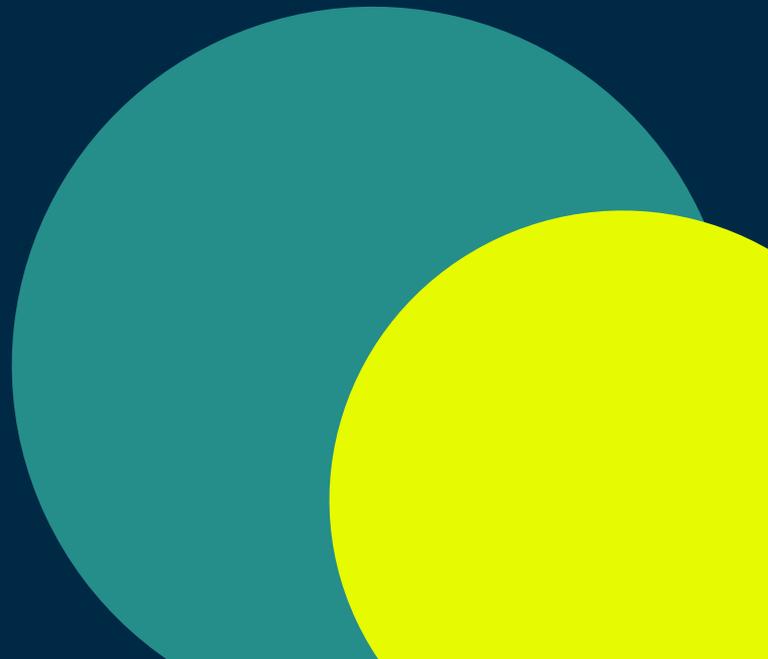


# 10 Steps

To Your Successful Employee Referral Program



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Referrals & recommendations have become an integral part of our everyday lives. According to a Nielsen 2015 study, around 83 percent of potential candidates trust the referrals of friends and acquaintances.<sup>1</sup> That's why we say: leverage referrals for recruiting and trust in the recommendations of colleagues and employees.

With a **digital employee referral program**, you can find candidates who match the job profile and culture of your company. You also save costs, time and resources. How? We'll show you the path to success in just 10 steps!



## Step 1

# Leverage your entire network

Trust your own employees, alumni or business partners in the search for suitable candidates. Your contacts know your company best and have a large network of qualified candidates at their fingertips. On average, each individual has up to 1,000 LinkedIn<sup>2</sup> and 340 Facebook Contacts<sup>3</sup> in their network to promote positions via recommendations. Leveraging this extended network is the first step to attracting more talent through a successful, scalable, digital referral program.

## Step 2

# Utilize the potential reach of social networks

Increase the success rate of your person-to-person referral program through social sharing of positions. A company with 1,000 employees can reach on average up to 1,000,000 potential candidates. Even if not every employee knows a suitable candidate for every job, when they share the position on their social networks, they significantly increase the reach and success of your program via social platforms – free of charge and with authenticity.

## PRACTICAL TIP

Motivate your employees to share suitable jobs on social networks into expert groups, in order to reach the most suitable candidates.

- Gift chocolates in return for actively sharing your vacancies
- Surprise your referrers with a breakfast voucher once the shared job has been clicked 10 x
- Thank your most successful referrers with words of praise and a shout out with a photo on your company's social platform



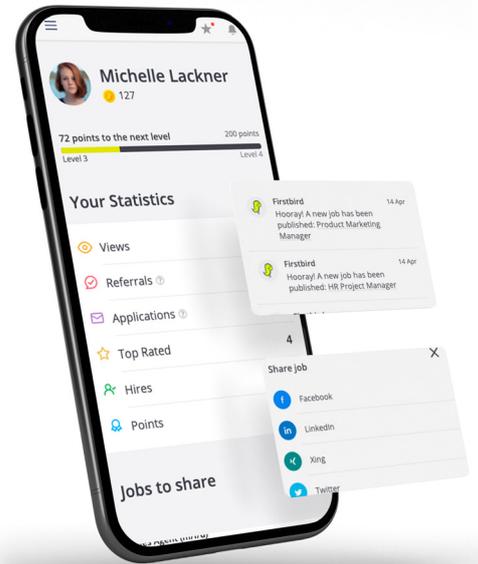
### Step 3

## Enable your employees to make referrals anytime, anywhere

Job referrals are rarely made in the office. Your employees meet potential candidates for your company everywhere. Keep your employees regularly informed about vacancies via email or smartphone so they can make referrals from anywhere.

