

DEFINITIVE GUIDE TO CANDIDATE EXPERIENCE

THE ULTIMATE GUIDE FOR A MODERN HR PROFESSIONAL

talentadone 

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54% OF JOB SEEKERS SAID A NEGATIVE CANDIDATE EXPERIENCE WOULD IMPACT THEIR DECISION TO BUY.

Talentegy





WHAT THE CANDIDATE EXPERIENCE IS

You might have heard of customer experience and know what it is all about. Nowadays, every company determined to succeed is focusing on improving customers' experiences. Basically, it means focusing on how customers feel when they are interacting with a company or its products.

The Candidate Experience gets pretty close to that

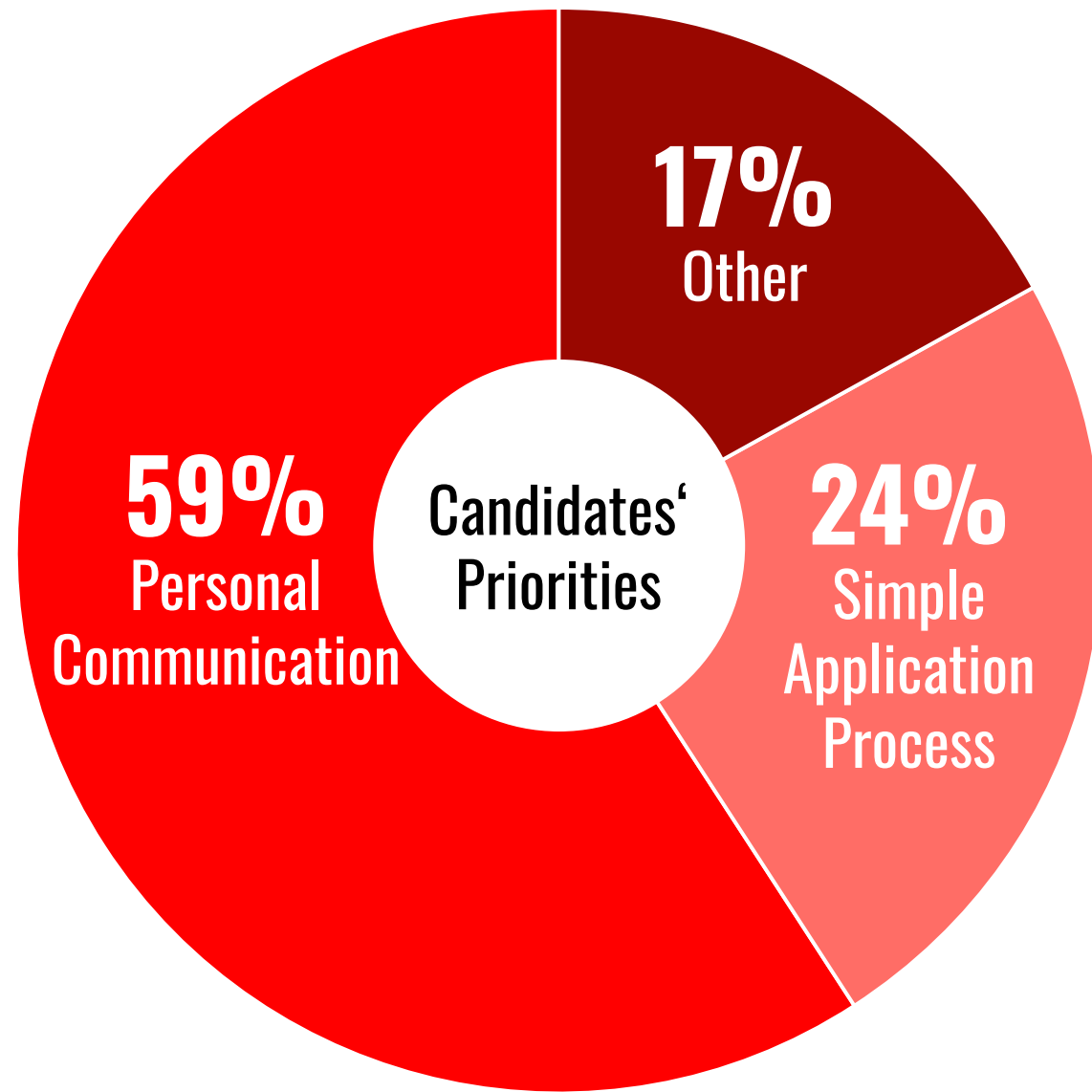
It signifies how job candidates feel when they are in touch with the company they are interested in working for. What kind of an image they get when they are searching for information about the company, writing their applications and participating in job interviews.

