive experience.

Also, the good feeling candidates experienced with your company during their application might make them eager enough to tell their network about you, which can help build up your reputation and **employer brand**. Thus, making you more appealing not only to those actively looking for work but also to passive job seekers. With this in mind, we want to provide you with the best tips for making the job application process as easy as possible to speed up your recruitment and allow you to get highly qualified candidates in your pipeline early on.

1. Define your candidate persona

Your job description plays a crucial role in convincing top candidates to apply to your open position. But before writing one, we suggest defining and creating your candidate persona first. This means identifying what you are looking for specifically in your ideal candidates, such as their characteristics, experience, skills, traits, goals, and interests. It should be based on data instead of your gut feelings or assumptions. Doing this can not only help you find and hire the right person for the job, but it will also make the application easier for candidates.

Job descriptions that reflect your specific candidate persona can help applicants have a better understanding of who and what you need for your company. Therefore, allowing them to self-assess and easily determine whether or not they are a good match for the role before submitting an application. They don't have to sift through various irrelevant information in the job posting to identify the must-have qualifications and requirements of the role. This, in turn, can enhance the

candidate experience because you are helping them save time and effort applying for a job that they may think they are not qualified to fill.

One effective way to define your candidate persona is to start with your current employees. Talk to some of your top players and find out what motivates or frustrates them in their day-to-day jobs. While talking to them, get a sense of their characters or personality traits. You can also do further research through applicants who have already applied to your job ad or through social networks, such as LinkedIn. This way, you will gain insights into what stands out considering the vacancy you're trying to fill. Thus, allowing you to adopt an application process that is easy, relatable, and appealing to the candidate that is a perfect fit for the role and your culture.

2. Tailor your sourcing and recruitment strategy

Sourcing good candidates is the first step toward better talent acquisition. But relying on the usual, tried and tested tactics like posting your job descriptions on the usual online platforms and hoping that qualified applicants find them is no longer enough. This traditional and impersonal approach is more likely to turn prospective candidates away than attract them. This is because they are forced to conduct in-depth research to establish why they are the right person for your vacancy and why it is worth applying to your company, making them lose interest instantly.

In today's employment market, where most candidates are now taking the passive approach to job searching and application, what employers can do is approach them directly. So, in order for you to acquire the best talents, we suggest tailoring your sourcing and recruitment strategy toward the people you want to attract. To do this effectively, we suggest having a clear understanding of where to source and how to reach out to your ideal candidate first. This is where your candidate persona can be helpful.

For example, you are looking for an IT Developer for an upcoming project. You may post your job description on different tech-focused job boards to reach a more targeted audience. Also, when creating your job description, make sure to be clear on how many years of experience and what technical skills they should have. Do they need to have a working knowledge of specific coding languages? To make it more appealing to the right candidate, promote your employer brand, outlining the value you can offer and the benefits your employees enjoy. This will eliminate the need for candidates to do further digging about your company, making the application process easier for them.
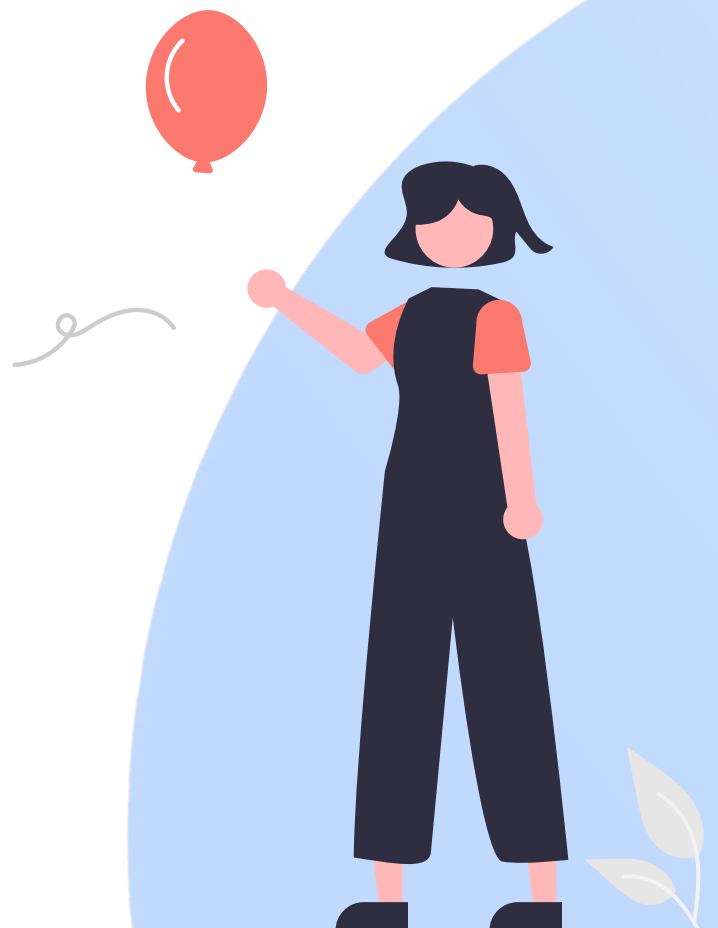
3. Use digital assessment tools

