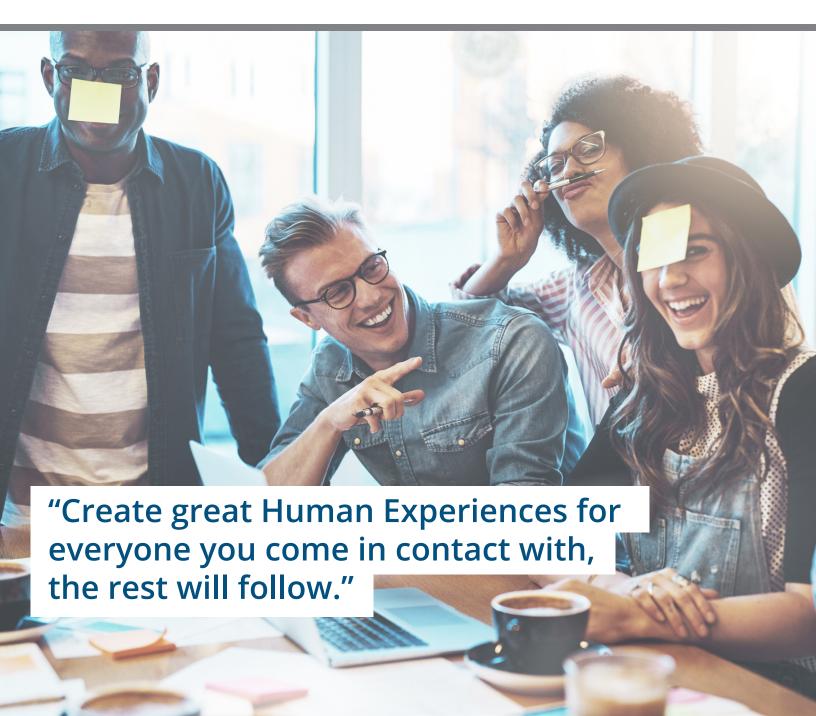




## Basic best practices to start attracting top-talent to your Contact Center

by Sangeeta Bhatnagar



| 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. Ie. Certain academic institutions, volunteer organizations  |  |
| Share <b>employee and customer success stories</b> via social media, blogs, and vlogs.   |  |
| Culture. Share stories (through all channels) about the culture of your organization   |  |
| Ensure that <b>ALL candidates are treated properly</b> 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.   |  |

Every candidate is an opportunity to build your brand.

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