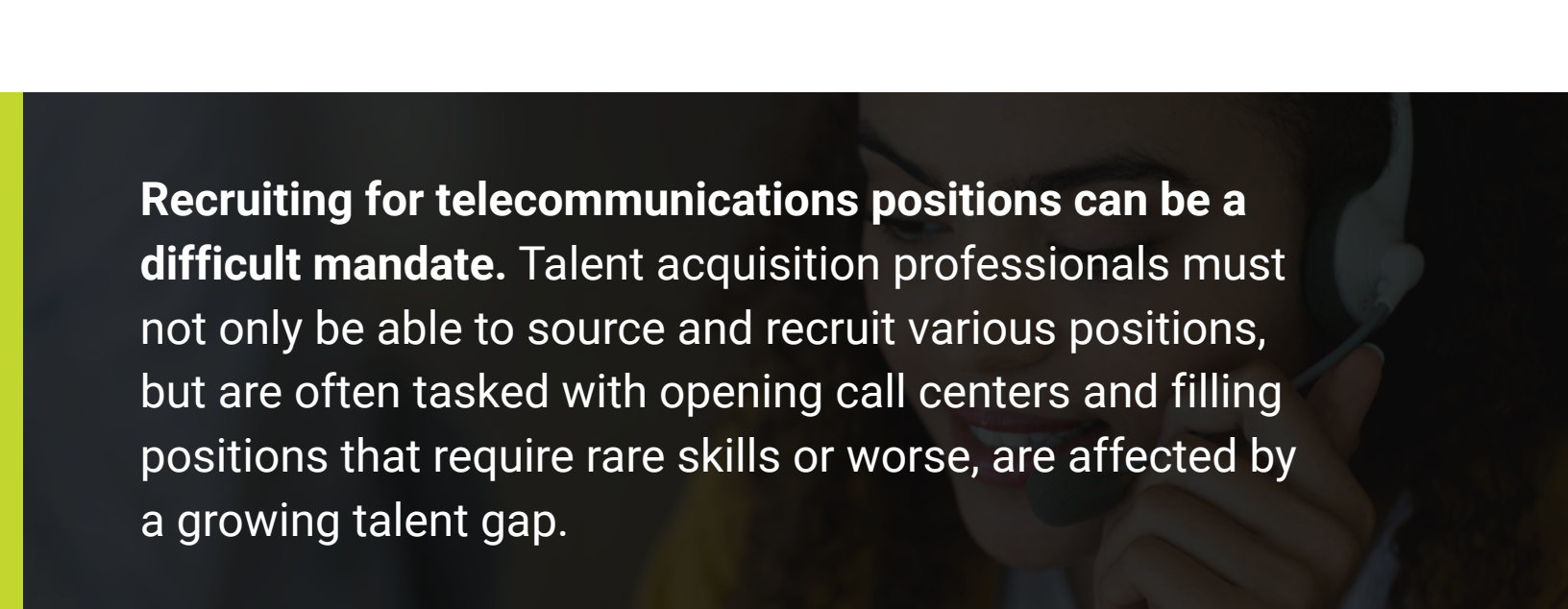




Telecommunications
Organizations Use
**Advanced Recruiting
Solutions to Connect
with Top Talent**





Recruiting for telecommunications positions can be a difficult mandate. Talent acquisition professionals must not only be able to source and recruit various positions, but are often tasked with opening call centers and filling positions that require rare skills or worse, are affected by a growing talent gap.

As with most big changes, the need for qualified candidates isn't going away completely.

Right now, there are more than a few headlines about the telecommunications industry. With the passing of recent legislation, there will undoubtedly be even more shifts, though when, where and by what means still remains a mystery. As with most big changes, the need for qualified candidates isn't going away completely. Instead, there will be a period of adjustments in the expectations of workers, desires of consumers and demands of business.

Though the requirements of qualified workers might adjust, high-volume recruiting in telecommunications will probably still be reality. Above all, telecommunications companies will need to continue the pursuit for innovation with their internal recruiting processes. This can be a challenge as many companies within this landscape are older companies that approach recruitment via traditional means.

