



# ***EMBRACING THE VIRTUAL WORLD***

Virtual recruiting and onboarding  
isn't just about being online.

*It's about building an experience.*

CRAMER

By necessity and design, companies are bringing more of the recruitment process online. In doing so, they are expanding the talent pool and making better use of resources.

***BUT ARE THEY GOING FAR ENOUGH?***

Mid-April 2020 may be seen as a turning point for businesses across the globe. It was the point when many companies made the pivot from being shocked by the new normal to embracing it.

It started with the positive surprise for many that working remotely could actually work. That opened the door to rethinking how other face-to-face activities could be transformed. Jamie Coulter, executive vice-president, head of wealth management, at Toronto-based Raymond James Ltd., said in a recent [interview](#),

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*“[Before the pandemic], we would host a home-office visit, which is really a show and tell from our firm for an advisor looking to join Raymond James – typically, a four- or five-hour session in a boardroom in Toronto or Vancouver. Last week, we hosted four virtual home-office visits using Zoom—and I’m not sure I’m ever going to go back to the old way because it’s working so well.”*

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As more businesses move in this direction, and our Zoom-saturated lives continue into 2021 and beyond, video interviews will certainly be commonplace. However, their utility will be limited. As the candidate moves along the hiring process, the stakes become higher for both parties. That necessitates raising the bar on the experience.

ACCORDING TO A **STUDY** BY GLASSDOOR,

**77%**

of the more than **5,000 adults** surveyed across the United States, the United Kingdom, France and Germany consider a company's culture before applying for a job.

**56%**

say company culture trumps salary when it comes to job satisfaction.

## A MATTER OF CULTURE

Every company has a culture and it can be a deal-breaker. According to [Deloitte](#),

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*"Your culture defines who you are as an organization. And if it's successful, it can pay impressive dividends. Organizations "with a soul" outperform the S&P 400 in terms of higher employee engagement and retention, better customer service, long-term profitability, and more than eight times return vs. S&P 400 10-year returns."*

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So, in-person interviews do more than vet a candidate. A big part of the meeting is to expose the recruit to the company "soul." But how does that translate online? This takes on added importance when recruiting for a remote workforce. Whatever online experience these candidates have will reflect on the work experience they can expect. Companies must find new ways to leverage the virtual world to communicate the heart of their brand to employees.

**IMAGINE THIS.** A recruit comes into a corporate headquarters. No one is around. She is left to wander. She looks at the annual reports in the lobby. She walks through offices, trying to get a sense of what people do. It's a good-looking place, but then again, she knows looks can be superficial. Not sure where to go next and thinking she's seen everything, she leaves.

Something similar happens on the career sections of corporate websites. It's not a bad thing. We're all capable of exploring a destination on our own. But if the goal is to create a cohesive experience, the site can be designed as a journey and an integral part of an interactive recruitment process.



## CORPORATE HIRING PRACTICES RUN THE GAMUT.

On one end there's mall-retail giant **The Body Shop**. In February 2020, the company announced it would adopt an open hiring policy. First-come, first-served. According to **Forbes**, the retailer will dispense with background checks and use a **simple three-question interview process**:

1. Are you authorized to work in the U.S.?
2. Can you stand for up to eight hours?
3. Can you lift more than 50 pounds?

On the other end is **Google**, where at one time, hiring took **six to nine months** and people sat for **15 to 25 interviews**.

## AN EXPERIENCE STRATEGY

Most companies aim for a process in between these extremes. No matter how stringent or loose that may be, there are steps in the candidate journey that can be evaluated and optimized.

**Deloitte** advises organizations consider doing three things:

The Deloitte **white paper** *Your candidate experience: Creating an impact or burning cash?* recommends creating a system of engagement that simplifies how candidates (and employees) access contextualized information, gain answers to their questions, and progress through steps of the hiring process and through the onboarding experience.

# EMBRACING THE VIRTUAL WORLD

As companies incorporate virtual approaches to talent acquisition, there is a tendency to do it on a tactical level, like those video interviews. But a true virtual recruitment strategy involves looking at the entire online experience. That requires a combination of planning, creative, and technology. Ideally, when candidates “visit” a company online, their experience is choreographed to introduce the company in the most meaningful ways, to gain information from them, to share content in the most engaging way, and to communicate the corporate culture.

**In many ways, it becomes a personal event.**



## CREATING A FREESTANDING, INVITATION-ONLY, BRANDED TALENT SITE PROVIDES AN EFFECTIVE, VERSATILE PLATFORM.

Candidates early in the consideration stages can be given access to a deeper dive into relevant content. Virtual interviews can take place within the platform, allowing the interviewer to refer to corporate information including videos from employees or demonstrations. Candidates can also explore content and ask questions in real-time, which can be an enlightening for both recruit and recruiter.





**Whatever path a company chooses, recruitment and onboarding can become a more fulfilling experience by embracing the possibilities within a virtual engagement.**

Going all-in with a great online experience doesn't exclude in-person. When that's possible (as we all hope it will be again), it's an enhancement. But when companies like Twitter tell employees they can work from home "forever," it's a good indication that virtual is here to stay in a very real way.



## HOW CAN CRAMER HELP?

We've been using broadcast technology and virtual event platforms for years. We're well versed in the strengths and weakness of every possible technology, and can use that knowledge to help you pick the option that will best help you meet your objectives. But a good virtual event is about so much more than picking the right technology. You also need the right content, strategy, and production elements to make your event stand out from the crowd.

**We have full creative, strategy, and production teams dedicated to every element of a great event... and are ready to put them to work for you.**

Have a project in mind? [Let's chat.](#)

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