Why Employee Referral Programmes suck and how to fix them

Gary Berney

HireUp

The Facts

- It is up to 50% cheaper to hire through referral (recruiter.com)

- Referral candidates are 5 times more likely to be hired than through standard recruitment (eremedia.com)

- Referrals onboard are quicker – 29 days rather than 55 days (theundercoverrecruiter.com)

- "Referred employees stay longer - 46% stay for 3 years or longer" (insperity.com)
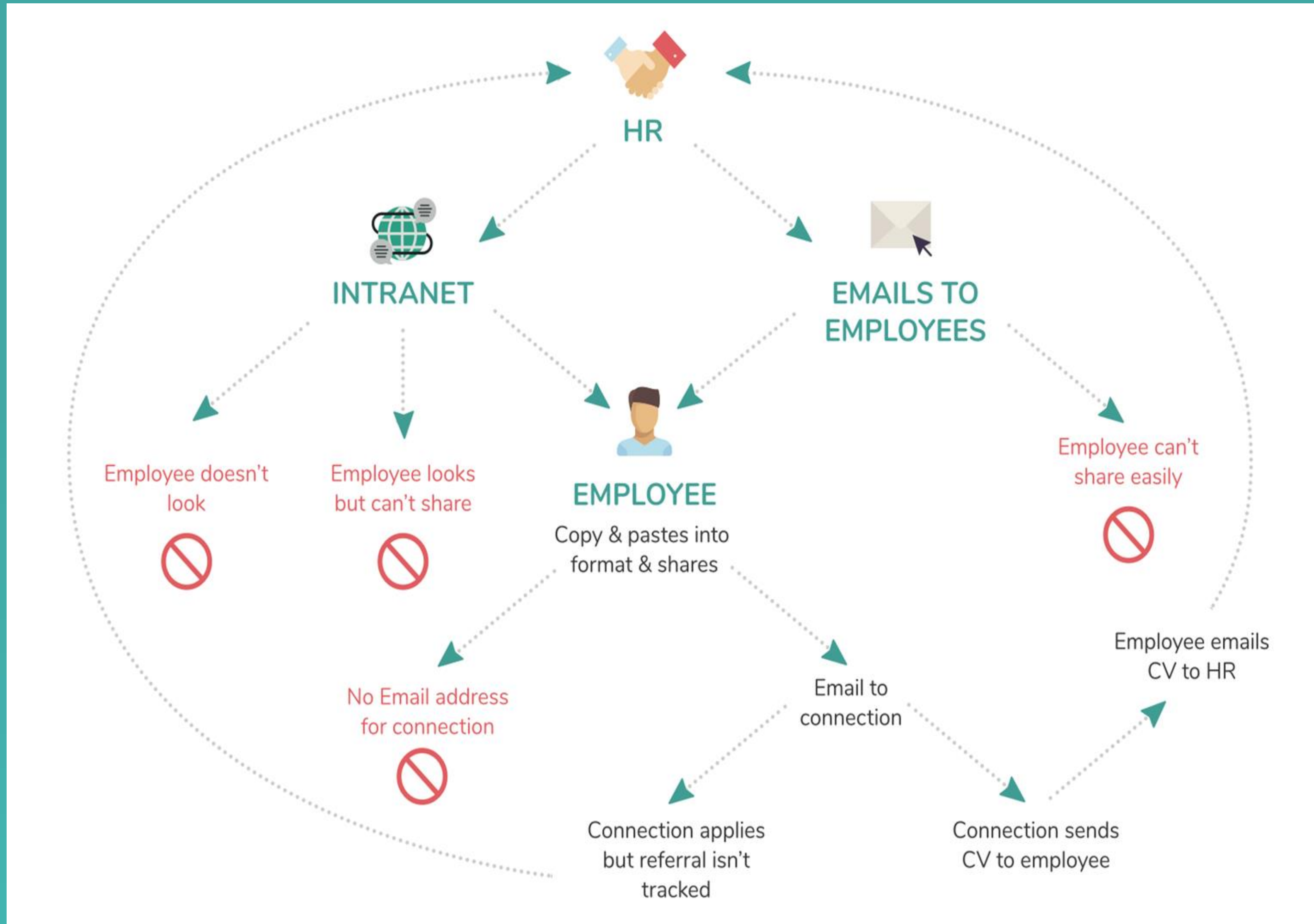
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Audience participation
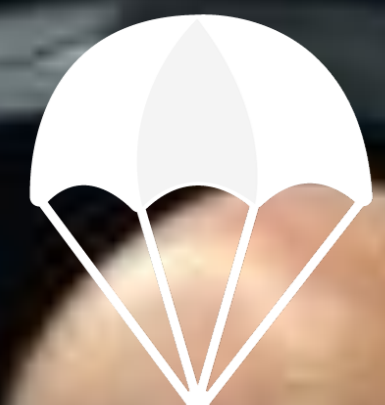
What percentage of your total hires come from employee referral?

