

Five Key Components of an Effective & Scalable Hiring Program

How and why a referral hiring program can lead to better quality and faster talent acquisition

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Introduction

Sourcing talent from referrals is the best way to hire.





Sourcing talent from referrals is the best way to hire. Whether you're starting from scratch or looking to enhance your current hiring system, there are five critical components to creating an effective employee referral program — **easily accessible, intuitive design, rewards, engagement, and integrations.**

Before we dig into these five components it's important to understand the value of referral recruitment and why this method is widely regarded as the best way to hire superior talent.



Candidates from referrals get hired 55 percent faster, produce 25 percent more profit, and have 13 percent greater retention.

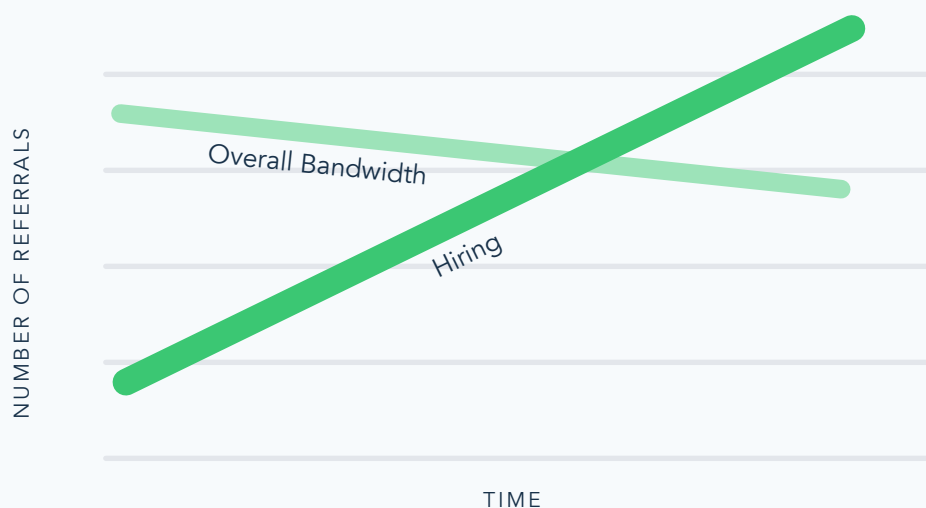
Historically it's been a challenge to effectively build and scale a referral hiring program. With advances in technology we're seeing this shift as more companies unlock the potential of referral hiring to grow their business. Are you one of them?

For those who don't have any sort of referral system in place, it can be a challenge to know where to start. Creating a referral process, deciding what rewards to offer, and building awareness with employees can be daunting. Then you have to figure out how to make it all connect with your existing hiring process!

If you've already managed to piece together a working referral program, then you're heading in the right direction. At the same time, you're likely coming to the frustrating realization that bootstrapping a productive referral program can be incredibly labor-intensive. More referrals mean you have less bandwidth for other essential aspects of your job.

Or maybe you're wondering why the number of referrals sent and/or the quality of talent has plateaued. Is your process too difficult? Are your rewards not relevant? Do enough of your employees even know about the program?

Regardless of where you are in your referral hiring journey, Boon can super-charge your referral hiring with consistent and scalable results — let's dive in!



Easily Accessible

Your employees are your most valuable advocates.



Your employees are your most valuable advocates, so creating a referral program that is easily accessible will greatly increase your volume of candidates.

This starts with ensuring that everyone in your company is aware of the referral hiring program and how they can take part. We'll get into engagement tactics in just a bit, but the first step is making sure the referral form is easily accessible to everyone.

Employees should be able to access your form on mobile and desktop where they can quickly send a referral without having to download an app, log in, complete dozens of fields, and/or clear other unnecessary hurdles. The key to success is simplicity and accessibility. Every step counts!

Though some applicant tracking systems (ATS) offer a referral form feature, oftentimes they're difficult to access, cumbersome to complete, and leave employees unsure of what happens next. None of that bodes well for widespread adoption and continued interest.

