

DESIGNING THE PERFECT CANDIDATE EXPERIENCE



skeeled



**WHY THE CANDIDATE EXPERIENCE
MATTERS AND HOW TO GET IT RIGHT**



WHAT IS CANDIDATE EXPERIENCE?

Candidate experience can be described as the way candidates feel about your company once they experience your hiring process. It comprises all points of contact in the recruitment process, from job search, the application process, the interview process to onboarding.

Ultimately, the candidate experience influences candidates in their decision to apply to your company or accept your job offer. As such, it is key for organisations to attract, hire and retain top talent.

In this whitepaper, we discuss the candidate experience and the importance of getting it right to attract more candidates as well as ensuring you maintain a strong employer brand.

Recruitment is a crucial part of the candidate experience and how you conduct your recruitment process will impact the candidates decision to accept your job offer, the way they will interact with your business in the future and how they will speak about your company to friends and family.

Throughout this whitepaper, **skeeled** and **Silver Cloud** detail the do's and don'ts in creating a great candidate experience.

WHY THE CANDIDATE EXPERIENCE MATTERS

60%

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According to PwC¹, nearly 60% of HR leaders say that finding, attracting and retaining talent is a primary issue driving their HR technology decisions. In an increasingly candidate-driven job market, treating job candidates, both externally and internally, as the primary customers of talent acquisition is essential to attract the best talent and build a strong employer brand.

Today, the negative experiences candidates have during a recruitment process are easily amplified and shared publicly. Research by Talentegy² found that 69.4% of respondents were likely or very likely to share their negative employment experience with their friends and network, and conversely if positive at 82.4%. As the report highlights, the impact of these negative experiences goes beyond HR and can affect a company's revenue with 54.1% of job seekers who had a poor candidate experience stating it would have a negative influence on their decision to purchase a company's products or services or on their brand perception.

Hence, providing a distinctive candidate experience is essential for organisations of all shapes and sizes to turn candidates into ambassadors - instead of detractors - and build a strong brand.

Furthermore, companies from different sectors are fighting for the same talent due to rising talent shortages, which places many professionals in a position where they have all the leverage to choose their future employer. This again makes the candidate experience a top priority for organisations looking to set themselves as an employer of choice.

1. <https://www.pwc.com/us/en/services/consulting/workforce-of-the-future/library/hr-tech-survey.html>

2. <https://www.talentegy.com/hubfs/2019%20CX%20Report/Talentegy-2019%20Candidate%20Experience%20Report.pdf>

A COMPETITIVE ADVANTAGE?

Candidate experience can be used as a competitive advantage when it comes to hiring. If you do it right, it will help you:

- Attract more applicants
- Differentiate yourself from the competition
- Improve your quality of hire
- Strengthen your employer brand

Candidate experience impacts your organisation beyond the hiring process...

According to TalentBoard, every candidate who expresses an interest in working for your company, regardless of whether they get hired or not, are still considered customers, potential customers, or at least brand-related influencers.





HOW A POOR RECRUITMENT PROCESS IMPACTS THE CANDIDATE EXPERIENCE

For many candidates, looking for a job is one of the most stressful life events. As such, the experience your organisation provides them has a direct impact on your employer brand. Simply put, negative experiences during the recruitment process will negatively impact your ability to hire talent.

The candidate experience you provide will determine your overall company image which, in turn, affects the candidates' decision to accept your job offer, to buy products from your company, and the way they'll speak about your company to friends and family.

In fact, according to officevibe³, 64% of applicants say they would share negative application experiences with friends and family and 27% would actively discourage others from applying. Conversely, according to Fortune⁴, 74% of candidates who rate their candidate experience as "great" say they'll definitely apply again and refer others.

3. <https://www.officevibe.com/blog/12-recruiting-stats>

4. <https://www.smashfly.com/resources/2019-recruitment-marketing-benchmarks-report>

HOW A POOR RECRUITMENT PROCESS IMPACTS THE CANDIDATE EXPERIENCE CONTINUED...

Also, according to TalentBoard⁵, 46% of candidates would sever a business relationship due to poor candidate experience.

Ultimately, providing a poor experience will:

- Drive away top candidates already in the process
- Hurt your employer branding
- Scare away customers that are candidates



Negative candidate experience in numbers:

60% of job seekers have had a poor candidate experience.

