The world faced a COVID-19 Pandemic in 2020 and people from all walks of life were impacted. As we enter into a post-pandemic world, the world faces a new a set of challenges.

Find a problem in post-pandemic world that can be solved with a product.

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- What makes this a post-pandemic problem and what potential impact can solving it create?
- Who will you solve for first and why?
- What part of problem will you solve first and why?
- How would you measure the success of your solution ?
- What might be the possible pitfalls in your solution?

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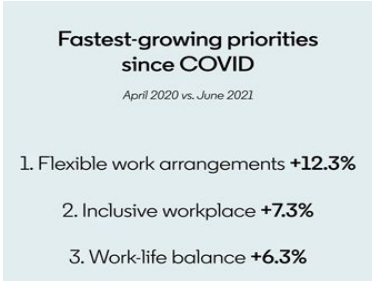
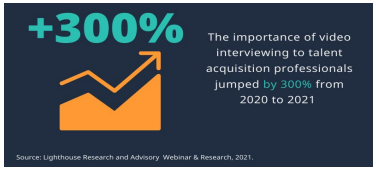
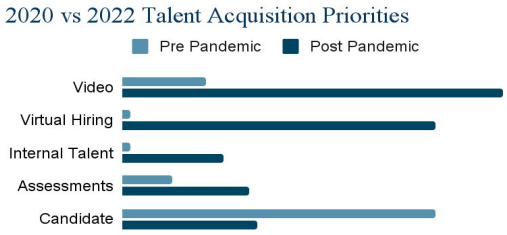
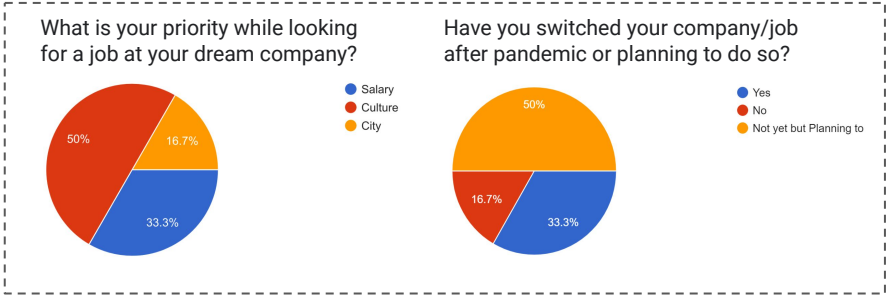
The Rise of Job search and online recruitment in wake of covid-19

	Pre Pandemic	During Pandemic	Post Pandemic
Job Seeker	-Before the pandemic, the conventional wisdom had been that offices were critical to productivity.	-Due to lockdown, employees worked from home and **adopted effective technologies and maintained strong productivity**.	-After the pandemic, while calling employees back to office, **68% of the employees** suggest that a hybrid workplace model is ideal.
	-Due to the set perception of corporate life, **not much emphasis was given on company's culture** as such since there was no uncertainty.	-Employees **got conscious about the company culture** due to the various uncertainties they faced during the pandemic.	-Workers **planned on leaving their current job.**
Employer	-In pre Covid times, most of the **interviews used to take place in office.**	-Due to lockdown, **Online Interviews were the only option.**	-Online interviews post pandemic are highly practised since they are **much easier and economical.**
	-The use of social media was at medium pace before Covid lockdown.	-Due to the pandemic, **excessive dependency on digitised ecosystem** came into being for recruitment process as well.	-Since process is online, finding the correct candidate is difficult, since the **pool is large.**









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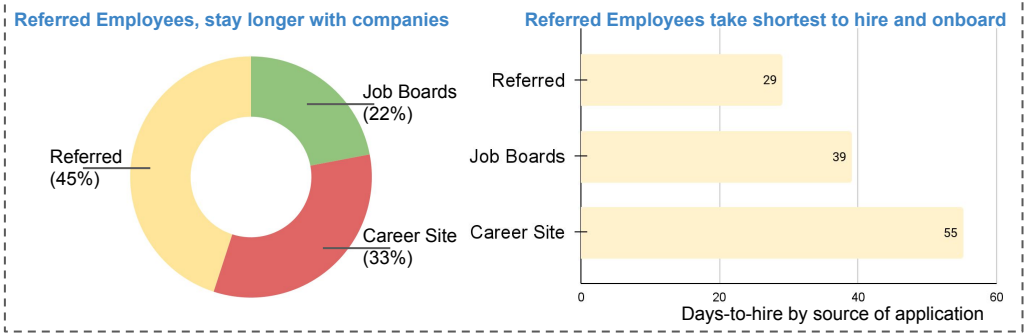
Recruitment through Referrals

What is Employee Referral System?