Assessments are critical to identifying the candidate with the right knowledge, skill sets, experience, and personality traits for the role and your culture. But as a recruiter, you probably understand how daunting this process is, not only for you but also for candidates. With this in mind, you should have an assessment process and tools in place that are reliable, objective, efficient, realistic, and engaging.

The idea that technology can transform assessments in the recruitment process isn't new at all. But now that the job market's focus shifts from employers to candidates, it has become essential to focus on candidate experience. As a result, digital assessment tools have become more important than ever. Using such tools will not only boost your hiring process, but it can also increase the quality of your hire despite the overwhelming numbers of applicants while creating a positive impact on the candidate experience.

For example, you can apply gamification to your existing process. Instead of asking every candidate to answer a lot of qualifying questions and upload their resume or portfolio, you could ask them to play games. This can be beneficial for job seekers who just came across your job posting and don't have a tailored resume ready. This will give them the chance to demonstrate their actual experience and competencies as well as their agility and other personal characteristics, leading to better assessments. Also, this approach can make the process more interactive and interesting and may allow you to project a fun and enjoyable company culture, thus increasing candidate engagement.
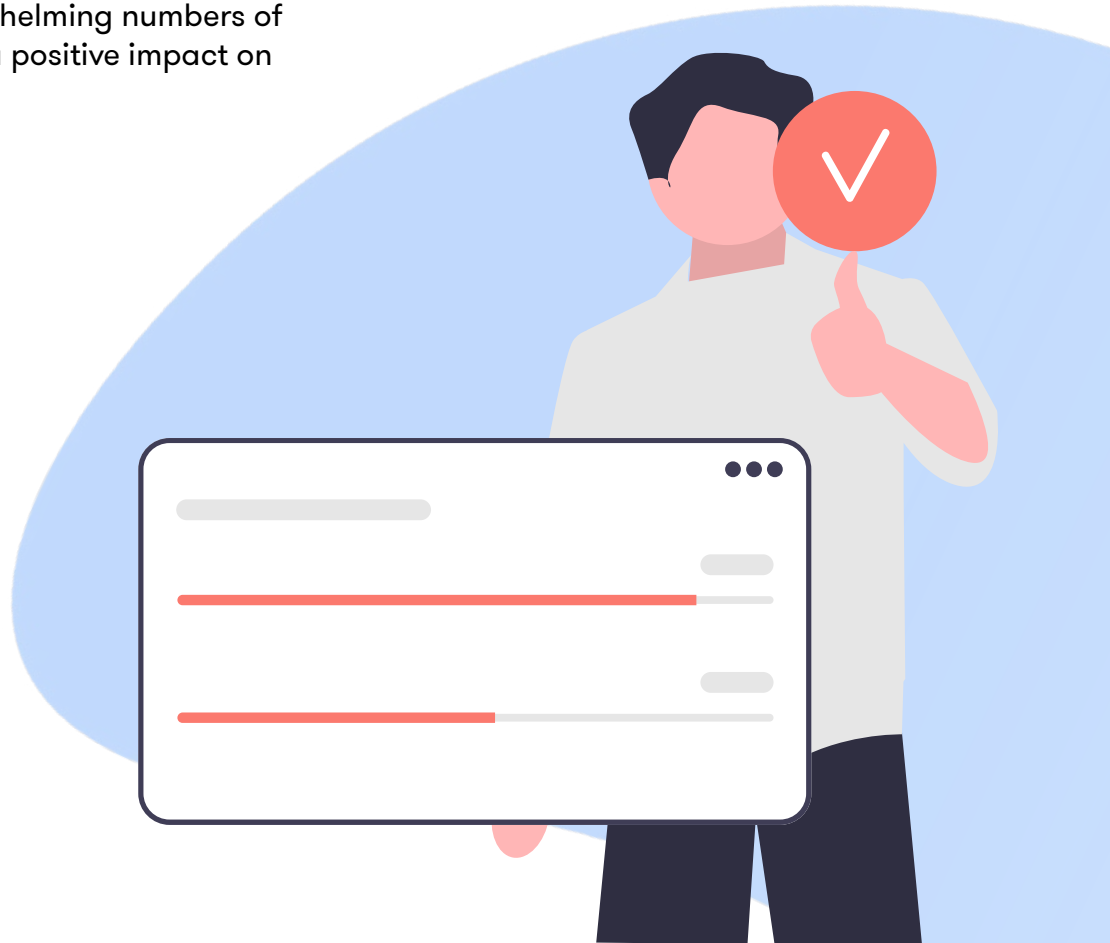
4. Shorten and simplify the application process