72% report having shared that experience online on an employer review site, such as Glassdoor, on social networking site, or directly with a colleague or friend.

65% say that they never, or rarely, hear back from employers after submitting an application.

60% say "Better communication throughout and after the application process", would make the most positive impact.

Source: CareerArc⁶

5. <https://www.thetalentboard.org/article/2017-talent-board-candidate-experience-benchmark-research-reports/>
6. <https://www.careerarc.com/lp/candidate-experience-study/>

HOW CAN THE EXPERIENCE WITH THE RECRUITMENT PROCESS BE IMPROVED?

According to TalentBoard integrating new technology and implementing meaningful feedback can help your organisation deliver a positive experience. The 2020 report shows that the number of candidates reporting a positive experience increased by:

- 58% when recruiters or HR professionals inform candidates of the post-interview steps and follow up in the stated time frame
- 49% when the hiring manager informs candidates of the post-interview steps and follows up in the stated time frame
- 27% when candidates are given specific feedback on their job fit
- 14% when they're given feedback on an assessment they were asked to take

THE CHALLENGES OF DEVELOPING A POSITIVE CANDIDATE EXPERIENCE

Candidate experience remains a top priority for employers, yet there are still some challenges that need to be tackled to improve it. So, what does usually get in the way of providing a great candidate experience?

1. Perception gaps

First and foremost, we need to address the differences between how employers self-assess their candidate experience journey and how candidates actually rate their experiences. According to TalentBoard⁷, although 2020 revealed a positive change, employers have a tendency to rate themselves higher than their candidates which explains why it can be hard to recognise where the employer is failing and how it can be fixed.

2. Lack of time & resources

According to Glassdoor⁸, each corporate job offer attracts, on average, 250 resumes. This situation has been aggravated by the coronavirus pandemic, with CV-library⁹ reporting last August that some companies received thousands of applications for jobs that would only have attracted a handful of applicants before.

Clearly, this many applications make it very difficult for recruiters to reach out to every single candidate in a timely manner to provide feedback and deliver a positive experience.

3. Poorly defined purposes

The number one frustration candidates have when it comes to the recruitment process is related to communication, more precisely, the lack of feedback. It's not like candidates are demanding too much. Most just want to receive a notification when they've been rejected for a role so they can move on. However, many employers do not close the loop with candidates.

In addition to this, oftentimes recruitment processes take long and there's a lack of organisation and agility which increases candidate frustration. Candidates want to have a clear overview of your recruitment process, next stages, selection methods and deadlines. If you don't have a streamlined process it will be hard for you to provide this overview and set the right expectations for your candidates.

7. https://3cmsd11vskgf1d8ir311irgt-wpengine.netdna-ssl.com/wp-content/uploads/2021/01/TB_EMEA-Report_Final.pdf

8. <https://www.glassdoor.com/employers/blog/50-hr-recruiting-stats-make-think/>

9. <https://www.independent.co.uk/news/business/news/job-vacancies-data-applications-rise-unemployment-a9669491.html>

TIPS TO CREATE A GREAT CANDIDATE EXPERIENCE

Candidates need to be considered and treated as the primary customers of your talent acquisition. As such, it is essential to evaluate your entire recruitment process and see where there's room to improve it.

Please note that providing an exceptional candidate experience requires a true commitment. You need to make it part of your company culture and be consistent. According to TalentBoard¹⁰, there are five hallmarks of an excellent candidate experience. If you prioritise these five elements, you'll surely provide a great candidate experience.

10. https://3cmsd11vskgf1d8ir311irgt-wpengine.netdna-ssl.com/wp-content/uploads/2021/01/TB_EMEA-Report_Final.pdf



5 TIPS TO CREATE A GREAT CANDIDATE EXPERIENCE

Consistent communication: Communication is the primary differentiator of a good candidate experience. Yet, many companies still fall short when it comes to following up with candidates. It's crucial to communicate consistently across your hiring process, from pre-application to onboarding. A good strategy is to combine the use of automated communication tools (in the early stages) with human interaction (mainly in the later stages).

Setting expectations: Make sure to set expectations for when candidates can expect to hear back from you and let them know what the next steps in the process are. Most important, set expectations that are realistic on your end so that you can follow through.