69% OF JOB SEEKERS WHO HAD BAD EXPERIENCE WOULD RARELY OR NEVER APPLY AGAIN.

Talentegy

WHAT THE CANDIDATE EXPERIENCE IS

One must remember that all communication between a company and a candidate affects the Candidate Experience. What happens before and after sending an application or when participating in an interview is crucial. Does a candidate get a response, and if yes, what kind of a response is that? Will it have a negative or positive impact?



” THE CANDIDATE EXPERIENCE HAPPENS IN ALL THE DIFFERENT PHASES IN THE RECRUITMENT PROCESS – AND IT DOES NOT STOP THERE.



WHY THE CANDIDATE EXPERIENCE MATTERS

A positive Candidate Experience can be a key differentiator for a business. Why?

If you think of your candidates, you may realize who they actually are – current or potential customers of your company. If you treat your customers badly, they may be unlikely to buy from you again. The same thing applies to your job candidates.

Studies show why it matters

According to a Candidate Behavior Study conducted by Career Builder (2015), 58 % of respondents who did not hear back from a company after submitting an application were much less likely to make purchases from that company as a consumer afterwards.

This alone proves how important it is to communicate with candidates and avoid any negative experiences. Vice versa, if you treat your candidates fairly and create positive experiences, you may get new customers or make your current customers your advocates.

Not in the consumer business?

Regardless, do not neglect the Candidate Experience. Even though your candidates could not buy from you, they can tell stories about you to their friends and other acquaintances.



WHY THE CANDIDATE EXPERIENCE MATTERS

Word-of-mouth is super-powerful, not to even talk about word-of-mouth.

A bad reputation is not a problem that can be easily fixed: it takes a lot of time and sometimes it might never be totally repaired. By focusing on the Candidate Experience, businesses can improve their employer brand and the whole corporate brand image in the process.

Not every candidate applying for a job in your company will always be a desirable employee. Nonetheless, there can be potential in several candidates who are rejected. They may be the right fit for some other position now, or in the future when they have finished their education or improved their language skills, for example. Wouldn't you want to keep candidates in your talent pipeline?

Furthermore, the economic situation might not be good at the moment and there may be more candidates than jobs, but remember that the situation can quickly change. If you do not keep providing positive experiences to your candidates, it may cost you in the future. Moreover, you may find yourself without the best talents.

42% OF EMPLOYERS RE-ENGAGE DECLINED CANDIDATES WITH INFO ON FUTURE JOB OPPORT.

[Careerarc](#)





WHAT'S IN IT FOR CANDIDATES

The clear purpose of delivering positive Candidate Experiences is to benefit candidates. Positive Candidate Experience is about making the application process as effortless and efficient as possible. A job advertisement should be found easily and it should not take too long to fill out an application.

All candidates should be treated the same way

By treating all candidates the same way you make sure that the recruitment process is equal and fair. The application process should also be as transparent as possible but, at the same time, communication should be confidential.

However, delivering a positive Candidate Experience is more than that. In many cases candidates cannot put all their eggs in one basket. In other words, they need to apply for several jobs at the same time. If it takes numerous hours to fill out only one application, job-hunting gets overly exhausting and that should not be the purpose.

Communication is the key

Communication between a company and a candidate through the entire recruitment process is vital. Candidates benefit from knowing where they stand and what is about to happen. They should never be kept in the dark. Waiting for a recruitment decision is a lonely job and especially unpleasant if candidates don't get any communication in the meantime.



WHAT'S IN IT FOR CANDIDATES

One of the most crucial points in the application process is the moment when a candidate gets a message that tells them that they have not been selected for the position they have applied for. What does the message say?

” THANK YOU FOR APPLYING, BUT THIS TIME YOU WERE NOT SELECTED.

Well, that is better than nothing: at least they will know the result. However, if a company wants to truly invest in the Candidate Experience, it needs to offer more detailed feedback. Why wasn't the candidate selected? Is there something they could have done better?

