

MANAGEMENT WORKSHOP

By Joe Dysart

Internet Recruiting

Seeking new staff members via the Internet has become a much more effective and rewarding process.

THE FIRST “CAREER CENTERS” ON THE WEB WERE often little more than a blurb, a few photos and an e-mail address for resumes. But today, über Internet recruiting has evolved into a sophisticated interactive engine with the ability to automate virtually every facet of the hiring process. Some software makers have been busy inventing tools that enable a day spa owner to prescreen applicants online, “inhale” resumes and automatically redistribute resume data into company databases—and automate the process of candidate referrals from in-house personnel with easy-to-use Web portals. Other software makers have created “diamond-in-the-rough” talent search programs that can be

customized to search the Web for ideal, “passive” job candidates based on what these individuals post on industry blogs, mailing lists, journals, industry association sites and the like.

These advancements in tools, along with business’s ever-increasing reliance on the Web, has made Internet recruiting a big business—according to some surveys, the No. 1 recruitment tool for employers. A survey of leading U.S. companies released in February by Booz Allen Hamilton (www.boozallen.com), a McLean, Virginia-based strategic and technology consulting firm, found that 51% of all new hires in 2005 originated on the Internet, with the greatest number of those hires coming from employers’ own websites.

“The Internet has transformed the way American employers attract and hire employees,” says Dr. Richard Cober, team lead on the Booz Allen Hamilton survey. “As we look at 2006, employers are giving serious thought to how the Internet can be better used for driving applicant flow.”

If you’re seeking to retool your day spa’s website with the latest Internet recruiting has to offer, here’s an overview of what to look for, along with pointers on where to go for more information.

Website prescreening software. These packages enable recruiters to create customized online questionnaires concerning basic job requirements, and can save time for both parties. Prescreening software allows employers to automatically separate the wheat from the chaff, and job seekers learn very quickly whether or not they’re actually qualified for the job being advertised. It also provides a means for organizations to obtain very detailed information about an applicant’s background, including information that might not ordinarily be included on a standard resume. Following are some examples of prescreening software in action:

- **Total Woman Day Spa and Gym** (www.totalwomanspa.com/job-application.php) uses its online prescreening form to find out whether



Best of the Boards

Given that there are approximately 40,000 websites currently involved in Internet recruiting in some way, it would be nice if you knew which were considered the most effective. Well-known recruitment guru Peter Weddle did a survey of 15,000 users of such sites—both employers and jobs seekers—and came up with his 2005 Users Choice Awards. There are 30 top sites in all. The top five are:

- **A/E/C Job Bank** at www.aecjobbank.com
- **America's Job Bank** at www.ajb.dni.us/
- **Best Jobs USA** at www.bestjobsusa.com
- **The Blue Line** at www.theblueline.com
- **CareerBank.com** at www.careerbank.com

The complete list can be found on Weddle's website, www.weddles.com/recruiternews/issue.cfm?Newsletter=151.

applicants are currently employed, have applied to the spa before and have a preferred location.

- **Puurspa Mobile Day Spa** (www.mobilehomespa.com/Mobile_Day_Spa_Job_Application.html) gleans similar info as above and also asks whether an applicant is legally able to work in the United States, is over 16, is licensed and has liability insurance.
- **Visions Day Spa** (www.visionsdayspa.com/area.html) pre-establishes whether applicants have reliable transport, their career goals and level of computer experience.
- **Panache Hair Salon and Day Spa** (www.panachespa.com/jobs.htm) looks for the date an applicant can start, whether an applicant plans to take any time off within 12 months of being hired, and with which product lines he or she is familiar.

For a look at some prescreening software options, check out **COREquisites by Interview Exchange** at www.interviewexchange.com, which uses weighted scoring to screen applicants. The company also makes a companion tool, Public Profile, that enables online applicants to judge how they stack up against other applicants seeking the same job. Generally, applicants who judge for themselves that they're not competitive tend to move on, saving both parties time and effort.

Other customizable prescreening recruitment packages include:

- **JobQ** from **Axiom Systems** at www.axiomsoftware.com

- **StaffCV** from **StaffCV** at www.staffcv.com
- **WebPAS** from **VCG** at www.vcgsoftware.com

Website resume inhalers. These great time-savers are often components of larger, automated online recruiting software packages. Essentially, resume inhalers work by auto-extracting resumes from your day spa's e-mail box or other online storage space and then mapping the mined data into the business's recruitment database.

PC Recruiter's Inhaler at www.pcrecruiter.com/products_inhaler.htm is specifically designed for such a task, and is preprogrammed to recognize the resume formats of leading job boards and resume banks. The software can be programmed to recognize custom formats—items like forms downloaded from your business website, or resume formats from that of an e-recruiting partner. The Inhaler can also be configured to send an automated e-mail response to the person who submitted the resume.

Other packages that include various spins on the resume inhaler concept include:

- **RecruitTrack Recruiting & Staffing Software** from **DGCC.com** LLC at www.dgcc.com
- **Electronic Recruiting & Staffing Management Solution** from **GHG** at www.ghg.com
- **Humanis** from **Questek Systems** at www.questekinc.com

Website in-house referral portals. "The best people I've hired came through somebody I knew—a referral," says Jason Goldberg, CEO of Jobster (www.jobster.com), a jobs board that uses referrals as its primary method of matching jobs with candidates. "The job found them."