ATS: An applicant tracking system is a software application that enables the electronic handling of recruitment and hiring needs

Send a referral

That is why Boon's public referral form has quickly become one of our customer's favorite features.

Your custom referral form has its own unique link that can be easily shared via email, Slack/Teams, social media, text message, or just about anywhere else.

The form can also be embedded into your website or job board, enabling anyone to quickly send a referral without being logged in. This significantly accelerates and increases employee adoption which ultimately leads to more referrals being sent.

Intuitive Design

How your referral form is designed and structured can significantly impact the number of referrals sent.



Naturally, sending a referral is a critical part of your referral hiring program — without them, the program doesn't exist.

How your referral form is designed and structured can significantly impact the number of referrals sent, also known as the "conversion rate." That's why having a form that is simple and intuitive for users is critical. It's natural to want to collect as much information as possible, but not if it negatively affects the likelihood of a referral being sent. Keeping the required info to a minimum and considering how those fields are laid out will improve the chances of a successful referral submission.

Some referral form best practices include:

- ✓ **Required Fields:** Aim for five or less
- ✓ **Colors:** Use color to make the form stand out
- ✓ **Single Form:** Don't make this a multi-step process
- ✓ **Proper Labels:** Don't use placeholder text as labels
- ✓ **Strong CTA:** Let employees know what to do and how to submit

In addition to the layout of the form, a clear confirmation that the referral has been sent — along with a brief explanation of what happens next — will provide a level of transparency your employees will appreciate.

Send a Referral

Your Info > Candidate Info > Opportunity Info > **Intro Messages**

Candidate Info

Jane Smith
j.smith@example.com
linkedin.com/in/jsmithexample Edit

Opportunity Info

Sr. Front-End Developer
Acme Co.
San Francisco, CA, USA Edit

Introduction Messages

Message to recipient

Message to employer...

Candidate Message

Hey, hope all is well! I immediately thought of you when I saw this position. I know you're a pro in React and I've heard the Webflow office is stunning. Once you get the gig, I'll come visit you out in CA and we'll grab a drink like old times! Edit

Employer Message

Jane was amazing to work with. She always knew her stuff and was super fun to work with. Let me know if you have any additional questions or insight I can provide. Edit

Submit Referral

Rewards

Properly incentivize with a reward system and bonus structure that resonates with employees.

Now that your employee referral program is easily accessible and sending referrals is a breeze, it's time to reward your employees.

Properly incentivizing with a reward system and bonus structure that resonates with employees is paramount for the long-term success of your program.

Monetary rewards are typically the first thing that comes to mind, but that's not always in the budget or even what matters most to employees.

Employee recognition, for example, can be one of the most low cost, high impact tactics — even ranking higher than monetary rewards, according to Gallup's analysis. Publicly or privately acknowledging an employee can boost morale and show other team members that management is taking note and appreciates everyone's contributions, which can go a long way.

Continuously updating employees on the status of the referral and their reward will also keep employees engaged and more likely to send additional referrals. This level of communication and transparency should take place from start to finish, not just when a reward is delivered, as is often the case.



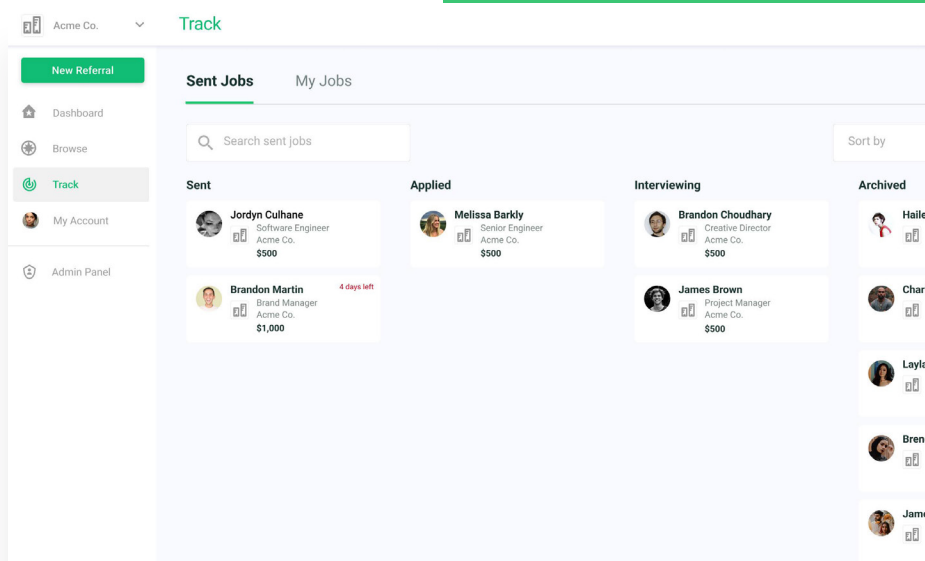
Once you know what to offer and have mapped out a communication plan, accurately tracking the distribution of the reward/recognition — who gets what and when — can become labor-intensive and difficult to keep in order, especially when you start involving other departments, such as finance and accounting.

