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# Becoming a talent pool pro

**In this series of articles, we're looking at talent pool management and how it is becoming a vital recruiting tool. As we know, the recruitment industry is driven by one of two trends- a scarcity of candidates or a scarcity of jobs. When there is a scarcity of jobs, talent pools are a 'nice-to-have'. They might prove useful for future resourcing, but when there are several qualified candidates applying for every job, it's not necessarily an immediate recruiting tool.**

The current recruitment market, however, is driven by a scarcity of candidates. In fact, the UK could reach full employment in 2016, triggering a period of extreme candidate scarcity. In such a competitive market the ability to quickly market to a warm pool of passive candidates could be vital for making successful placements.

In order to start your talent pool strategy, you need candidates. And you need them organised into talent pools based on your resourcing needs. But as experienced professionals know, it's not quite that easy. Inadequate action at this stage could cause your talent pools to become unmanageable oceans or rapidly evaporating puddles.

At what point should you add candidates to your talent pool? This decision could be crucial to the candidates' receptiveness to your talent pool communications. While there's no definitive right answer, you need to consider your company's strengths and weaknesses in certain areas. Do you have a strong focus on candidate

experience?\* Are your recruitment communications timely and consistent? Does your recruitment software facilitate skills matching?

Consider all of this in the context of an economy driven by candidate scarcity. Best practice in this scenario is to allow candidates add themselves to your talent pool without applying for a currently open job. This method lends itself to attracting the largest number of candidates- both active and passive. The key at this point is to separate how candidates apply to the talent pool and how they apply for a job. A talent pool application should take less than 30 seconds and request only the minimum amount of details and a CV upload – what happens next is critical to your talent pool management strategy – does that CV just sit in a folder in its original document form, or can you extract the key candidate information to start building a picture of their likely fit to your resourcing needs now and in the future?

In the next issue we'll be looking at exactly this topic, including segmenting your database into pools of talent and how to nurture them.

**\*Like an independent opinion on your candidate experience? We can do a free candidate experience healthcheck. Go to [eploy.co.uk/checkmysite](http://eploy.co.uk/checkmysite) to request a check up.**



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