



firstbird



10 steps to make your employee referral program successful

Did you know that the impact of referrals is so big it can help you fill more than 50% of your vacant positions?

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Employee referral platforms are easy to set up, easy to use and very efficient. After reading this easy guide on referrals, you'll be ready to start your own employee referral program in a snap!

This useful guide offers you helpful insights into the ten most important steps to consider before spreading your wings and navigating towards building your dream-team.

Tip 1. Scoop your whole network

Your employees are not the only source to bring you a pool of future talents. To maximize your referral potential, you can invite alumni, business partners or former colleagues to fuel your talent engine. However, make sure the contacts you invite know you and your company culture to ensure you receive high-quality referrals.

BANKPOWER It's about people

- Beispiel aus der Praxis: Viele unserer Kunden setzen erfolgreich auf die Unterstützung externer Talent Scouts, etwa ehemalige Mitarbeiter. Bankpower beispielsweise mobilisiert mit Firstbird-spezifischen Kampagnen nicht nur interne Mitarbeiter, sondern auch externe Talent Scouts, um das Bankpower Empfehlungsnetzwerk zu erweitern.



Tip 2: Monetary rewards are not necessary

The most important thing to remember when recognizing your employee's efforts is that it's not necessarily the actual item that is most appreciated, but rather the "thank you" and the public praise. Leverage this by featuring your star Talent Scouts in a company newsletter, in a meeting, on your intranet or in a staff magazine. Remember, storytelling can be a very powerful thing!



Creative Ideas are highly appreciated when it comes to rewards. Fly your best talent scouts to Paris by arranging an experience they will never forget and always positively link to their referral's success. Instead of rewarding your employees directly, you could alternately donate their reward or save the prize money for an office party.

Tipp 3: Be fast when it comes to rewards

For acknowledgment to be effective, it should be linked to the behavior that's being rewarded. You should reward an employee immediately (or as soon as possible) after the act. If you wait for a few months to pass before acknowledging the action, it will make it appear as though the employee's actions were not significant enough, nor will he feel appreciated. According to Dr. John Sullivan¹, this is one of the reasons why employee referral programs fail or cannot utilize their full potential.

Tip 4: Streamline your internal communication when introducing your employee referral program



Providing your Talent Scouts with a clear, informative and motivational introduction to your new employee referral program is essential. Make sure that Talent Scouts properly understand how Firstbird works, what you are looking for in successful candidates and who to go to with questions.

As a matter fact, you can hand out flyers, stickers and welcome emails to boost awareness and to create a buzz around your referral program.

¹ <https://drjohnsullivan.com/uncategorized/employee-referral-program-killers/>



Tip 5: Allow your employees to refer great talent wherever they go

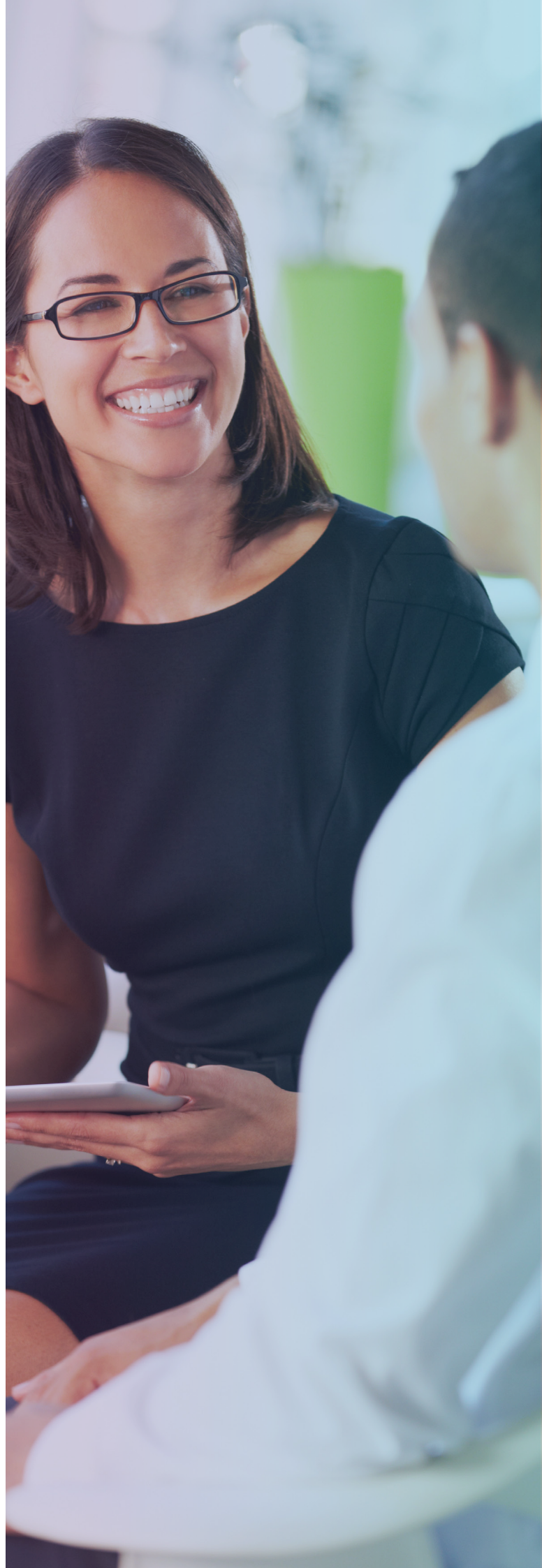
You will hardly ever find your employees referring friends during working hours. Alternately, fairs, bars or sports grounds offer great opportunities for them to meet potential candidates and refer them, if they are suitable, for the vacancy. For this reason, investing in mobile-optimized tools is vital if your aim is to drive success into your recruiting strategy. Efficient, fast and sustainable hires presume an employee referral program with a mobile app.

