



Mobile Recruitment Beyond the Smaller Screen; Is Responsive Design Enough?

Luis Salazar | LinkedIn Pulse | Mar 2015

How many times in a given day do you access the web on your phone? You do it so often that you don't even think about it.

Americans spend an average of three hours a day on the phone, 55 percent of that time accessing the Internet from a mobile device: paying bills, house hunting, getting a ride, shopping and streaming music. And at some point, you and 70 percent of the U.S. population will conduct a mobile job search to pay all those bills! Our phones are with us 24/7, becoming an extension that connects us to the world.

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Yet, **mobile recruitment is still in the dark ages.**

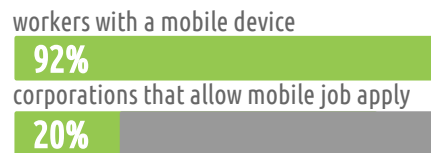
How dark? Research done by **Jibe** found that 60 percent of respondents believe that, even if mobile friendly, job applications are more difficult to fill out than mortgage, student loan or health insurance applications. The complexity is not necessarily related to the difficult questions that are asked, but the actual functionality of the job application.

In their 2014 summary job report of large enterprises, which processed close to one million mobile job applications, **Jobaline** data shows that 80 percent of applicants abandon job applications that are non-mobile. This is because they find themselves trying to type in tiny spaces designed for PC interface, having to take unnecessary steps in the application or going through too many changes of context, including advertisements in the middle of a job application.

The result: Job seekers waste too much time and employers have a large negative financial impact on their operations. This is especially true in the hourly jobs sector, where attrition rates are up to 200 percent per year, and part time jobs or seasonal jobs result in a continuous hiring cycle. Mobile job applications done wrong cost large employers over 80 percent of their job-ad budget.

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Simply Shrinking the Job Application Interface for Mobile Delivers the Same 80 Percent Dropout Rate of the larger screen.

Just like the e-commerce or entertainment industries, which went through significant changes to embrace the mobile web, mobile recruitment must go beyond just making the job application fit into a smaller screen.



An inefficient process in a big screen is just as inefficient in the smaller screen. Online recruitment requires reinventing the experience, while taking advantage of the many other dimensions that mobile brings to enrich the job recruitment process. Otherwise,

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employers are wasting time and money creating online application experiences that, even if mobile, still results in a wasteful 80 percent of their advertising dollars and recruiters' time.

If you just apply a responsive design to the old “taxi” web pages, we get “taxi” mobile - it’s the same old and dated process, with the same business results, just in the small screen. By reinventing the experience, you get **Uber** or **Lyft**, instant match of people that need a ride with people that want to make a living out of offering rides to others. In this context, advanced mobile matching technologies will be the dominant factor in the Human Capital Management sector over the next decade.

Thanks to the ubiquitous nature of mobile devices that are attached to us almost 24/7, we can capture voice, images, location, time, activities and assess skills in real time. We can combine the power of observed information, which is often more meaningful for matching purposes than the declared information captured through standard online or paper-based applications. Observed or inferred information can often paint a more complete picture of a job applicant, resulting in better matches that hopefully result in long lasting employment relations.

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In a side-by-side comparison of people completing interviews from mobile devices, the completion rate is twenty times higher and the quality of candidates is up to eight times better when the proper mobile experience is enabled.

\$170 ~ \$250 ad-cpc
cost per hire due to
high abandonment

U.S. averages - click to completed application

10% - on PC

1% - on mobile

Appcast.io - 2015 data

U.S. averages - sample of 800,000 applications

25% - on jobaline mobile

Taking things one step ahead, the use of advanced technologies for algorithmic analysis of the voice of job applicants can take the quality of the match to a whole new dimension.

On the other hand, just doing a mobile redesign or a mobile app of an existing Applicant Tracking System process results in only marginal improvement in applicant volume, quality or satisfaction.

If the web is mobile, why aren’t employers embracing it faster? **CareerBuilder** found a variety of reasons employers don’t use mobile application processes: 38 percent of employers haven’t invested in the required technology; and more than 35 percent don’t have the resources or can’t find a mobile solution that does more than take their Applicant Tracking System and make it mobile. Interestingly, more than one-fifth of employers aren’t sure why they don’t offer a mobile application process.

why employers don't have mobile apply

38% - haven't invested in proper tech

35% - can't find proper solution

20% - don't know why

jibe - 2015 data

The web is mobile and recruitment is mobile, especially in the hourly-jobs segment. Beyond the obvious difference in the screen size, if technology is leveraged properly, mobile recruitment allows for a richer experience that can remove friction from the job application process.

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With close to half-a-billion job applications processed every year to hire over 55 million people, properly using mobile recruitment technologies represents a multibillion-dollar cost savings opportunity for the U.S. economy.

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