Before delving into the various tactics used by recruiters in the telecommunications field, it's useful to learn more about the market trends and workforce shifts that are creating recruitment changes.

Decline in Jobs Misleading

Positions within the telecommunications industry vary from highly specialized technical workers in the field to customer service representatives in call centers. Recently, the US has witnessed an equilibrium of both positive and negative influences in the sector. There was a slight decline in telecom-related jobs in 2017, but this is likely because jobs peaked high in the previous year.

TELECOM JOB TREND

Many telecommunications businesses still rely on manual processes, but are always expected to adapt to new innovations, especially in the services provided to customers. For example, with an ever growing user base, carriers are expected to upgrade their connectivity structure for the upcoming shift to new, fifth generation (5G) mobile network.

Outside of service positions, there will be numerous opportunities for more specialized roles. For example, software networks are expected to begin replacing hardware equipment to allow for more efficient responses to consumer needs. On a grander scale, technological advancements, like machine learning, create never before seen products and features. All this points to the need for recruiting on a large scale that in some cases will require unique criteria, especially when hiring field workers.

A Variety of Customer Service Channels

It's expected that customer care, sales and billing will experience growth in technological opportunity. For example, 42% of consumers prefer live chat functions to calling representatives simply because they can avoid long hold times. Also, 92% of customers feel satisfied after using a live chat feature compared to the 88% who turn to voice chat. These technologies can make some jobs obsolete, while also creating newer positions for more sophisticated service professionals, many of whom will need to be computer literate.

Of course, there is still email and social media for customer service concerns. All these updates, adjustments and changes will still require employees. They may not be answering phones, but they will still need an attention to service, product knowledge and basic knowledge of tools and tech.

Assessment and Recruiting Tactic **All-in-One?**

No doubt about it, candidates and consumers are growing more and more connected. Employees responsible for customer interactions will need to be technologically adept, if not savvy, when balancing customer service with digital processes. Though these recruiting tactics are simple enough for any candidate to use, they do happen to fall within modern expectations. If your talent needs to be proficient in email basics, what better way to begin your communication than by the very tool they will use. Even better, targeted email campaigns are great for supporting employer brand and explaining your career events and opportunities. Win-win.

Infrastructural Changes and Recruiting Challenges

Many of the infrastructural changes telecommunications companies are facing will be costly to their budget. Preparing for the shift to 5G networks could run into the billions. Meanwhile, there will still need to be a steady stream of candidates in the pipeline to support daily operations and natural turnover.

An economical yet efficient hiring process will be important to telecom companies. This is nothing new. In this candidate-driven, low-employment market, job seekers have a few expectations of their own. Organizations, regardless of industry, need a financially sound, yet candidate friendly recruitment strategy. For telecom companies, garnering interest will rely a lot on being seen as innovative and stable.

TELECOM JOB TREND

A leading telecom company needed to go beyond traditional recruitment techniques. One challenge was in location. They needed to fill customer service roles with people who met specific standards, and some areas of the country struggled more than others to hire those that fit. Because there was a dissonance among locations, the company needed a standardized approach that allowed for specialized adjustments when circumstances demanded.

The company turned to email and SMS text recruiting campaigns. Their campaigns helped drive their messaging to a larger number of unique candidates. They were able to reduce the cost of easy to fill jobs while still welcoming a more diversified pipeline, which helped those more difficult to fill roles.

Recruiting in an Atmosphere of Mergers and Acquisitions

In 2016, telecommunications companies spent \$224 billion on M&A which was a 137% increase from 2015. The possibility for more increases in M&A is an expected consequence from the potential ending of legislation around net neutrality. Over the last year, the atmosphere has led even executive-level employees fearful of their future. Hiring in such an environment can be challenging, and the influx of interest in the sector could pose even more difficulties in attracting talent.

If you operate within the industry, preparation will be key. Mergers and acquisitions typically gain some attention, even if they aren't set to move fast. Losing employees or candidates can be costly. Regardless of whether you foresee M&A in your organization's future, keep these steps in mind:

▲ **Have a Communication Plan**

Employer brand will play an enormous role in retaining your top performers, so keep communications open and honest. Negative perceptions are one of the biggest battles to face. If done correctly, you'll build brand ambassadors that will last through the merger and beyond. As for candidates, lead with the truth. Explain the role and how it plays into the changes your company is facing. It will help them to begin imagining themselves in the job and the newly emerging brand.

