

# Basic best practices to start attracting top-talent to your Contact Center

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**“Create great Human Experiences for everyone you come in contact with, the rest will follow.”**

## Checklist:

- Be involved** in the community.
- Strong **Corporate Social Responsibility**. Give Back!
- Clear, concise job description**. Be honest in what the actual role will include and what value the role will provide. Share enough to show the culture, values and mission of your organization.
- Social Networks**. Be on the social networks where the candidates you want to attract are.
- Location is everything**. Be at the places where the right fit of candidates would be. I.e. Certain academic institutions, volunteer organizations
- Share **employee and customer success stories** via social media, blogs, and vlogs.
- Culture**. Share stories (through all channels) about the culture of your organization
- Ensure that **ALL candidates are treated properly** through your recruitment cycle – because how people are treated is noted in sites like Glassdoor.
- Communicate throughout the process**. Candidates #1 issue is always lack of response.
- Artificial Intelligence** is an option to help in a manner to help in the screening process with automated messages to ensure there is an initial communication and recognition of the resume/application submittal.

**Every candidate is an opportunity to build your brand.**

**Each point of contact, regardless of outcome should be a positive brand experience.**