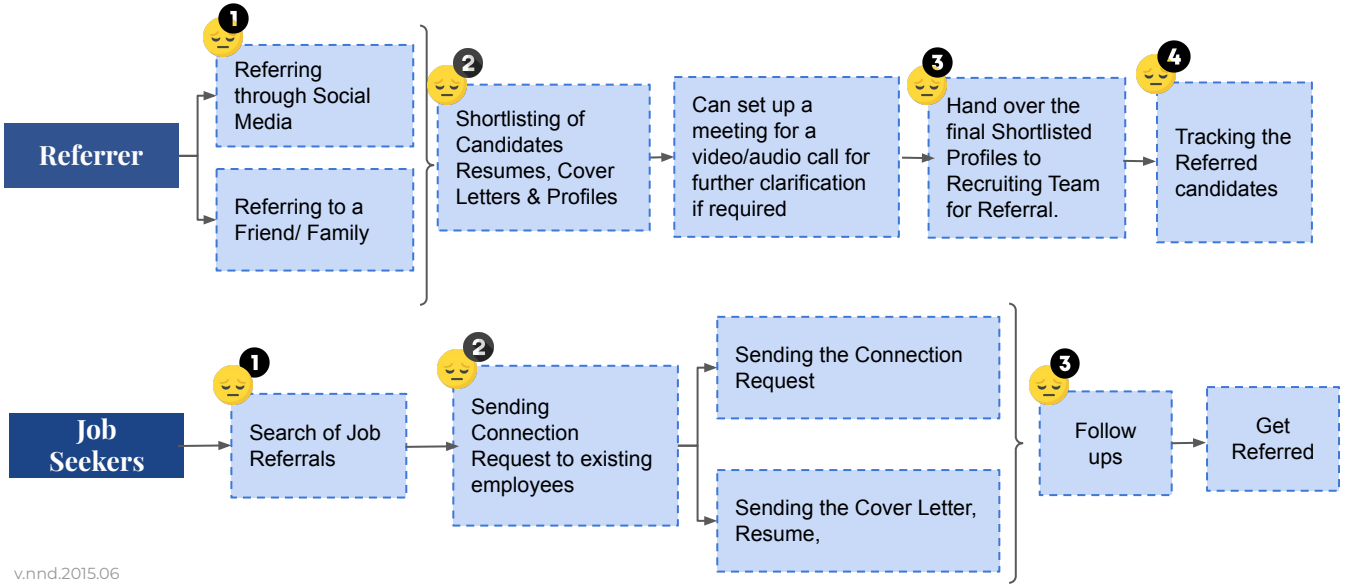
Employee referral has become one of the most favorite and productive methods for finding talent. Employee referral program is your best bet for improving the most important hiring metrics such as **time and cost per hire, quality of hire and employee retention.**

Why Employee Referral System?



How Employee Referral System works?

A referral program works by **motivating current employees to help find potential new employees**, **usually through a referral bonus or reward.** A referral bonus is a payment that employers give employees as a gesture of appreciation after the person they referred is hired and remains at the company for a certain amount of time.



Bottlenecks/Pain Points

1. No platform to post job referrals, reach is limited
2. Shortlisting is tedious
3. Spam in Chat Box, unable to keep a track
4. Tracking the referred candidatures

1. No platform to search for jobs referrals
2. Discovery of Job Referrals depends upon Feed
3. Cold Mailing is tedious

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Recruitment & Referrals on LinkedIn

Rakesh

Working Professional

30 years, Male, 5 year experience

Goal

Wants to find perfect fit for the company's open job positions and also get referral bonus.

Pain Point

-**Limited reach** among the Job seekers whenever posts job referral.
-Accepting plenty of connection requests **affects the quality of connections.**
-**Shortlisting/Selecting the candidates** for Referring is a difficult task.

Prabal

Job Seeker

25 years, Male, Lives in Tier 1

Goal

Wants to connect with people to ask for referral from the employee of that companies and sometimes to understand the culture of the company.