There are a variety of tools that can handle one or two of these activities, but finding one platform that can automate, scale, and track all facets of your reward program can be challenging.

With Boon, all these issues are addressed as rewards are reliably distributed, status updates are regularly communicated, and incentive redemption is closely analyzed. Automatically.

The cost and time savings are substantial — most noticeably as your number of referrals grows — freeing up your recruitment team to focus on other initiatives.

Boon's comprehensive backend logic also ensures everyone is updated on the status of each referral, reward, and communication. This allows your recruitment, HR, and finance teams, and even employees to remain in sync, ensuring an efficient process from start to finish.



Engagement

An effective referral program is cultivated over time through authentic engagement and collaboration with your employees.



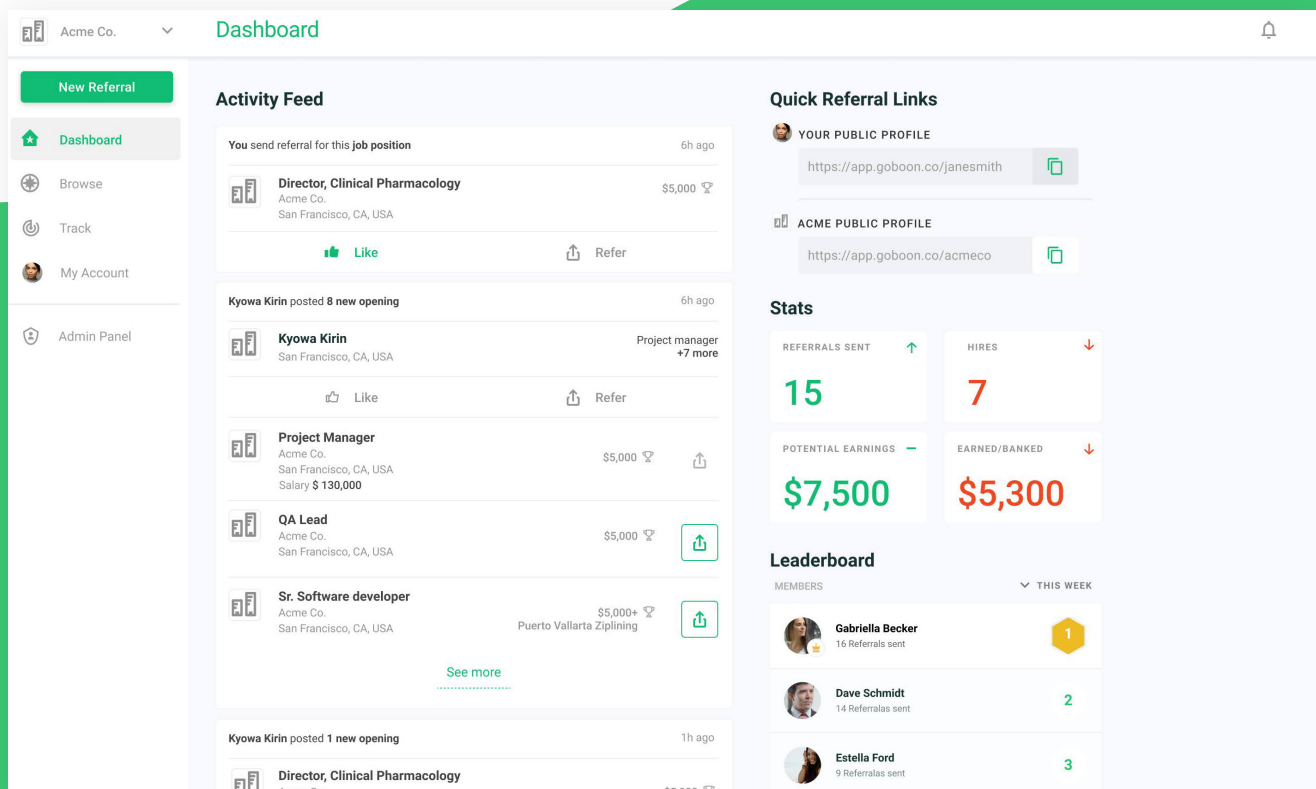
An effective referral program isn't something you just turn on. It's something that is cultivated over time through authentic engagement and collaboration with your employees. When done right, it can become a very powerful and reliable source of talent.