Fortunately, a day spa can create its own referral portal on its own site with products like **Referred Hire from Interview Exchange** at www.interviewexchange.com. The software essentially creates a secure domain on a company website where employees can log on to recommend friends and professional acquaintances for current openings, and receive a bounty for a successful hire if the organization has such a policy.

Free quality job boards. While posting on every free jobs board imaginable can quickly turn into a time-waster, there are a few free sites, like **Google Base** at base.google.com, where such posting makes sense. The reason: Google Base enables you to embed keywords and phrases that describe the job



Total Woman Day Spa and Gym probes applicants' current employment status with its prescreening software.

your day spa is offering, as well as keywords and phrases that help describe the characteristics and qualities you seek in applicants. As you might imagine, scores of day spas are currently taking advantage of Google Base's free listing service,

at www.zoominfo.com, an online search engine that specializes in tracking businesspeople online. While a basic search is free, ZoomInfo charges a premium to recruiters who want to "go deeper" by conducting searches using 20 or more variables.



Puurspa Mobile Day Spa prescreens for an applicant's age, liability licensing and U.S. work eligibility.

including *The Sun Spa* at www.thesunspa.com.

Diamond-in-the-rough talent search software. The recruiters' oft-lamented truth is that all the best candidates are taken. Too often, "A" talents are already working happily as employees at other businesses. Software solutions providers are getting around this age-old conundrum with packages that scour the Web for top education talent based on online articles these candidates have written, postings they've made in newsgroups, positive postings that have been made about them by journalists or their colleagues, their memberships in various professional associations and the like.

According to Peter Weddle (www.weddles.com), a widely recognized recruiter, human resources consultant and business CEO turned author and commentator, one of the more interesting in this category of automated recruiting is *AIRS Oxygen 6.0* at www.airsdirectory.com/mc/solution.guid?solutionID=2. Another application to check out is *ZoomInfo*

You can also find

some ingenious ways to use everyday search engines to find "passive" candidates in Weddle's self-published book, *Being the Best in Online Recruitment & HR Management*. For example, if you're convinced that the person you want is most likely working for a specific company, you can often uncover leaders working there by doing a Google search with the following search string: "RE: @companyname.com." "This search will uncover postings to forums, discussion boards, newsgroups and other sites by the employees of the target company," Weddle says.

Outsourced HR web software. Some organizations outsource the operation of their web career centers to some of the bigger jobs boards. *Monster.com* at www.monster.com, for example, sometimes handles the online processing of applicants for firms. Essentially, when job seekers visit an organization's careers site, they click a link that ultimately brings them to Monster.

Recruitment Reading

If you're looking to study Internet recruiting in great depth, a great place to start is the work of Peter Weddle, a former recruiter and business CEO turned author and speaker. Weddle writes a biweekly column on recruiting for *The Wall Street Journal*, and has received numerous accolades throughout the mainstream media for his books and work. Excellent Weddle books to start with include *Weddle's 2005/6 Guide to Employment Sites on the Internet*; *Weddle's Directory of Employment-Related Internet Sites* and *Weddle's Postcards From Space: Being the Best In Online Recruitment & HR Management*.

Another comprehensive book on Internet recruiting is Shally Steckerl's *Electronic Recruiting 101* (Electronic Recruiting Exchange, 2005). For a blow-by-blow comparison of specific web recruiting packages on the market, Mark E. Berger's *Applicant Tracking Systems: Identification, Evaluation and Selection* (Swat Recruiting, 2006) is an excellent guide. Part one of Berger's book offers overall tips for selecting an Internet recruiting package that's right for your organization; part two is a compendium featuring details on 39 specific recruitment software packages, along with key specs and a general description of each package.

Jobs boards sometimes offer extensive training in online recruiting techniques as an enticement to get organizations to use their services.

com's online applicant processing center. Monster processes the information, then sends it along to

the applicant's desired employer.

Other application service providers that can be used to outsource your

Internet recruitment needs include:

- **Taleo** from **Taleo** at www.taleo.com/solutions/business-edition-solutions.php
- **ApplicantTracker** from **Contact Tracker, Ltd.** at www.contacttracker.com/aboutus.php

These two offer turnkey career centers on the Web for a monthly fee.

Free courses in online recruiting. Jobs boards sometimes offer extensive training in online recruiting techniques as an enticement to get organizations to use their services. **JobsInTheUS.com** at www.JobsInTheUS.com



The Sun Spa uses Google Base's free job listing service.

jobsintheus.com, for example, recently opened “JiUS University” that features a series of courses to help recruiters get up to speed on the latest online recruiting has to offer. Its Internet Recruiting 101 offers the top 10 tips for using online jobs boards and hones in on industry-specific recruiting tips. IR 201 focuses on writing and formatting eye-catching job postings, including the most effective usages of html, graphics and photos. ●

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