

A stylized illustration with a red and blue background. At the top, a man in a black shirt looks down. Below him, a large red circle contains the text 'ARE YOUR CANDIDATES GHOSTING YOU BEFORE DAY ONE?'. To the left, a man in a black suit is running. In the center, a man in a black suit is falling. At the bottom left, a man in a black suit is lying on the ground. At the bottom right, a man in a black suit and red tie is sitting at a desk, looking stressed with his hands on his head. Several papers are floating around the scene.

**ARE YOUR CANDIDATES
GHOSTING YOU BEFORE
DAY ONE?**

**WELCOME TO THE DARK
SIDE OF INDUSTRIAL HIRING.**

**AN URGENT GUIDE TO
BREAK THE VICIOUS
CYCLE OF NEVER-ENDING
VACANCIES, SCARE-OFF
INTERVIEWS, AND
HIRING PROCESSES THAT
SABOTAGE YOUR
OPERATIONS.**

SmartHire

Introduction

Welcome to the dark side.

This isn't another corporate PDF packed with generic coaching tips.

It's a wake-up call for those still hiring like it's 2005 and **wondering why talent keeps ghosting them.**

If your eyes burn from scanning endless résumés, if you interview 10 people to maybe hire 1 (on a good day), and if your operators last shorter than a coffee break—**this eBook is for you.**



WELCOME TO THE DARK SIDE

HIRING IN 2025:
THE NEW OPERATIONAL HELL

It's not that people don't want to work.

They just don't want to work with you...

if your hiring process is slow, bureaucratic, and stuck in the past.

The shortage of frontline talent isn't the market's fault—**it's the fault of outdated processes that simply can't compete.**

What no one says (but everyone feels)

- “We'll let you know if you move forward” sounds a lot like: **“Goodbye, we don't really care.”**
- Candidates are choosing too—**and they choose fast.**
- In sectors like logistics, HORECA, and retail, **the best talent is already working. You need to attract them**, not just screen them.



GHOST CANDIDATES: THE NEW MONSTER OF HIRING

Ghosting 101

They disappear. They don't reply. They skip the interview—or show up once and vanish. It's frustrating, but it's not random.

Talent walks away when:

- **They don't get a quick response**
- **The process drags on forever**
- **There's no salary in the job post**
- **The conditions sound made up**

Real Fixes. No Fluff.

- Call them within 24 hours. Yes—before 24. Because **if you don't, your competitor will.**
- **Use WhatsApp**, not just email.
- **Stop asking for a motivation letter for an operator role.**
- Post jobs with **clear salaries and real conditions** from the start.
- Cut your process to the bone—**good candidates won't wait** through five rounds of interviews.

SELECTION PROCESS

+7
DAYS

WRITTEN
TEST

INTERVIEW
1

GROUP
ACTIVITIES

WAIT FOR
FEEDBACK

YOUR PROCESS
ISN'T
“RIGOROUS”—
IT'S TORTURE.



Endless Processes, A fast way to lose great candidates.

- Three interviews for a shelf stocker.
- Cognitive tests for a waiter.
- Group assessments for warehouse workers.

Stop. Just stop!

The horror of “feedback in 7 days”.

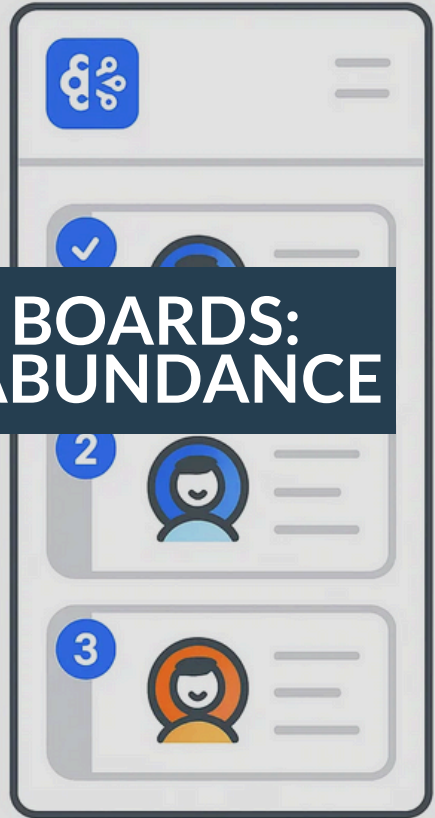
Your competitor **already hired** while you're still waiting for the manager **to approve the next step.**

Every hour without action, **is a missed opportunity.**

CVs

SmartHire

**CVS AND JOB BOARDS:
THE MYTH OF ABUNDANCE**



Automated
ranking

What doesn't work anymore

- Getting 100 CVs isn't good if **95% don't fit.**
- Generic job boards **don't get your industry.**
- Manual searching? That's just **time down the drain.**

What actually works (No magic. Just smarter hiring.)

- **Automatic matching**
- **Competency-based ranking.**
- **Active search with realistic filters.**



SMARTHIRE TO THE RESCUE
(NO POINTLESS TIES, JUST
POWERFUL HIRING.)



Automate without losing the **human touch**
Tech that works with people, not against them

SmartHire simplifies the entire process:

- **AI-powered automatic screening**
- **Smart processing with ATS**
- **Culture-fit matching**
- **AI-led automated interviews**
- **Document verification**
- **Real-affinity candidate prioritization**
- **Direct communication via WhatsApp**

Real Cases.
Names withheld.
Results that make some people uncomfortable.

Job board

- **150 hyper-filtered candidates with verified documents in 5 days.**
- They went from pretty traffic to **real hires.**
- Now they're selling **more than just clicks.**



Logistics Center

- **12 warehouse workers in 5 days.**
- **10 hired. 8 still there six months later.**
- All that—**without hanging a sign on the gate.**

Transport Company

- Fleet **was sitting still.**
- We delivered **20 job-ready candidates in 5 days.**
- Now the trucks **aren't just part of the parking lot.**

TIME MACHINE

2005



2025



**INDUSTRIAL CHECK:
IS YOUR HIRING PROCESS
STUCK IN THE MIDDLE
AGES...
OR READY FOR 2025?**

Self-Check. (Don't worry, no one's watching—yet.)

- Do you reply to candidates in under 24 hours?
- Are you using WhatsApp—or still sending emails with subject lines like “open recruitment process”?
- Waiting a week to give feedback?

Activate SmartHire, because talent won't wait—and neither should you.



Or don't... and keep trusting that “someone will show up this week.”