Pain Point

-**Cold Mailing is tedious job** in the application process.
-**Doesn't hear follow-ups and feedbacks** from the company.
-**Asking for a referral** directly is **uncomfortable**.

Understanding the LinkedIn market in Job Search?

50 Million people searching for jobs on LinkedIn every week

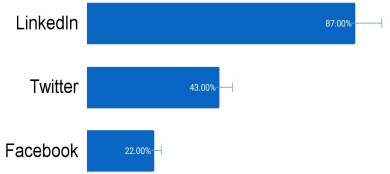
122 Million people received interview opportunities through LinkedIn

35.5 Million having been hired by a person they connected with on the site.

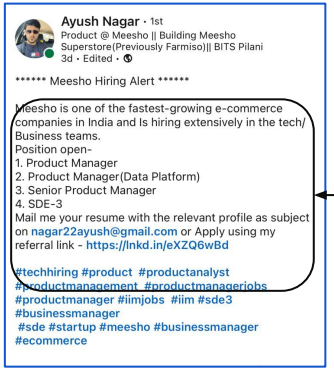
95 Job applications are submitted through LinkedIn

3 people are hired every minute.

87% of Recruiters use LinkedIn to check Candidates

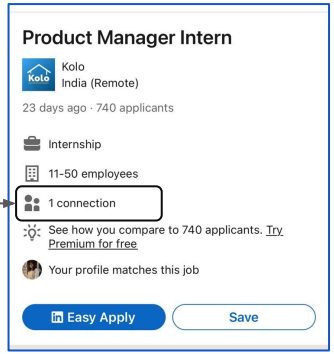


How LinkedIn Helps in Referral Process?



-Users interested for referring usually share posts on LinkedIn feed but this provides limited reach depending on his/her connections.

-In Jobs portal, we can see our connections working there to ask them for referrals and culture information



Concern

Despite the wide use case of the referral system, there isn't a single platform that makes it simple for referrers (workers) and job seekers to find opportunities for referral based jobs.

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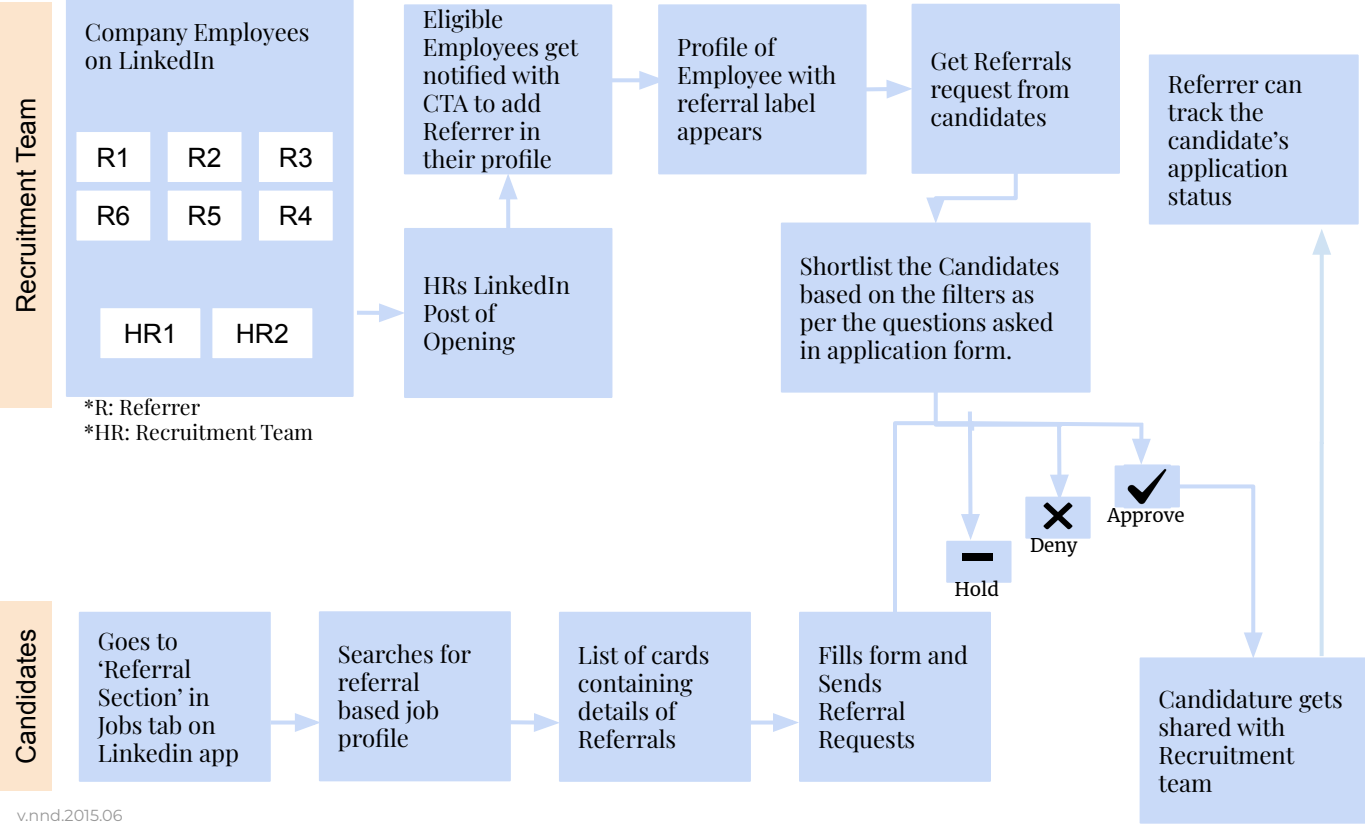
How will the Referral Portal work on LinkedIn Platform?