Candidates rarely get feedback on their applications, which is a shame. If candidates got feedback, they would have the possibility to develop and improve their skills which would enhance their chances to get a job in the future.

BENEFITS OF A BETTER CANDIDATE EXPERIENCE

Just to sum up the results of delivering a positive Candidate Experience:

Job candidates become, or stay as, your customers

Candidates are customers, and more specifically they can be your customers today or in the future. Did you know that 68 % of candidates stay on as customers if their experience was good during the recruitment process? This fact indicates that delivering a positive Candidate Experience has true financial implications.

Candidates stay interested in applying for your company

Let's imagine that there are 100 candidates applying for a one job and 40 of them are potential or relevant for the company now or in

the future. Only one of them will get the job. That one person who gets selected will be happy but how about the other 39 or 99 candidates? How will they feel?

It is important that each and every candidate gets a positive experience, but what's especially vital is that those 39 relevant (but rejected) candidates will stay interested in the company. Most likely, the same company will have other openings later on so it should not drive away potential candidates. By offering a positive Candidate Experience, it can keep them in the talent pipeline.



BENEFITS OF A BETTER CANDIDATE EXPERIENCE

Candidates tell good things about you (Word-Of-Mouth)

The opinions of others matter. Would you apply for a job in a company with a bad reputation? Probably not, and especially not if you had heard negative comments about the company from a friend of yours.

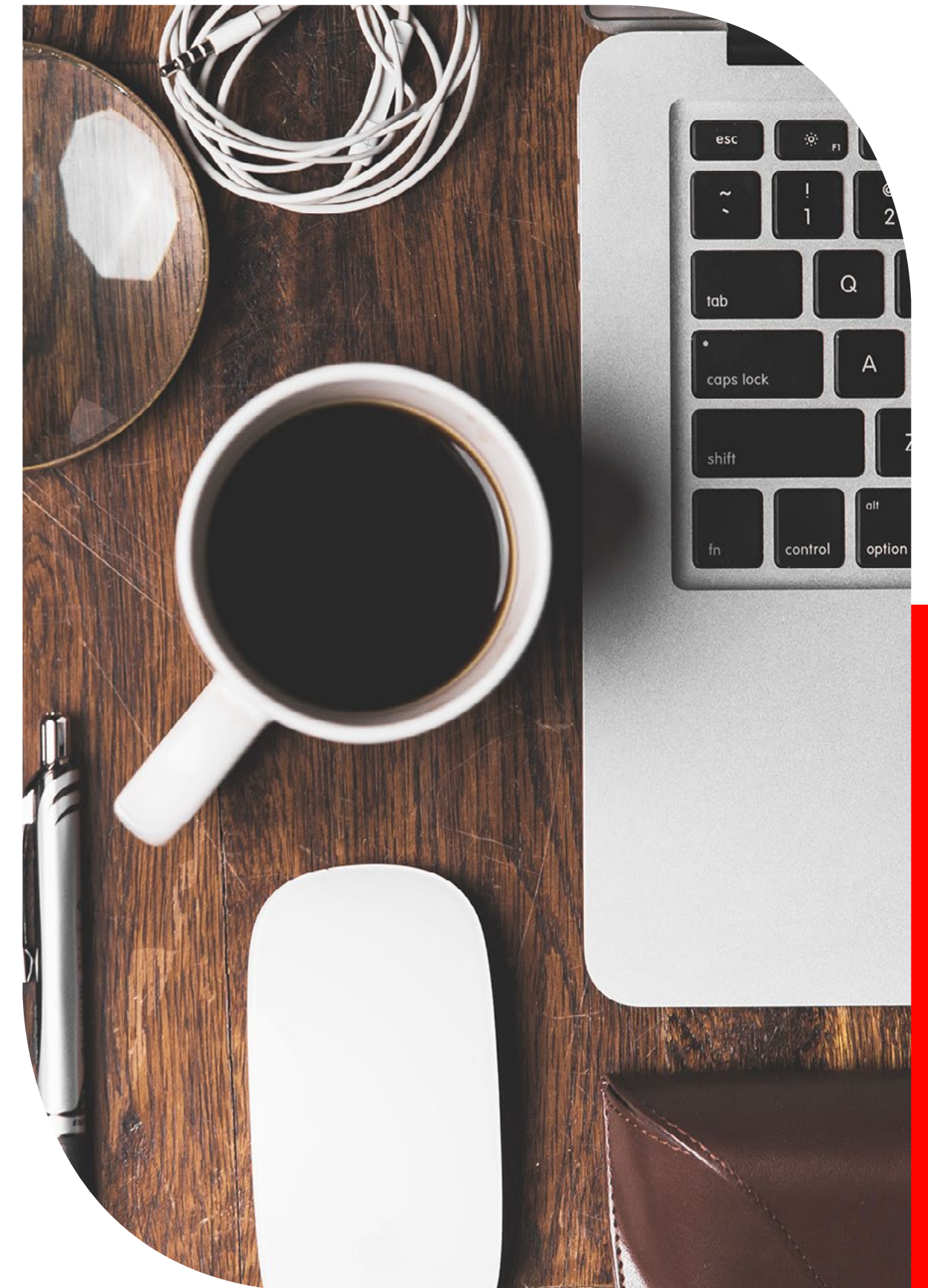
Fortunately, this works both ways and you can go far with positive word-of-mouth. Based on studies, 65 % of candidates find a job based on referrals. If you take good care of candidates who are in touch with your company and provide positive experiences, it is guaranteed that the word will spread.

