How tech can repair the communication breakdown between recruiters, clients

Poor communication has been cited as the top issue businesses face when dealing with recruitment agencies, and one of the key drivers behind clients cutting ties with recruiters. A lack of feedback from recruitment agencies was highlighted specifically by businesses, with more than 1 in 4 surveyed flagging this as their main issue in research conducted by Silverlake.

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This should serve as a wake up call to recruitment agencies who need to improve their communication with clients or risk losing out on valuable contracts. However, it's not all bad news for recruiters, as forward-thinking new tech platforms are tackling the issues of agency-client relationships head-on.

Nick Marr, founder of video interview platform Employertube, says that recruiters who adopt smart tech solutions are far more likely to ensure smooth and responsive communication with their clients. Marr argues that the ability to instantly share recorded video interviews, share feedback transparently and screen high volumes of candidates quickly before passing top talent to clients for review, are all essential for a quality client experience.

"Recruiters need to ensure they're offering the best possible service to their clients - and great communication is a fundamental part of that. Competition in the recruitment agency market is fierce. Businesses can be picky about who they choose to work with, and if their chosen recruiter doesn't measure up to their standards, they can quickly find another agency more than happy to take on the work.

"Video interview platforms are making it so much easier for recruiters to handle large volumes of jobs and candidates while maintaining top notch service for their clients. The ability to instantly share video interviews, request feedback and share analytics can help to ensure timely and consistent feedback with clients."

The introduction of video interview software has been one of the most significant developments in the modernisation of the recruitment sector in recent years. Video interview tools have had positive impacts at both ends of the spectrum - with candidate and client experience both seeing an uplift. The positive impact of video technology on candidate experience is especially significant as 2018 research highlighted that even the best recruitment strategies can be ruined by poor candidate experience.

Said Marr: "Recruitment agencies who haven't yet embraced tech and software solutions risk lagging behind their tech-enabled competitors. And when communication is clearly such an important factor for businesses, recruiters need to make use of all the tools in their arsenal to ensure they don't lose out."

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