Asking for and providing feedback: Your recruitment process will become more engaging and personal if you include feedback. First, the fact that you ask for it increases candidates' positive impressions even if their feedback is negative. And it gives you the opportunity to further improve your processes. Secondly, providing feedback to candidates, especially in the final stage, is imperative too. Always let them know why you aren't moving forward with them.

Ensuring transparency and accountability: The experience you provide to your candidates will be much more positive if you are transparent and accountable. It's better to let candidates know that you're putting hiring on hold than leaving them hanging.

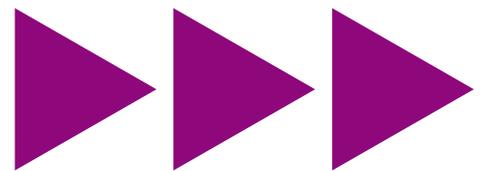
Ensuring a fair process: Most candidates won't ever feel happy with your decision as most won't get a job at your organisation. Yet, it is important that they feel they were treated fairly in your decision-making process.

HOW TO GET STARTED

It may seem like a hard issue to tackle, but you should start with the basics. Put yourself in the candidate's shoes and see how your application process looks like. Is it fast and simple? Are you asking for too much information in the early stage of the process? What about communication?

Check all of the touchpoints you have with a candidate and identify where you're falling short. Then, outline new processes and determine which tools you need to streamline your recruitment.

USER JOURNEY MAPPING



User journey mapping is a diagram that visually illustrates the user flow through a particular process. A candidate journey map is a visual representation of all the touchpoints candidates have with your organisation during different stages of their candidate journey.

- ↳ Identify the areas you wish to review, in this case, **recruitment** and **onboarding**.
- ↳ Conduct workshops and discovery sessions with users and stakeholders to gather insights and discover pain points in the current user journey.
- ↳ Map the current processes and journey to your desired approach.
- ↳ Formulate your strategy.
- ↳ Selecting technology, such as **skeeled**, will help bring your vision to life and vastly improve the candidate experience.

USE TECHNOLOGY...

Recruiting technology is becoming a bigger part of ongoing candidate engagement as automated tools can enhance the candidate experience. This applies to the application form, candidate screening, candidate communication, etc.

According to Deloitte's 2020 Global Human Capital Trends Report, automation is seen by employers as a means to augment and optimise human performance, as the intentional use of automation can support a better candidate experience through increased communication.

To make sure you deliver an outstanding candidate experience from beginning to end, look for a unique Talent Acquisition software that can assist you in all stages of the recruitment process: application, screening, assessment and interviewing.

The right Talent Acquisition software can help you:

- Provide a short and simply application process
- Automate administrative tasks
- Assess candidates objectively and fairly
- Deliver exceptional communication & timely feedback
- Make data-driven hiring decisions

In conclusion, it is extremely important to ensure you provide the best possible experience for candidates as this not only affects them but your brand and how your organisation is perceived.

Talent acquisition technology, such as **skeeled**, will enable you to successfully map and manage the candidates user journey and create a positive experience.

ABOUT SILVER CLOUD

Silver Cloud HR is a whole of market HR and payroll systems consultancy. With access to the entire market, we're here to support you in finding the right people technology for your organisations: tailoring our solutions to your specific needs, budget and company culture.

As HR people first and foremost, we understand the many challenges you might face - the changes are that we have faced the same one ourselves! Our understanding of these challenges, coupled with our team's specialist technology expertise and the great relationships we have developed with software vendors such as **skeeled**, makes us uniquely placed to become your trusted HR technology partner.

www.silvercloudhr.co.uk



ABOUT SKEELED

skeeled is a predictive talent acquisition software that leverages the power of behavioural science and AI technology to help make successful hires. With skeeled, you can predict future job performance and make data-driven hiring decisions, ensuring a fair process to candidates and providing an enhance experience to everyone involved in the process.

A powerful, user-friendly solution, skeeled uses AI-based technology and workflow automation to optimise every step of the talent acquisition process, and predictive analytics, pre-employment assessments and structure interviewing to help you find the right person for each role.

From source to hire, skeeled offers everything you need to be great at hiring, including an exceptional job distribution solution, branded careers pages, employee referrals, sourcing tool, AI-based CV screening & candidate matching, one-way video interviews, automated candidate communication, easy interview scheduling, advanced reporting & analytics and team collaboration.

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