Your employer brand improves & you engage the best talents

This is the end goal; engaging the best talents. A strong employer brand plays a huge role in accomplishing it. The company offering the best Candidate Experience will win the battle for talent. It is as simple as that.

54% OF COMPANIES REPORT TALENT SHORTAGES.

[ManpowerGroup](#)



BAD CANDIDATE EXPERIENCE

Virgin Media, a British telecommunications company, discovered a lost revenue of £4.4m per year due to a poor recruitment experience in the talent acquisition. Thousands of those candidates were also customers.

Strategically, the company decided to strongly invest in a better Candidate Experience and turned the loss into more than a £5.3m profit. This case is just one example of why placing candidates at the center of recruiting is compulsory in today's candidate-driven market.

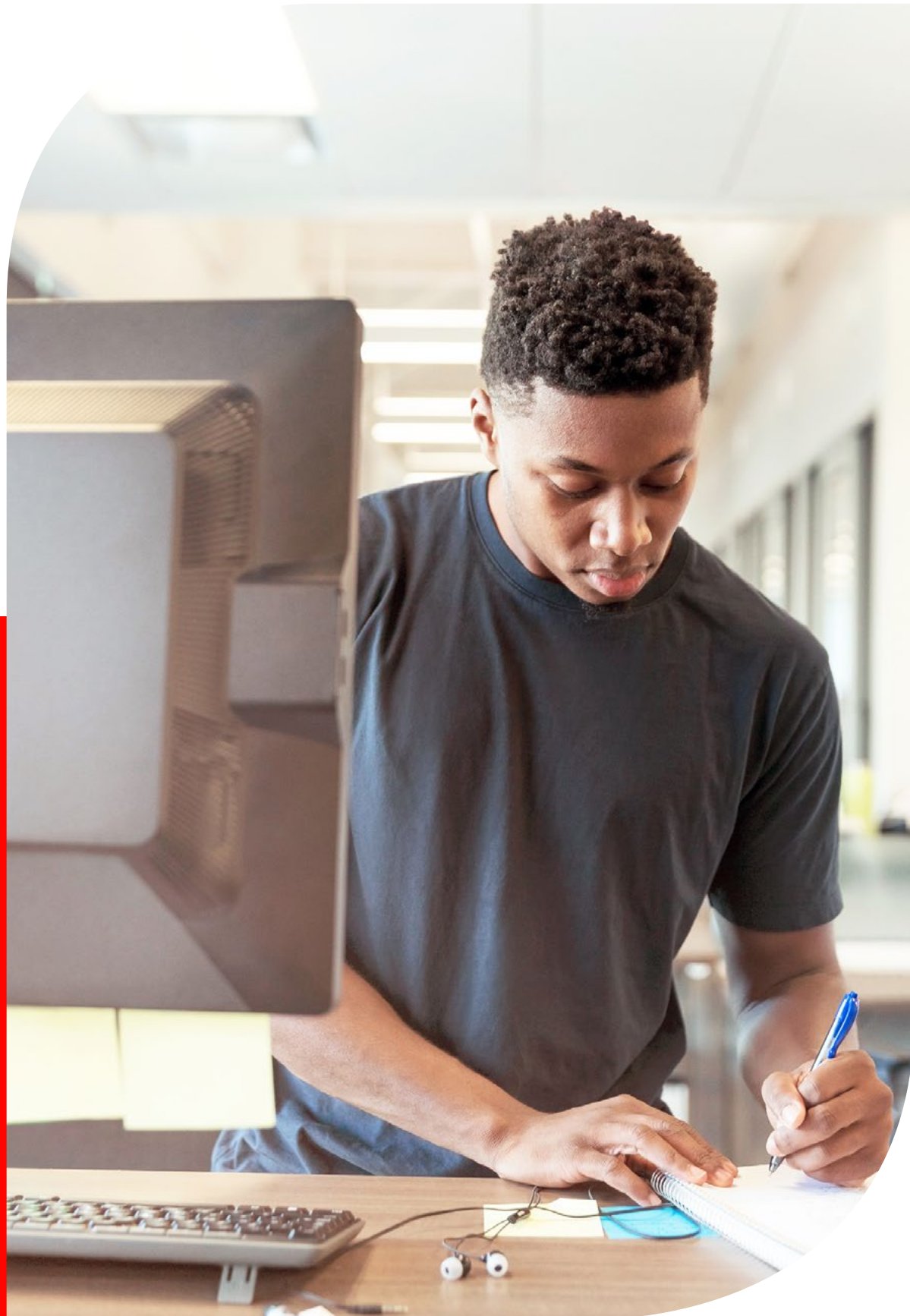
How Virgin Media calculated the value of a bad Candidate Experience?