▲ **Prepare Recruitment Training Quickly**

Depending on your company's place in the acquisition, recruiters may have to relearn elements, if not all, of their job. The HR department will be integrating new or adjusted rules and standards. And each and every employee, recruiter, hiring manager or otherwise, will be acclimating to different products, offerings and/or locations. As they work to welcome new talent, they very well might be feeling like they are restarting their careers as well. A well-established and structured plan that can be taught immediately will be critical to the success of the talent acquisition team and their hires.

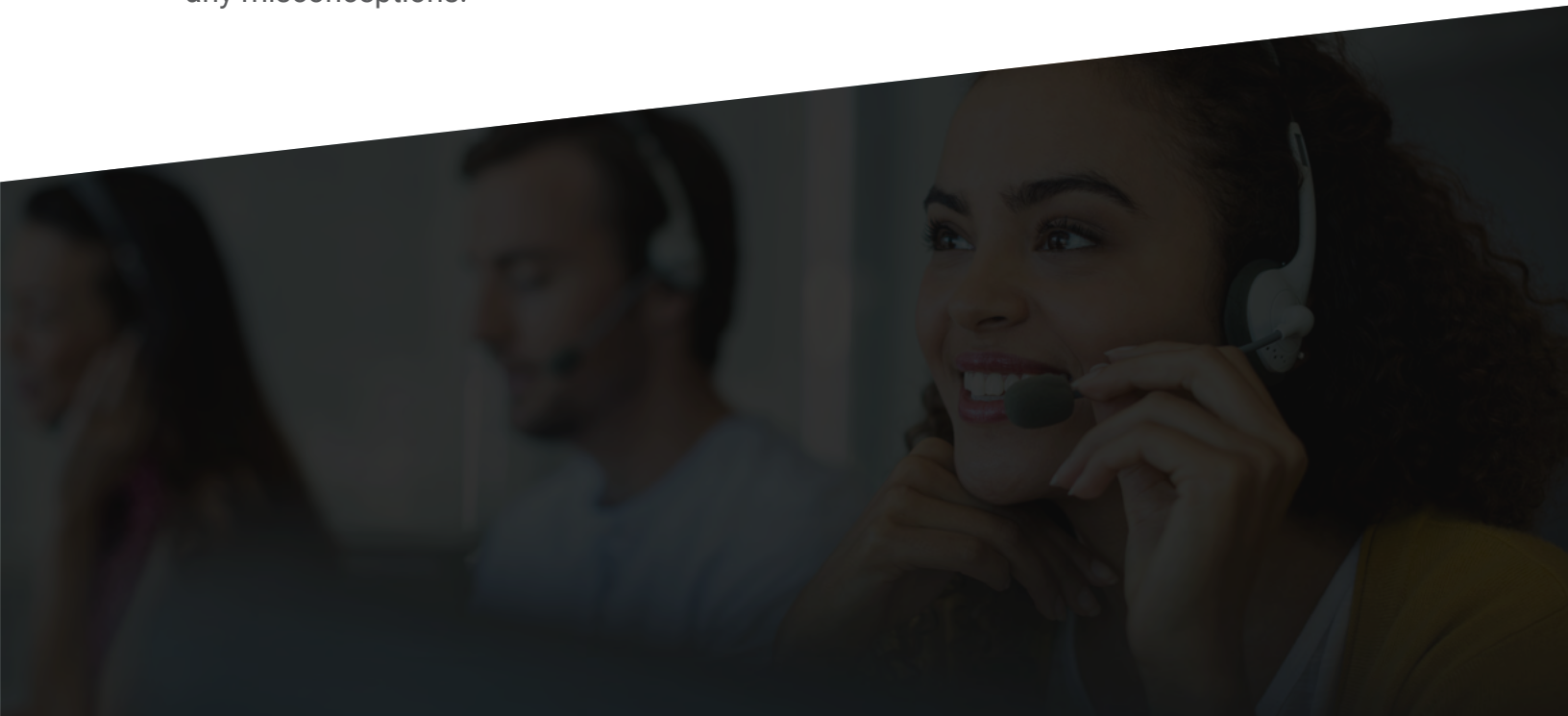
▲ **Be Transparent about Organizational or Product Offering Weaknesses**

