



# 10 Steps for Successful Employee Referrals

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Referrals and 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. That's why we say: leverage referrals for recruiting and trust in the recommendations of colleagues and employees.

With a **digital employee referral solution**, you can find candidates who match the job profile and culture of your company. You also save time, money and resources on one platform. We'll show you the path to success in just 10 steps.



## Step 1

# Leverage Your Entire Network

Trust your own employees, alums 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, individuals have up to 1,000 LinkedIn and 340 Facebook Contacts 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 on average can reach up to 1,000,000 potential candidates. Even if not every employee knows a suitable candidate for every job, when they share a position on their social networks, they significantly increase the reach and success of your referrals via social platforms – free of charge and with authenticity.

## Practical Tip

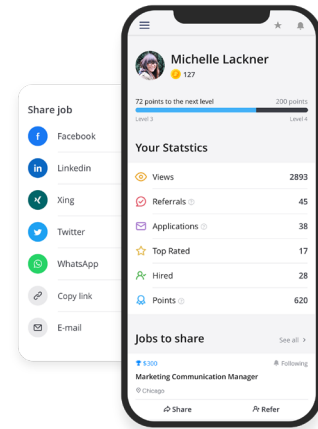
Motivate your employees to share suitable jobs on social networks or professional groups, to reach the most suitable candidates. Some motivators might include:

- Gift chocolates in return for actively sharing your vacancies
- Surprise your referrers with a breakfast voucher once the shared job has been clicked 10x
- Thank your most successful referrers with words of praise and a shoutout 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 Radancy's Employee Referrals mobile app, your employees can make referrals anytime, anywhere, quickly and easily – at a gathering, conference, or on the sports field.

## Step 4

# Motivate and 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 and participation, you can achieve a high engagement rate from your employees over the long term. Build momentum in your employee referrals 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 on a weekend trip
- Donate 50% of all rewards to a charity
- Encourage your employees to pool their referral rewards together for a summer party

## 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 value of the reward is not as important as you think.

According to HR thought leader, Dr. John Sullivan, one of the most common reasons employee referral programs don't work, or don't work in full, is paying out rewards too late (after a trial period, for example). We recommend offering lower-value rewards, but paying 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 of the 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 is as simple as an honest “thank you!”

Not every reward is as equally motivating for every employee. The Reward Shop on Radancy’s platform 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

Your employees are putting themselves out there to refer their contacts. Boost their confidence and encourage participation by rewarding your employees on a regular basis.

## Step 7

# Make Applications of 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 digital employee referrals, candidates can respond to the job referral with just a few clicks.

### Practical Tip

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



## Step 8

# Give Employees and Candidates Quick Feedback

Give your employees 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. This way you avoid "referral spam" and increase the quality of your referrals in the long term.

### Practical Tip

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

## Step 9

# Make Communication Relevant for Your Employees

Only inform your referrers about jobs that are relevant to them. This helps 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

The introduction of an employee referral 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 initial launch

- 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

## Learn more about Radancy

Radancy is the global talent technology leader intelligently solving the most critical challenges for employers and delivering results that strengthen their organizations.

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