- **The feature's purpose aligns with the LinkedIn's vision of creating economic opportunities and connecting professional people around the world. LinkedIn may choose to keep this feature premium for Recruiter's account.**



IMPACT

Recruiters

-**Improving the quality of hire,** helps in finding high-quality job candidates
-**Reducing time and cost** per hire
-**Improving employer brand**
-**Increases the retention** of the employees

Referrer (Employee)

-Helps them to **reach** their referral opportunity to **maximum no. of candidates.**
-Helps to **reduce the redundancy in the chat** and **connection request** for referrals
-Helps in **keeping track of candidatures** asking for referrals or shortlisting

Job Seekers

-Can **easily search for** employees interested to give **referrals.**
-Can **directly ask for Referrals,** removes the step of sending connection request, sending message including cover letters, resumes.
-Can be **more assured about company culture** by connecting with existing employees.

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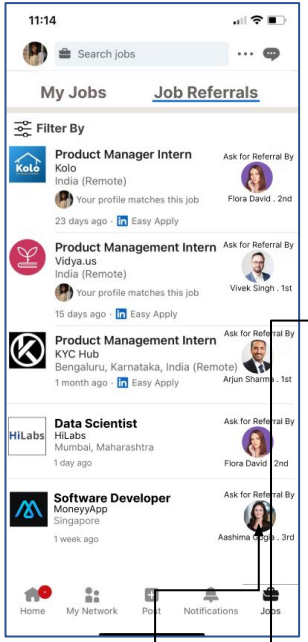
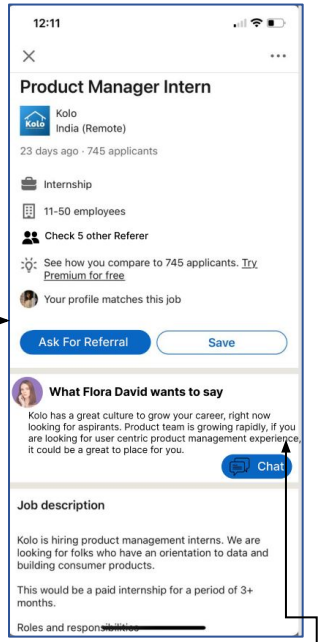
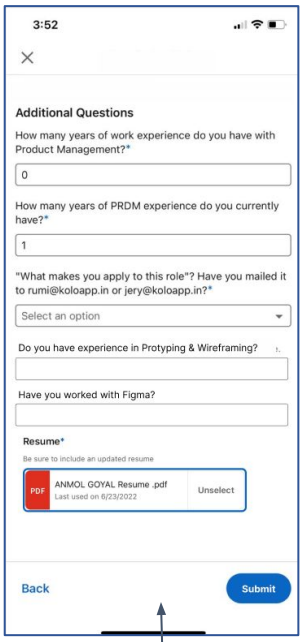
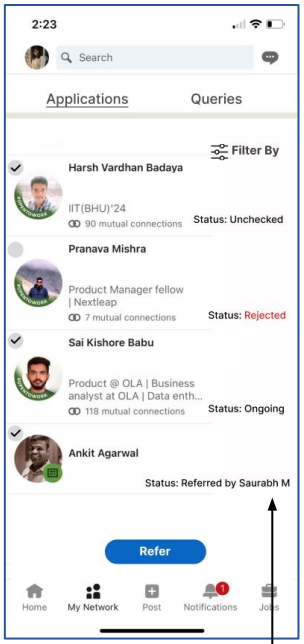
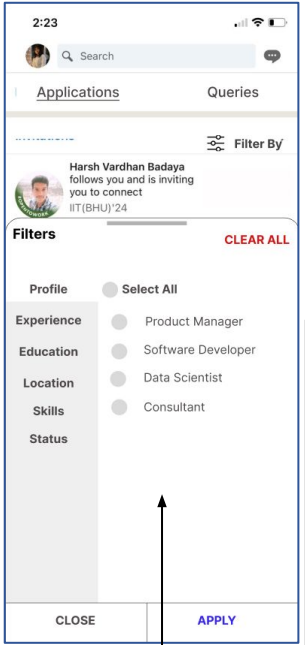
How Referral Portal will Look like on LinkedIn?