### PRACTICAL TIP

With the mobile app **Firstbird2Go**, your employees can make referrals anytime, anywhere, quickly and easily – in the bar, at a conference or on the sports field.



### Step 4

## Motivate & inspire referrals with attractive rewards

Get creative when selecting rewards – in addition to cash rewards, there are many other reward models that will encourage participation in the referral program from your existing team members. By rewarding activity & participation, you can achieve a high engagement rate from your employees for the long term. Build momentum in your employee referral program by sharing success stories and encouraging friendly competition across departments.

### PRACTICAL TIP

A creative reward selection will increase the motivation of your employees. You could :

- Send your most active referrer to Paris for a weekend
- Donate 50% of all rewards to a charity
- Encourage your employees to collect referral rewards for a summer party together

## Step 5

# Pay out rewards as early as possible

Late reward payouts are demotivating. Delaying payout means the reward is no longer directly related to the actions taken. What's more, the amount or value of the reward is not as important as you think.

According to Dr. John Sullivan<sup>4</sup>, one of the most common reasons employee referral programs don't work, or don't work in full, is the issue of paying out rewards too late (after a trial period, for example). Therefore we recommend : offer lower value rewards, but pay them out earlier and often.

## PRACTICAL TIP

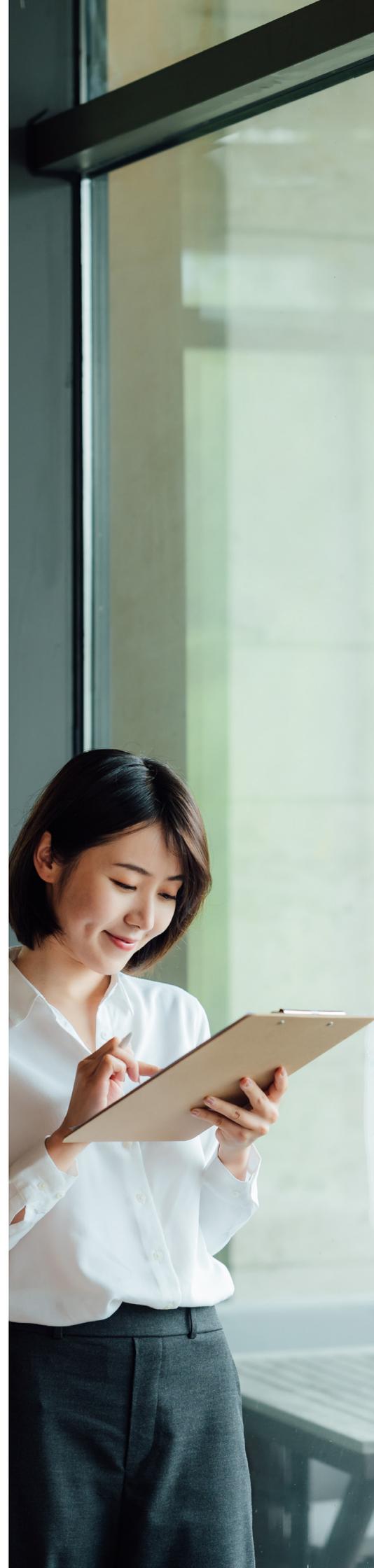
Motivate your referrers with rewards for actions made on the way to successful hiring.