Long and complex application processes are the common mistake we're seeing in recruiting. While this process allows recruiters and employers to gather the information they need to make decisions, it only creates more work for candidates and can lead to frustration and increased drop-off rates. Even if you attract qualified applicants to your job ad, you may still lose 3 in 5 of them in the process due to a daunting application experience. According to a report, more than **70 % of candidates** would abandon their applications if the initial process takes longer than fifteen minutes to complete.

This means the longer and more complicated your process is, the higher your chances of losing great talents. They won't hesitate to quit in the middle of filling out the application and consider other job opportunities instead. So, to meet job seekers' demand for a simple application process, it is important to take a step back, reevaluate your existing process, and visualize what steps candidates will face when they send job applications to your company. This will give you an idea of how you can improve it to make it simpler and easier.

To start, you need to identify and cut all the fields or questions that are absolutely not necessary. This can include anything that can be found on the candidates' resumes, including work experience and education. Because if your job ad asks the candidate to upload their resume, you shouldn't require them to enter the same details manually. However, for essential questions, make sure to make them as concise as possible. You may consider opting for a multiple-choice format instead of an essay format to answer them. Also, we recommend keeping the entire application to one page. This will allow candidates to easily know what to expect and prepare everything they need ahead of time.
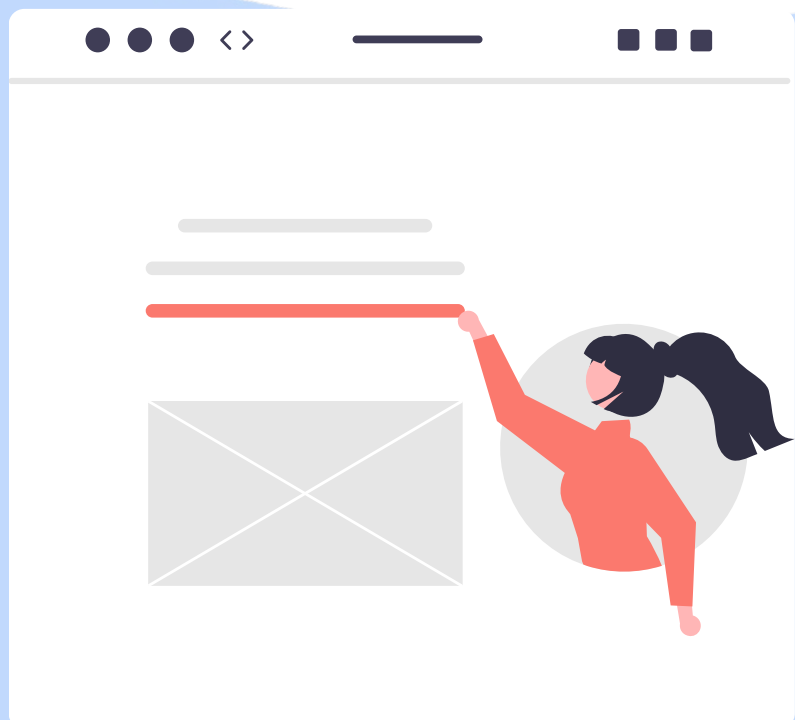
5. Optimize communication

Communication is one vital key to making the job application process easy for candidates, improving their experience as well as your employer brand. While this is the case, one of the most common complaints from job seekers about having a negative candidate experience during their application is unresponsive employers. In fact, **75 % of candidates** never hear back from companies after applying for a job. However, not fully communicating with your applicants can result in losing them instantly.

To prevent candidates from leaving the application, we suggest providing the information they need in a timely manner. One effective way to do this is by setting a FAQ section on your career page to answer common inquiries. Utilizing a recruitment chatbot is another option. This **AI technology** can interact with candidates in real-time to quickly answer simple questions they may

have. Also, you can set up automatic emails based on each stage of the process. This will enable you to send timely updates to candidates about their application status and what would be their next steps.

While this can definitely make communication between the company and candidates faster, it is also important to communicate in a more personalized manner. Removing too much human interaction during the process may leave candidates frustrated and dissatisfied. So, whenever possible, reach out to candidates directly to personally ask them additional questions, update them about their application, request additional information, and schedule an interview. In case they weren't chosen for the role, explain politely and provide objective feedback. Also, you can let them know about other opportunities that might be a good fit for them in the company, if there are any.