“The company analytics team looked at datasets to determine whether rejected candidates who said they'd switch providers actually did so within a month—and found that 6% did.

Then came the easy calculation: if there were 123,000 rejected candidates each year, and 6% canceled their monthly Virgin Media subscription, you end up with about 7,500 cancellations. Multiply that by the £50 (\$60) subscription fee and by 12 months, and Johnson realized Virgin Media was losing £4.4 million per year, the equivalent of \$5.4 million.”

Read the whole story from [LinkedIn Business blog](#)





HOW TO IMPROVE THE CANDIDATE EXPERIENCE

Some companies have already realized the potential of recruitment marketing. Nonetheless, the importance of recruiting as a marketing action is acknowledged more at the beginning of a recruitment process than in the middle part or at the end.

Businesses are getting better at making themselves look desirable in front of their potential candidates by writing appealing job announcements and describing all the most attractive perks in them. However, companies are not currently doing so well at doing the right things after the attraction phase in the recruitment process.

In certain industries and areas, there is a battle for the best talents, so being desirable does count. Appealing job advertisements have a purpose, but at the same time companies should not disappoint candidates after receiving their applications.

Furthermore, the Candidate Experience can be improved by communicating with candidates throughout the entire recruitment process. Candidates stay happy when they know what is going on and what is about to happen in the recruitment process.

**82% OF JOB SEEKERS
WOULD SHARE A
POSITIVE EXPERIENCE**

Talentegy

HOW TO IMPROVE THE CANDIDATE EXPERIENCE

Moreover, rejected candidates should not be neglected. They should be told they were not selected, and more importantly, why. Unfortunately, there are still companies who do not send even the simple 'thank you but no thank you' letter.

TalentBoard conducted a Candidate Experience survey in 2015 that collected the responses of more than 130,000 job candidates. According to the survey, more than 91 % of employers

made zero contact beyond the automated acknowledgement of their application receipt. Sending a general rejection letter is just a minimum requirement and that alone will not get you far enough.

Be better than that and send personal feedback to each candidate. Moreover, tell precisely why they were not selected. Candidates will definitely appreciate it and they will be more committed to applying to your company again.

98 % OF EMPLOYERS BELIEVE ENHANCING THE CANDIDATE EXPERIENCE – FOR THOSE THEY HIRE AND DECLINE – COULD HELP ENHANCE AND PROTECT THEIR EMPLOYER BRAND.

[CareerArc](#)



HOW TO IMPROVE THE CANDIDATE EXPERIENCE

Here is a simple checklist of what should be taken care of in the different phases of the recruitment process to improve the Candidate Experience.