A: 0-5%

B: 6-10%

C: 11-15%

D: 16-20 %

E: 20%+

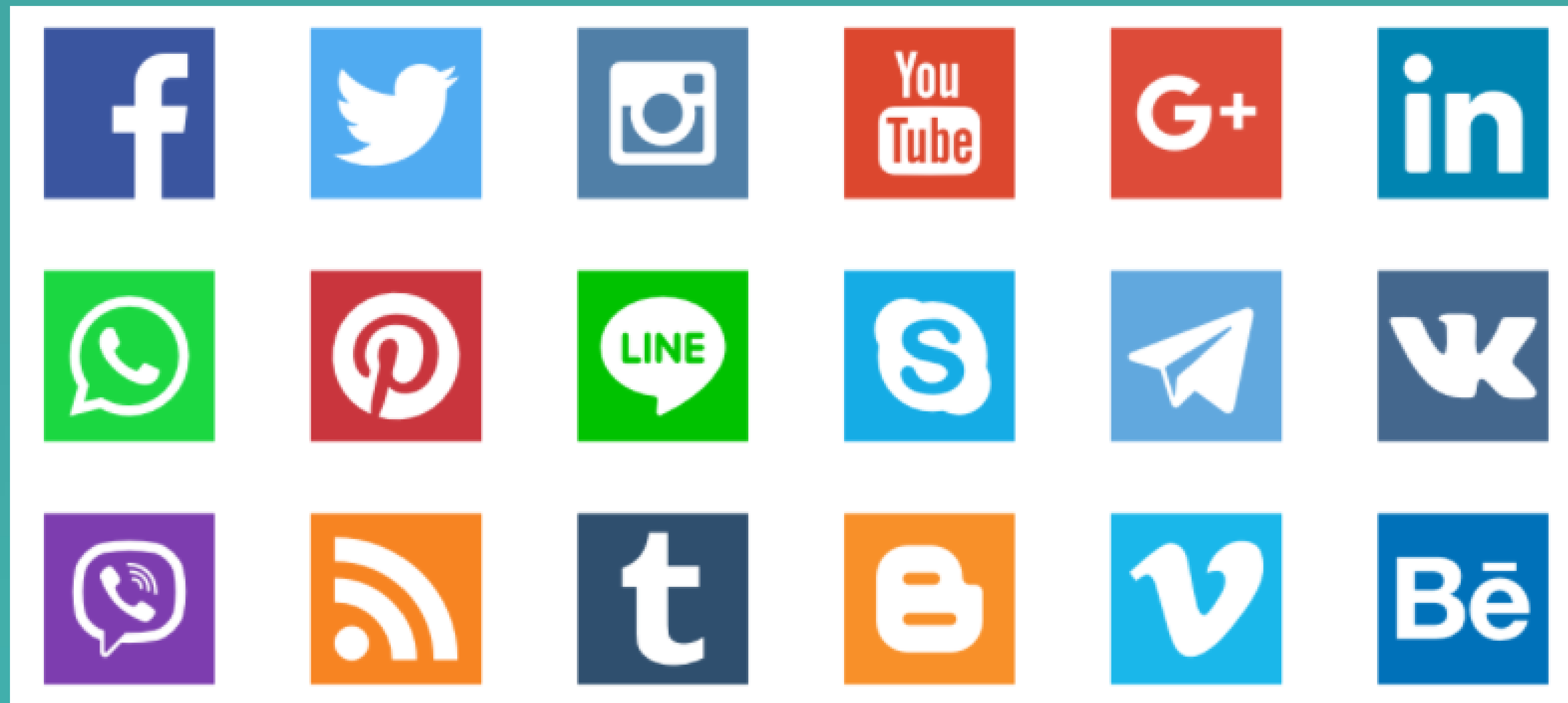**The industry average is just 11%**

Traditional referral programme

Social share

Make it as easy as possible for your employees to share job vacancies.

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Keep employees informed

"49% of employees stated they would lose interest in a company referral program simply due to a lack of updates from their employer" (recruiter.com)

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Provide gamification

- Increased employee engagement
- Sustained engagement

Measurement

What gets measured, gets managed.

PETER DRUCKER
American management guru (1909-2005)

How many job vacancies?
How many shares?
How many applications?
Who referred the candidate?
What was the size of bonus per job vacancy?

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Think bigger than existing employees.

Corporate Alumni

Boomerang employees

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Three takeaways

1. Add the ability to social share.

2. Measure - create KPI's for success.

3. Your network is bigger than you think.

Stand 50

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