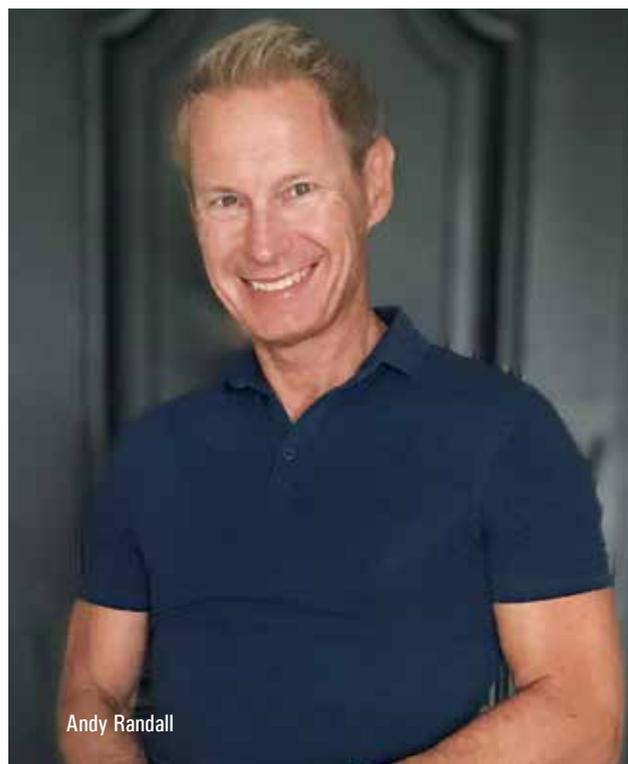


eARCU

It is all about agile resourcing



Andy Randall

Could you provide us with an overview of your company?

Our company was established in 2009, with a mission to enable employers to hire candidates swiftly and at lower cost, without missing out on the most elusive talent. A candidate applying for a job previously had to maneuver through a variety of technologies such as a job search engine, careers sites, Applicant Tracking Systems (ATS), assessment questionnaires and onboarding processes. These technologies often lack synergy, each having a different style of communication, menus, and even buttons, colors and fonts. As a result, they tend to deter the candidate from proceeding with the hiring process.

The sole motive of our company is to provide clients with a single cohesive solution that can not only engage but also capture and retain the attention of the candidates until the completion of the hiring process. With our extensive suite of offerings such as interactive career portals, a unique onboarding platform, and our intuitive assessment suite, we enable companies to identify and recruit the most suitable candidates with minimum hassle.

How has the pandemic and subsequent recruitment challenges impacted the industry? And, how has eArcu responded to the same?

The pandemic has changed the way we interact with each other, especially to take account of working remotely. To respond to this and ensure their businesses thrive, employers have significantly restructured their workforce, with many working from home, some being put on furlough and others perhaps leaving. Employers are also looking to be in contact with furloughed employees with a goal to rehire them once the businesses return to normalcy. Consequently, employers are facing difficulties while hiring highly experienced specialists and capable freshers.

We cater to all kinds of candidates, from emerging talent, through experienced specialists, to leadership hires. We ensure that businesses can successfully navigate through this pandemic unscathed and emerge stronger for the bounce back in the economy.

Candidates are often found navigating a dozen different technologies when simply applying for a new job. This can damage their perception of the hiring company and ultimately lead to them dropping out of the process. Taking up this challenge, eArcu ensures employers provide a consistent candidate experience and identify the best talent for their business. By infusing innovative technologies into the hiring process, the company ensures that clients have the latest recruitment capabilities at hand to supplement their recruitment decisions and their candidates are inspired to explore each stage of the hiring journey.

In an interview with Manage HR, Andy Randall, the CEO of eArcu, sheds light on some of the noteworthy trends within the industry, highlighting how the company supports its clients in overhauling the recruitment process and overcoming complexities in the talent acquisition space.



Talk about some of the benefits and advantages offered by your solutions and how they improve the hiring process.

Our extensive range of offerings includes technologies that support careers sites, a platform for candidates to communicate directly with potential employers, and reporting tools for hiring teams. In order to relieve candidates from entering a bulk of information preliminarily, our company provides unique animated application forms that are divided into bite-sized chunks; they ask candidates for information relevant to the particular hiring stage. Along with this, we also offer a host of assessment tests and virtual interview platforms. Once hiring is done, we assist the employer with offer letters, contract generation, and onboarding. Our company also incorporates gamification, animation, and other creative techniques in our offerings, aiming to familiarize the candidates with their newly joined organization, their role in the workplace, and more, even before the first day of the job.

Could you brief us about your company's AdPro tool?

Our AdPro tool capitalizes on the fact that job seekers spend just eight seconds reviewing a job advertisement and makes certain that each and every word is effective; it also reviews if the ad is displaying any gender bias, or racially insensitive terms. The tool identifies words or phrases that can put off candidates from applying and suggests alternate keywords that would make the advertisement more inclusive and open to all demographics.

“The sole motive of our company is to provide our clients with a single cohesive solution that can not only engage but also capture and retain the attention of the candidates until the completion of the hiring process”

Tell us more about a few engagements with clients and how the company contributed to talent acquisition.

We work with employers across all sectors and geographies, including some who have been significantly impacted by government lockdowns. In some cases, this has been helping them restructure, and redeploy staff into new roles. In other cases, establishing communication portals to keep in touch with employees who have been on furlough. Then with other clients creating solutions that allow companies to rehire key people once the industry returns to growth. This enables the employers to maintain a direct relationship with all the relevant people, and when the time comes, rehire them swiftly. In parallel, with this we have helped other clients who have seen a huge spike in hiring needs to complete the joining procedures of 95 percent of candidates within 48 hours, and had them ready to start work just four days after getting an offer.

What are your goals for the future?

We have been growing very rapidly for the last seven years and looking forward to continuing on the same trajectory. We will keep innovating our offerings and ensuring that our company becomes one of the most desired talent acquisition partners. **HR**