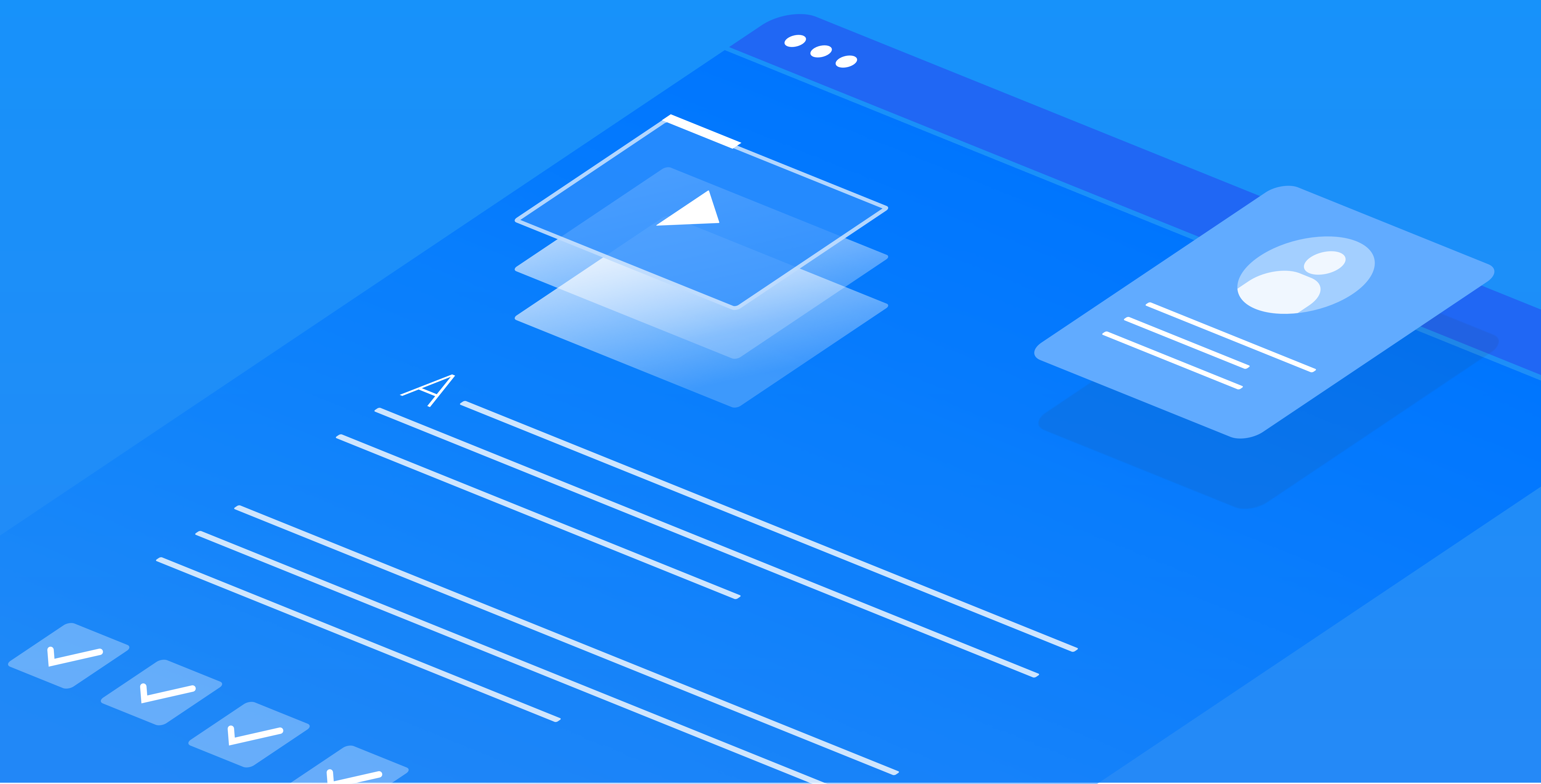


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5 Ways to Improve Your Application Performance



The best application forms are ones that provide enough information for recruiters and HR professionals to differentiate between strong and weak applicants. Here at Fountain, we've analyzed several million applications for hourly jobs, and through this experience, we've identified design patterns for application forms that translate to meaningful results when screening applicants. For the [New Service Economy](#), effective applications are even more important as companies are all competing for the same candidates in a tight labor pool. These five tips will help you hire more qualified candidates ensuring your hiring resources are being used in the more efficient way possible!

RULE #1

Identify your company's hiring priorities

There is a fundamental tradeoff between the volume of applicants that flow through a screening process and the quality of the applicants (in terms of job performance and retention).

Understanding this tradeoff is the key to designing an application form that is best-suited to your screening process.

If your company needs to fill thousands of open positions

immediately and can tolerate some worker churn, then the application form should be lightweight and quick to complete, presenting a low barrier to entry for each new applicant.

On the other hand, if your company requires a high-performing workforce with particular skills, or if your company is trying to minimize worker churn in an effort to reduce labor costs, then the application form should serve as a strong filter to identify the candidates that are most likely to succeed. Usually, this means a longer, more involved application form with several qualifying questions and additional stages.

RECOMENDATION

Identify your company's needs and answer the following:

- How many positions do I need to fill?
- Do we require high-performing workers with particular skills?
- Can we tolerate some work churn?

This will help you develop an application that either has a low barrier to entry or required more stages for proper vetting.