So just as the rewards and incentives should align with your employees, when, where, and how you engage with them should, too.

Developing a communication plan to regularly update employees on the status of their referrals and rewards is a baseline. This informs and provides a reminder about the referral program, helping to keep it top of mind.

For those employees who haven't referred anyone, it's important to engage with them to communicate the value proposition and how a successful referral hiring program can benefit them — not simply as an individual (i.e. rewards) but as a contributing member of a growing and diverse team.

Adding a little gamification and healthy competition can also increase engagement as employees check in on company leaderboards and keep tabs on reward progress trackers. Again, the key is to encourage and communicate from start to finish.



The screenshot shows the 'Tracker' interface for 'Acme Co.'. It features a sidebar with navigation options: Dashboard, Opportunities, Team, Tracker (selected), Rewards, Settings, and Member app. The main content area is titled 'Tracker' and has a search bar. Below the search bar, there are five columns representing different stages of the hiring process: New referral, Applied, Interviewing, Offer, and Hired. Each column contains a list of employees with their names, roles, locations, and status indicators (like stars and checkmarks). Social media links (LinkedIn, Facebook, etc.) are also visible for some employees.

New referral	Applied	Interviewing	Offer	Hired
Brandon Boyd 3 Senior Software Engineer Los Angeles, CA, USA in	Kazuko Tyler ★ Project Manager Los Angeles, CA, USA in	James Salvage ☆ Senior Software Engineer Los Angeles, CA, USA in	Gerolt Porras 3 ★ Project Manager Los Angeles, CA, USA in	Ada Beck 3 Project Manag Los Angeles, C
Salina Evans 3 ★ Project Manager Los Angeles, CA, USA in	Ivanka Nespoli ☆ Senior Software Engineer Los Angeles, CA, USA in	Akakios Van Amstel 1 ☆ Senior Software Engineer Los Angeles, CA, USA in	Ruiha Probert 1 ★ Project Manager Los Angeles, CA, USA in	Wido Obama Project Manag Los Angeles, C in
Kelda Duerr 3 ★ Project Manager Los Angeles, CA, USA in	Ariadna Sharma ☆ Senior Software Engineer Los Angeles, CA, USA in	Luka Pentti ☆ Senior Software Engineer Los Angeles, CA, USA in	Stanimir Niles 2 ☆ Project Manager Los Angeles, CA, USA in	Akiko Piper Project Manag Los Angeles, C in
Kelda Duerr 3 ☆ Senior Software Engineer Los Angeles, CA, USA	Tamara Walton 3 ★ Senior Software Engineer Los Angeles, CA, USA		Ivan Berntsen 1 ★ Project Manager Los Angeles, CA, USA	

The methods of communication will vary and should be structured in a way that will create the highest level of engagement with your employees.

This can range from email updates and posts in the company Slack to mentions in team meetings and push notifications on the company app. The goal is to deliver information where employees are most likely to engage and take action.

Just don't overdo it — finding the right balance of informing without annoying can be tricky.

