RecruitBot NZ

FREE CHECKLIST FOR NZ RECRUITMENT AGENCIES

The NZ Recruiter's Follow-Up Checklist

Seven follow-up moments every agency should systemise, so no candidate is left wondering and fewer placements slip away.

1. Acknowledge every application
2. Confirm before you submit
3. Prepare them for interview
4. Debrief within 24 hours
5. Update, even with no news
6. Close the loop kindly
7. Check in after placement

1 Acknowledge every application

Same day

Every applicant should know their application arrived and when they'll hear back. It's the cheapest goodwill you'll ever earn.

> "Thanks for applying for the Project Coordinator role. I'm reviewing applications now and will be in touch by Friday either way."

- [ ] Automatic acknowledgement in place
- [ ] Includes a date

2 Confirm before you submit

Before every CV goes to a client

Get the candidate's agreement for each specific role before you send their CV, then confirm in writing once it's gone. It protects the candidate, your client relationship and your fee.

> "As discussed, I've put you forward for the role with Ōtautahi Health today. I'm aiming to have feedback by Wednesday."

- [ ] Consent recorded per role
- [ ] Written confirmation sent

3 Prepare them for interview

1–2 days before

Prepared candidates interview better, and that reflects on you. Share who they'll meet, the format, parking or video details, and what the client cares about most.

- [ ] Logistics confirmed
- [ ] Two or three tips specific to this client

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4 Debrief within 24 hours

Same afternoon, ideally

Call the candidate while it's fresh. Ask how it went, what they liked and anything that gave them pause. Then book your feedback call with the client for a specific time.

> "Thanks for interviewing today. How did it go? I'm speaking with the client on Thursday and will call you straight after."

- [ ] Candidate debriefed
- [ ] Client feedback call booked

5 Update, even with no news

On every date you promised

Silence is where candidates go cold and accept other offers. If you said Thursday, contact them on Thursday, even if it's only to say you're still chasing.

> "No final decision yet. I'm following up with them and will update you by Tuesday, even if there's still no news."

- [ ] Every promised date in the calendar

6 Close the loop kindly

As soon as you know

Unsuccessful candidates are your future placements. Interviewed candidates deserve a phone call, then a short written note with an offer of feedback. Applicants who weren't shortlisted deserve at least a polite email.

- [ ] No candidate left without an outcome
- [ ] Feedback offered after interview

7 Check in after placement

End of week 1, then month 1 and month 3

A quick check-in shows you care about the placement, not just the fee. It catches problems early, before the guarantee period runs out, and often surfaces your next role or referral.

- [ ] Week 1
- [ ] Month 1
- [ ] Month 3 (candidate and client)

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Your weekly follow-up self-check

Run through this with your team every Monday. Each "no" is a placement at risk.

Question	Yes	No
Has every new applicant from last week had an acknowledgement?	☐	☐
Does every submitted candidate know when they'll next hear from us?	☐	☐
Was every interviewed candidate debriefed within 24 hours?	☐	☐
Did we keep every "I'll update you by…" promise?	☐	☐
Has every unsuccessful candidate been told the outcome?	☐	☐
Are placement check-ins booked for everyone who started recently?	☐	☐

The compliance basics (not legal advice)

- **Privacy Act 2020:** only collect what you need, tell candidates how you'll use it, keep it secure, and let them access or correct it.
- **Unsolicited Electronic Messages Act 2007:** marketing-style emails and texts (job alerts, newsletters, re-engagement pitches) need consent, must identify your agency, and must include a working unsubscribe that you honour promptly.
- **Human Rights Act 1993:** keep feedback to job-related facts. Never pass on comments about age, ethnicity, family situation or health.

Want these follow-ups to happen automatically?

RecruitBot NZ drafts the right follow-up on the right day for every candidate in your pipeline. Your recruiters approve each one in a click. Book a 20-minute demo at **recruitbotnz.com/demo**, or try the free follow-up message writer on our website.

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