CANDEX-CHECKLIST

- ✓ Create an attractive and targeted job advertisement.
- ✓ Make applying easy – In the best scenario, filling the application form takes only a few minutes.
- ✓ Send a thank you message after receiving an application and keep communicating with candidates throughout the recruitment process.
- ✓ Promise to answer candidates' questions during the process (and deliver). NB! Check that you offer a possibility to contact you and you do not only use 'no-reply' email addresses.
- ✓ Be respectful in the job interview - Turn the interview into a dialogue instead of an interrogation.
- ✓ Provide personal feedback for the rejected candidates and invite the most potential ones to join your Talent Community.

BE TRANSPARENT - NOW AND ALWAYS. IN EVERYTHING YOU DO.



HOW TO IMPROVE THE CANDIDATE EXPERIENCE

WITH AI

CANDIDATE COMMUNICATION

Communicating with candidates via status updates, chat bots and feedback messages

SOURCING CANDIDATES

Sourcing tools for finding candidates automatically from internal talent communities

PREDICTIVE ANALYTICS & SIMULATIONS

Predicting what kind of a person would fit the team and recognizing when a new employee is needed

MATCHING CANDIDATES

Automatic recommendations of the most suitable candidates to enhance the diversity in recruitment

INTELLIGENT ANALYTICS

Metrics about candidate experience and candidate relevancy to develop the recruitment process

DOCUMENTING

Creating better targeted job ads to avoid irrelevant applications and save valuable time

HOW TO IMPROVE THE CANDIDATE EXPERIENCE

WITH AI – EXAMPLE

TalentAdore's Virtual Recruitment Assistant reminds the recruiter to provide candidates with status updates and generates the messages automatically. With the help of the VRA, you can send personalized feedback messages, status updates, and interview invitations easily.