With Boon, you're able to build an integrated communications plan for your team while providing real-time leaderboards and reward trackers for your employees to engage with. All these features can be automated and are accessible so team members can find what they want when they want.

An intuitive platform that has been built and optimized for both recruiters AND employees is something ATS have struggled with and no other company has mastered. To address this and empower employees, Boon developed a user-friendly platform where employees can track the status of their referrals and rewards on-demand. Gone are the days of employees wondering what happened to the referral they sent or how they're being rewarded for contributing.

Integrations

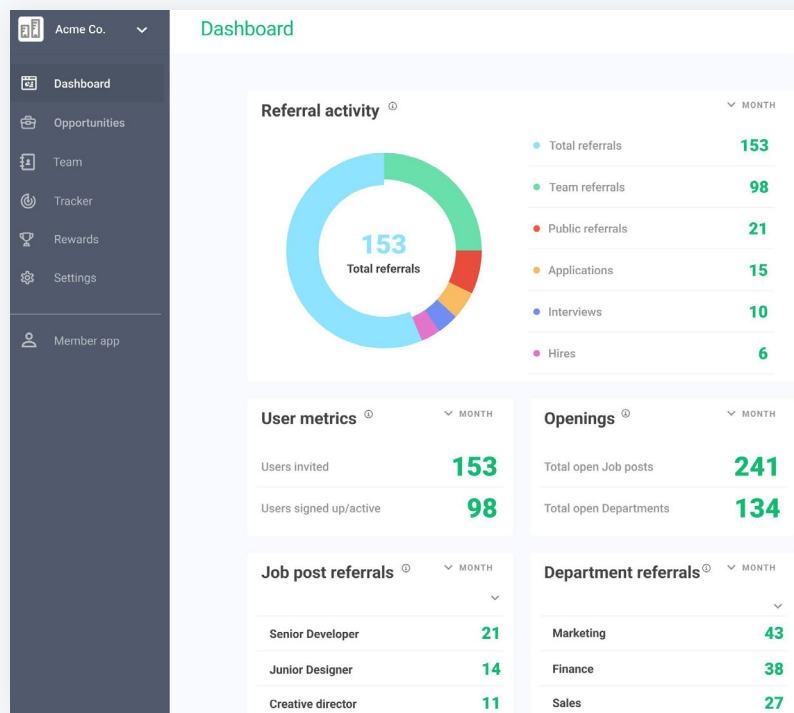
Regardless of how sophisticated your referral hiring system is, it's necessary to optimize the tools and software you'll be integrating.



Regardless of how sophisticated your referral hiring system is, it's necessary to optimize the tools and software you'll be integrating and how those will enable you to create, manage, and monitor the effectiveness of your referral hiring program.

If something isn't being measured it's difficult to improve.

It's easy to break down the core metrics to measure — the number of referrals, sources, frequency of communication, the effectiveness of rewards, and successful talent placements, to name just a handful. Finding a reliable solution to accurately track all of this while providing valuable, cost-saving insight is not so easy.



Piecing together your own referral program with a handful of tools and an ATS is certainly doable. The question is at what cost?

This cost can be measured monetarily and in time/opportunity. But one thing is for sure — there will be some expensive gaps to fill and work to be done, much of it manually, as your referral program begins to grow and gain traction.

To alleviate this headache and save you money, Boon is able to seamlessly integrate with your existing referral system, regardless of how new or old, simple or complex. As an integrated piece or your complete solution, Boon can measure what matters and provide you with the platform needed to improve.



Conclusion

By effectively incorporating these five key components, your employee referral hiring program has the foundation to succeed.

- ✓ **Easily accessible**
- ✓ **Intuitive design**
- ✓ **Rewards**
- ✓ **Engagement**
- ✓ **Integrations**

Whether you're just getting started on your referral hiring path or have a system in place that you would like to optimize, Boon can help.

As an intelligent referral and reward management solution, Boon enables you to offer an authentic and engaging referral program that produces consistent and scalable results without all the legwork.

Reach out to us today to find out how Boon can help take your referral hiring to the next level.