- Reward your most active referrer for a month, quarter or year.
- Split the reward for successful hiring.
  - Part 1 of the reward on the day of hire
  - Part 2 of the reward after a successful probationary period

## Step 6

# Reward each referral as well as successful hires

Distrust and a complicated set of rules about referrals demotivate your employees. Always keep your referrers up to date on the status of their candidates. Acknowledge even small activities. Often the key to motivation lies in an honest "thank you"!



Not every reward is equally motivating for every employee. The Firstbird Reward Shop offers you complete flexibility in offering a variety of rewards. It allows you to deposit a selection of rewards for employees to choose from. In exchange for points, your employees can redeem their desired rewards.

## PRACTICAL TIP

Referrals made by your employees is always associated with effort and a certain risk for them and their contacts being referred. Increase the number of referrals you receive by rewarding your employees on a regular basis to secure long-term, motivated referrers.

### Step 7

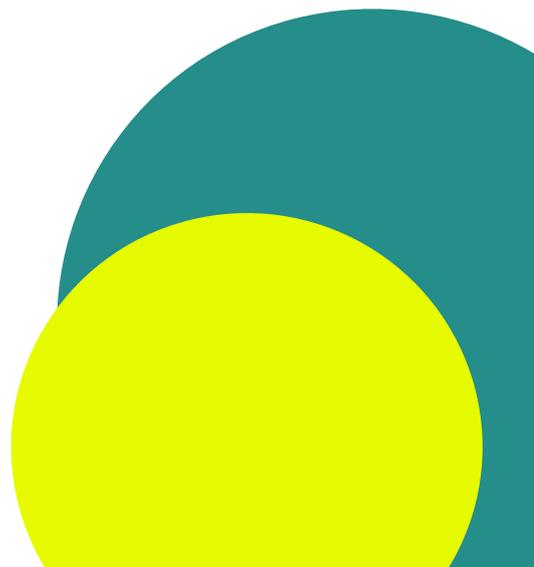
## Make applications for referred candidates as easy as possible

Employee referrals also appeal to the passive labor market. Referrals reach a network that would remain hidden to you without the contacts of your employees. With a digital employee referral program, candidates can respond to the job referral with just a few clicks.

*\* Passive job market means that people are not actively looking for a job, but would be willing to change jobs if they were approached for a job. In most cases, these people are more highly qualified than the active labour market.*

## PRACTICAL TIP

Ensure your application process is frictionless and easy to complete to maximise your completions. Complicated or time-consuming application processes mean that over 40% of candidates do not complete their application process. This is especially true for highly qualified candidates.



## Step 8

# Give employees and candidates quick feedback, even with bad referrals

Give your employees first a thank-you and an evaluation of the referral as soon as possible. Don't be afraid to give your employees clear feedback, even if their recommendations are initially bad. In this way you avoid "referral spam" and increase the quality of your referral program in the long term.

### PRACTICAL TIP

Late or impersonal responses to referrals lead to demotivation among your employees and referral candidates dropping out.

Avoid this and give an initial response or assessment within 24 to 72 hours.

## Step 9

# Make communication relevant for your employees

Only inform your referrers about jobs that are relevant to them. In this way you avoid "spamming" your motivated employees and reducing their willingness to actively engage themselves as brand ambassadors for your company.

### PRACTICAL TIP

Only send jobs to employees in the same department or location as the job. This gives you the chance to stay personal and relevant even with a larger number of jobs.

## Step 10

# Turn the launch of your referral program into an event that everyone will talk about

The introduction of an employee recruiting program is a great sign to all employees. From now on, they will be actively involved in shaping the company. Plan the launch carefully and develop the interest of your employees to get involved.

### PRACTICAL TIP

#### Take your time for the introduction.

- Present the functionality, goals and rewards in regular team meetings.
- Give your team the opportunity to look forward to the possibility of referrals even before the official program launch.

## Want to learn more about Firstbird?

We would be happy to give you an insight into our tool and show you the functionality and advantages of Firstbird, the digital employee referral program. Arrange a non-binding consultation appointment now.

[LEARN MORE](#)

