

The Growing Necessity of Personnel Recruiting Software

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Searching the Internet for candidates to fill a job vacancy is replacing the print media traditionally used by companies.

More and more companies are opting to place employment ads on their own websites or on specialized sites. But just as it is a cinch for companies to post their job openings on the Web, it is also far easier and cheaper for candidates to send their résumés via Internet than doing so using regular mail or phoning the interested companies.

This simplification of the process has led to a major increase in the amount of résumés that companies' Human Resources departments receive. Google is a good example of this. In order to read the more than 100,000 new résumés it receives each day, coming from all around the world, the company felt obligated to allocate a vast amount of resources to a task that many companies had already automated a few years ago. In part thanks to the drop in prices of personnel recruiting software applications.

These types of programs, such as the mathematical algorithm Google uses to filter the résumés it receives, allow for an initial sifting of all the applicants to be done in a quick and economical way.

For companies with a large volume of applicants, such as personnel recruiting firms, these types of programs are not just useful, but in fact quite necessary. The system sets out a series of objective filters, such as age, which help select the candidates that best fit the desired profile.

This cuts the thousands of résumés received down to hundreds or even dozens. Although software applications could of course unintentionally skip over an interesting résumé, the fact is that this technique allows for the field of candidates to be reduced to an amount that can be interviewed in person.

To reach the second phase of the hiring process, the personal interview, where the criteria of human resources professionals becomes vital, candidates need to have carefully studied the

Highlights

1 Google has some 10,000 employees around the world and expects an average of 200 new hires a week this year. The king of the search engines has doubled its employee base each of the past three years and just four percent of its salaried employees leaves the company each year, a turnover rate far below the US average.

2 A study by the human resources consulting firm [CedarCrestone](#) calculates that companies using talent acquisition solutions in 2006 experienced a 14% growth, whereas those who did not grew just three percent. According to the firm, the reason for this difference is that these programs allow companies to increase revenues by hiring better employees while reducing costs in the process.

3 The study points out the existing differences between American and European companies. For instance, whereas 68 percent of US companies state that HR applications enable a company to find talent, that number drops to 41% in the case of Europe.

profile of the company and the position they are applying for, and try to tailor their answers and their résumés to that profile.

But without distorting reality too much: claiming a high level of English in order to get through an international company's screening process, for example, will not help a candidate get past a personal interview conducted in that language. Regardless, one must not forget that in Spain job searching and the hiring of candidates are still based in large part on personal relationships. Nevertheless, it is to be expected that as companies are more and more subjected to globalization, there will be an exponential growth in use of the Internet, a tool already being utilized by recruiting and staffing companies. Now, keeping a résumé on one of the specialized websites is a way to stay on the market.