



STRATEGIC RECRUITING

Making ATS Autogenerated Emails Awesome

We recently asked job seekers what the **#1 thing employers could do to improve their candidate experience**

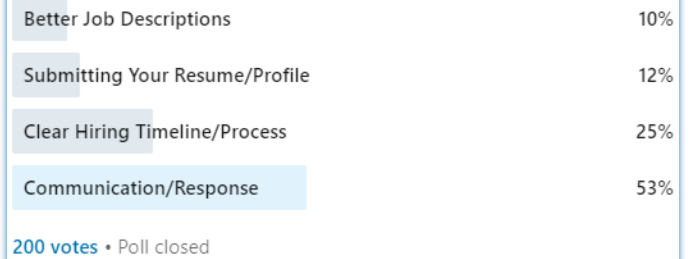
➤ **53% of Job Seekers said Communication.**

The job seekers experience is becoming less personalized and engaging **contributing to candidate resentment and negative Glassdoor reviews.**

Some of the factors causing resentment are high volume applicants, automation tools, generic emails, no feedback, and repetitive communication templates.

Job Seekers - If companies improve one area of the job application process that would greatly impact your experience what would that be?

You can see how people vote. [Learn more](#)



An easy step you can take to improve your candidate communication and prevent candidate resentment is updating your outdated ATS autogenerated emails. Check out these examples to help you get started!

The 'Thank You for Applying':

Outdated & Standard Message:

Hi [insert first name],

Thank you for applying to [insert job title]. Your application has been entered into our internal database and a member of our Talent Acquisition will be in touch should we decide to move forward with the process.

Thank you,
Talent Acquisition

Why This Sucks:

- **Lacks personalization/human touch**
- **No timeline of when you will hear back regarding your application or what next steps will look like**
- **No additional information eluding to company culture/team**

Awesome Engaging Message:

We got your resume, [insert first name]!

The [insert job title] position is a critical role to our company's success.

Please allow us up to 5 (we recommend 2 days!) business days to review your resume and follow up with you regarding next steps.

We appreciate your patience as we take our time to review every single resume against the qualifications of the job requirements.

Every hire is important, and we want to get it right!

In the meantime, please reference our FAQ's (link to FAQ's regarding company, application process, etc.) as you can expect we will ask you "Why you are interested in working for us?". This also outlines our standard interview process, so you know what to expect.

To learn more about [company name] please watch this video – [insert video – employees sharing experiences, core values, tour of facility, etc.]

You can expect to hear from us via email (or insert phone, text, etc.) within 5 business days from today. If you don't hear from us, please reach out to (contact info).

Thank you,
[Insert Recruiter's contact info]

Why This is Awesome:

- ✓ **Sets expectations & response time**
- ✓ **Contact information displays a real human is reviewing resumes, not a robot**
- ✓ **Additional information to increase sense of connection – video, FAQs**

The 'Thanks but No Thanks':

Outdated & Standard Message:

Hi [insert first name],

Thank you for expressing interest in the [insert job title]. At this time, we have decided to move forward with other candidates at this time.

Please check out our careers page to consider other opportunities in our organization.

Thank you,
Talent Acquisition

Why This Sucks:

- Lacks personalization
- Same defeating message
- Very cold
- No feedback

Awesome Engaging Message:

Hi [insert first name],

We took the time to review your resume for the [insert job title] position. We base our decisions on the desired qualifications and while we know rejection sucks, we recognize how important it is to communicate. We have determined we will not be moving forward with you based on the position qualifications, your experience, and/or other applicants.

The job search can be frustrating, so we want to give you are best advice as you continue with your search:

- Set up a Job Alert to notify you of new positions posted on our website.
- Analyze the job descriptions & take the time to customize your resume and cover letter to the job you are applying for.
- Every no is closer to a yes – Your next job is looking to find you so do not give up just yet!

Additionally, we are always looking to improve! Please complete this brief survey regarding your experience applying with us – we promise your response is kept confidential and does not impact our hiring decision. (link to survey)

Thank you,
[insert recruiter name] & [Contact Info]

Why This Is Awesome:

- Timeline – Setting expectations up front
- Communicating – Next steps, how decisions are made, sharing more details on the company
- Engaging them further – You are already starting the screening process. Will they do their homework?
- You care so much you are surveying your candidates. Get insight from your candidates on your application process to improve the process. Don't assume your process is working!
- Humanized – Include the recruiters name and contact info

Overwhelmed with Applicants? Not enough time in the day?

Did you know we can review, status & follow up with all your incoming resumes within 24 hours?!

Leading by Example: R2R's "Thanks, but No Thanks Awesome Email"

Fun fact: Every candidate was reviewed within 24 business hours of applying. Here is the response sent to those status as rejected:

Thank you for your interest in the Director, of Product Management position.

I want to let you know I have personally reviewed your resume. Our client is only considering candidates who have current SaaS industry experience as a product management people leader. While you have great experience, we are considering candidates whose experience is directly aligned to the role, responsibilities, and qualifications for the position at this time.

I will certainly keep you in mind for other opportunities and encourage you to connect with me on LinkedIn.

*Sincerely,
Raine Lunke*

Follow Us On: www.R2Rrecruiting.com | <https://www.linkedin.com/company/r2r-strategic-recruiting-llc>

Real Responses from Unqualified Job Seekers who received the above "Thanks, but No Thanks Awesome Email"

- *You are unique in providing feedback and it is a wonderful touch you provide.*
- *I truly appreciate your direct and quick feedback; I found it refreshing.*
- *Thank you for getting back to me, very much appreciate it!*
- *Ah, ok thank you for clarifying Raine. Yes, I would not be a fit then, you are correct.*
- *Thank you so much for your kind feedback.*
- *Thank you for the lightning speed feedback, that is quite impressive! I understand your client's perspective, and also truly appreciate your reaching out.*
- *Thank you very much for letting me know of the decision and for your time and consideration.*

We encourage you to get creative, personalize these even more and infuse the personality of the company culture.

TIP: *Leveraging your marketing department can be a great way to get the creative juices flowing.*

If you have any questions or want to connect further on this topic, feel free to book time on my calendar by [clicking here](#).



ABOUT US

R2R Strategic Recruiting elevates and improves hiring results through strategy, tools, tailored systems and proven processes that *work*.

We partner with growing businesses to improve recruiting efforts by providing world-class talent acquisition and recruiting consultation.

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