Pointing out weaknesses is something almost considered taboo in recruiting and management. Unfortunately, when it comes to a market where mergers and acquisitions are prevalent, being open to the ways your company could grow might work in your favor. Highlight the strengths the company or product has and the ways it could be easily integrated or complement others in the space for continued success.

▲ **Focus on New Opportunities**

M&A aren't all a loss. In fact, the growth could mean expansions for the product and services, in turn leading to better opportunity for employees. When communicating the situation with your employees, highlight that potential. That includes explaining the new resources that come from the company being merged with or acquired by. Be prepared to explain all of this to curious hires.

The good news in all of this is that the right recruiting tactics can help battle M&A concerns while also attracting new talent. For example, SMS text recruiting campaigns are generally focused on starting conversations with your candidates. The messages not only have a higher open rate, they can be great mediums for no-pressure communication. If your candidate has questions about recent events or rumors, this is the type of interaction that can quickly and efficiently explain any misconceptions.



Create Recruitment Marketing Campaigns for Telecom Workers

Attracting and recruiting talent to your organization can pose unique challenges when it comes to telecom workers. A leading telecom company found, even being a giant in the space can lead to problems connecting to the right candidates. Keep these basic rules in mind:

Focus on top performers. What is it that your most reliable workers have in common? From sales superstars to top technicians, there are plenty of insights to be gained just by noticing their commonalities. Pay attention to their habits for future training, but also consider the values or benefits that attract them to the position or inspire their stellar performance.

Clearly outline requirements and standards for each job. This is a basic that most accept as principle yet overlook in practice. Roles are shifting, even for the easy to fill positions. It can be easy to fall back to an old outline of a customer service rep requirements, even if the job is morphing. Do not allow your job descriptions to be set and forget. Revisit them often, especially as your company advances to accept new technology into processes.

Break out of traditional strategies. Today's candidate is interested in a more digital process, which is reason enough. However, your company will want to be viewed as an industry leader with the potential to grow, expand and adapt to the market. Outdated hiring process will not help create that perception in the minds of candidates. Consider emerging technologies in and outside of your company. Intuitive and scalable tech will resonate with your candidates as well as potentially push you past your competitors. **Channels to think about are...**



Email Campaigns: Targeted email campaigns aren't new, which means if done poorly, can make your brand seem out of touch. Choose your recipients with a critical eye, either by using their behaviors in your ATS or through their resume. Use your job descriptions and a personal touch to your tone. They will not consider you as an employer, if you haven't considered them as a talented professional.



SMS Text Recruiting Campaigns: As mentioned, people are on their mobile device all the time. In fact, the average open rate for a text is 97%. People like the ease and no pressure feeling a texted job provides, which is probably why 73% of job seekers prefer to receive targeted job opportunities via text. For a telecom company, this could mean getting your message to talent before competitors and in a modern way.



Retarget Your Prospects: Be where talent is, even if they're not on your site or in the job search. Retargeting will follow their habits on the web to give you an accurate idea of their interests and behaviors. The information will help fine tune your messaging and can even help land interest from passive, qualified candidates. This takes your recruiting outside of the basic job ad posting and finger crossing right into a more personalized strategy that resonates.

The telecommunications industry has a rich history of growth and has remained relevant thanks to an ever-growing need for constant communication. In fact, with wireless internet and a myriad of other technical shifts, consumers are looking at their mobile devices more than 9 billion times a day—and that's just the mobile technology.

Nexxt

is leading the charge in innovative recruitment solutions with **targeted SMS and email recruiting technology.**

By building customizable campaigns that support your brand while easing the attraction and recruiting process for talent acquisition teams in a way that resonates with candidates, your team can overcome recruitment challenges, new and emerging. Go where the talent is without stretching your resources.

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