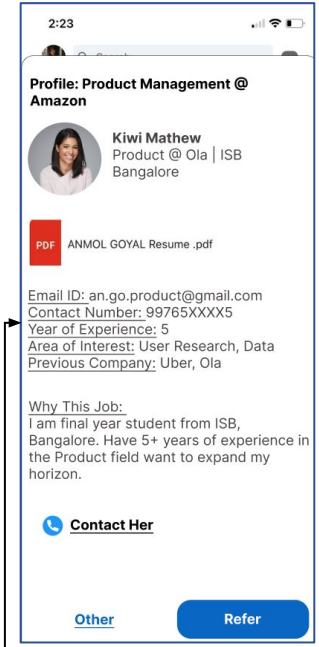












Job Referrals Tab:
Specific tab for Referrals in a job portal to give a common platform for Referrer and job seeker.

Companies Employee who are Interested to refer job opportunities will be shown in this page.

CTA to ask for referral
Without requirement to be connected

To understand job responsibility or company culture, applicant can directly contact referrer by message.

Form:
Created by Referrer to understand candidate better and can shortlist the candidate on that basis

Note: Form is additional to Resume and other compulsory documents.

List of Applications:
It will provide the list of all the interested candidate's applications at one place. There you will have filters, and the elements of filters will consist of basic status, connections, and moreover based on the questions asked during candidature.

Filter:
Filter based on the questions asked while sharing the candidature

Candidate Profile Page:
All the Information of the candidate including the details that have been asked for applying in the candidature.

Job Seeker

Referrer

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Metrics

	Activation				Engagement					
Referrers	# profiles interested to refer	*	#jobs interested to refer / # profiles interested to refer	*	#candidature received / #jobs interested to refer	*	#shortlisted candidates / #candidature received	->	**#referred candidates**	
Companies	# companies using referral feature	*	#jobs posted with referral feature / # companies using referral feature	*	#referred candidates / #jobs posted with referral feature	->	**# referred candidates**			
Job seekers	# users going to referral job section	*	# applications submitted for referral / # users going to referral job section	*	# successful applications / # applications submitted for referral	->	**# successful referrals received**			

North Star Metric = # Referred Candidates/ # Users going to referral job section

Pitfalls

But due to the open platform for referring candidates, there can be **increased redundancy in the referral candidatures by employees.**

To solve the redundancy on referrals, LinkedIn can put **limits on no. of referrals user can send on one job profile per user.**

An employee referral program is a structured, organized way for your current employees to recommend their friends and family persons who fit perfect on the job role.
This open platform will **allow employee to share the referrals of any anonymous person, can lead increase in quantity over quality candidatures**.

Many users are **already practising the sharing of referrals through LinkedIn,** and many are asking through DMs. **So, by providing users filter feature to shortlist and select the candidates for referring, we are not compromising with quality.**

The **average no. of connections per user** will **decrease** that will lead to a **decrease in no. of posts on feed**. Thus, can **reduce the engagement rate**.

But at the same time it will **solve the problem of excessive & unnecessary connection requests just asking for referrals.** Thus, it will help the users to maintain the quality of connection they want.

Reference Links

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Survey link: https://forms.gle/N7oj1vNYWJG1xyvB9

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