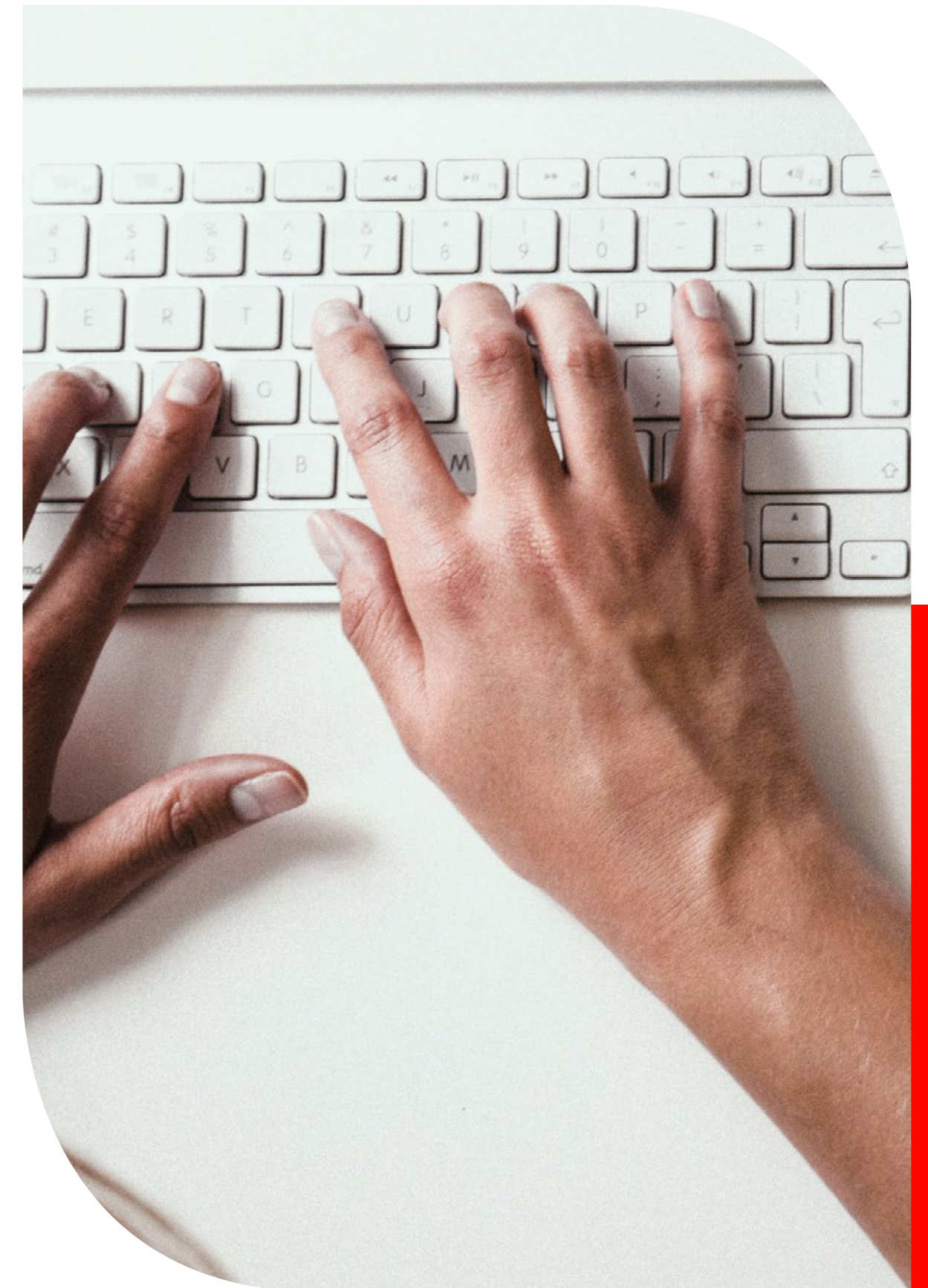
THE AI-POWERED FEEDBACK TOOL

- converts your click-based evaluation into rich, natural language
- reveals what you saw as candidate's benefits, and what was lacking
- is not based on templates and can be regenerated as many times as you wish

81% OF JOB SEEKERS EXPECT THE HIRING PROCESS TO WRAP UP IN TWO WEEKS, TOPS.

[Yello](#)

To learn more about AI in Recruitment, download our free [Definitive Guide for AI in Recruitment](#)



HOW TO IMPROVE THE CANDIDATE EXPERIENCE

WITH AI – EXAMPLE

This video about [AI-assisted Personalized Feedback for Job Candidates](#) demonstrates how you can give fully personalized feedback to all your job candidates with TalentAdore's Virtual Recruitment Assistant.



HOW TO IMPROVE THE CANDIDATE EXPERIENCE

WITH JOB ADS

In recruitment you should always consider what is the best channel to post your job ad. However, the ad itself is also very important when you are trying to attract the most relevant talents. Here is a list of things you should always include on your job ad.



The job description

- Introduce the title, role, goals and co-workers.
- How the goals are measured?
- What kind of environment does the new employee enter when starting their work?
- Why are you recruiting?
- What does the job consist of?

Things you value in a new employee

- Tell about the things you are going to look for in a CV and application.
- Tell how to succeed at the job.

What do you offer

- What is the salary?
- What kind of employee benefits you have?
- What kind of work culture and staff you have?
- Is there anything else valuable worth mentioning?

How is the recruitment progressing

- Tell the schedule and process.
- What happens after sending the application?
- Who can be asked for more information and when?



TEST YOUR RECRUITMENT PROCESS

With this simple test you can find out how candidates see your recruitment process. You can do this test by yourself or ask your colleagues to try it out. Collect the answers and go through them in your HR team. What seems to work in your recruitment process? What obstacles you found? Based on the results, create a plan for improving your process.

1

Career Pages

Go to your company website and look for your career page.

Is it easy to find the page when you don't have a direct link to the career page?

What's your first impression of the career page?

2

Job Ad

Select one open job ad and analyze it.

Do the requirements seem realistic and accurate?

Is it clear why one should apply for the position?

Can you find the recruiter's contact information?

3

Application Process

Check the application form.

How long is the application form?

Do you need to sign into the recruitment system or can you apply without logging in?

Can you apply with both, desktop and mobile?

4

Candidate Communication

Apply to the position.

Do you receive an email that your application is received?

Can you edit the application after sending it?

Does the communication feel personal?

Do you know what happens next?

5

Aftermath

Consider the following:

What other communication the candidate receives?

Does he/she receive feedback in case of a rejection?

Do the rejected candidates have an opportunity to join a talent community?

ADD THE HUMAN TOUCH TO YOUR RECRUITMENT

Turn job candidates into your greatest fans with TalentAdore's AI Recruitment Software.