Tip 6: Unlock the potential of your social networks

Encourage your team to share jobs with their networks and recognize their effort. Seeing that many of your employees may not be able to refer perfectly suitable candidates, make sure you continue to motivate them to keep trying. Remember, even though the main purpose of a shared job is to hire high-end candidates, your brand awareness also profits from every single share. In fact, employee-generated content is considered to be the most powerful tool to help your employer brand grow.



A simple way to steadily engage your employees in sharing jobs is by rewarding them for their activities. Have they shared 20 job announcements on Facebook? Great! Reward them with a bottle of good wine.





Tip 7: Simplify the application process for your potential candidates

Did you know that approximately 90% of professionals are interested in hearing about new job opportunities? And guess what, referrals are the only way to attract those passive candidates. As long as they're not actively looking for a new job, don't scare them off with never-ending application processes they likely won't follow. Make it as simple as possible and ensure that none of those great candidates slip through your fingers. Allow them to share their interest in your company with a single click!

Time-consuming and tricky application processes will lose you 40% of your candidates including high-end talent. Don't assume they will run after you, no matter how great your company is. Times have changed. You should find the way to approach them and convince them to join your team.

Tip 8: Update, Recognition and Motivation

Without employees, an employee referral program would end up in a bad performing referral program. Here's how you can engage your team to continuously drive your talent engine: Provide them with enough information, communicate progress and always remember to recognize their effort. Also, keep updates on their referral's status quo. If a candidate left a good impression, your employee will highly appreciate a simple "thank you" and will continue referring.

Bear in mind that referring candidates, does not only require effort from the employee's part but it could risk the existing personal relationship they have with an applicant. Increase referrals by keeping a positive company culture while rewarding your employees.

² <http://crosswater-job-guide.com/archives/58472>

Tipp 9: Always give fast feedback!

Imagine helping a friend paint his apartment, but receiving a “thank you” 3 weeks later. You would instantly feel unappreciated, and you would be unmotivated to offer any help, a second time. Your employees feel the same way when referring a candidate. Don't wait too long, provide them your feedback about their referral, straight way. Honesty and quick response will boost your referral program's success and quality.

This also applies to candidates who wait for your feedback. The more time you take answering, the less interested they will be in your company and the position on offer. Remember to provide feedback no later than 72 hours after an application or referral gets delivered to your inbox.

Tip 10: Maintain the secret of precise communication

Avoid spamming your employees with extraneous information. Divide jobs regarding department or location to achieve satisfying results. Therefore you need to prevent inappropriate referrals by sharing jobs with employees who most likely know suitable candidates, for example from their college or former workplace.

Best Practice: If you're looking for a sales representative, ask your sales and key accountant team to share the vacancy. They certainly know someone suited for this position

Firstbird - The digital employee referral program

Firstbird's employee referral program helps your recruit great talent. Referrals are confirmed to be the cheapest and fastest method of hiring new employees.

Join our live webinar for free and learn how to build your future teams!

Live Webinar