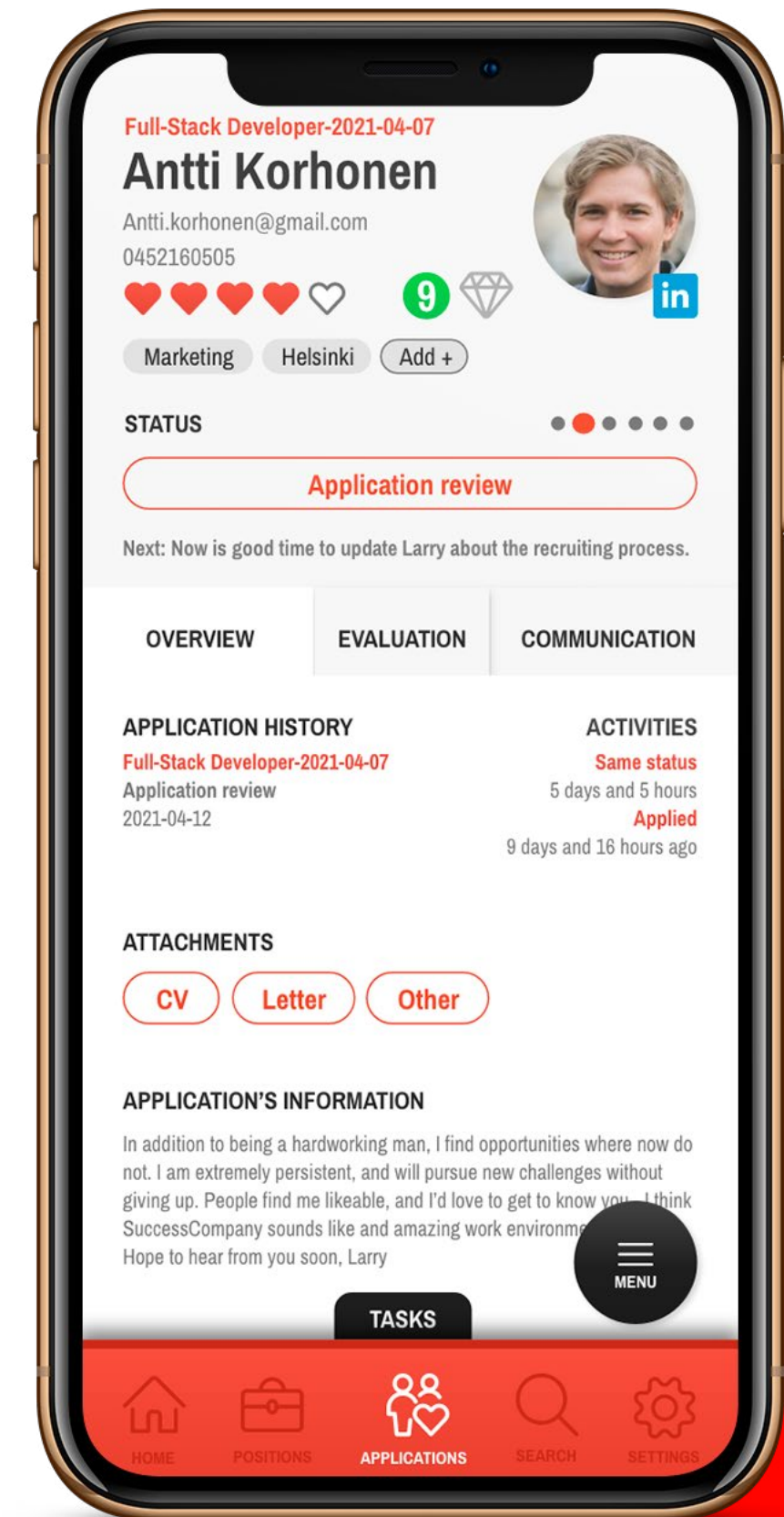
TalentAdore Ltd. is a global HR technology company, with offices in Finland, Sweden, and the UK. Our mission is to bring the human touch back to recruitment and offer the best candidate communication solution in the world.

Our Virtual Recruitment Assistant (VRA) combines an Applicant Tracking System, AI-based communication & matching technologies, and advanced automation. You can manage your entire recruitment process from job postings to hiring decisions, build dynamic talent communities, and pre-onboard new hires. Moreover, you can match your candidates

to the most suitable positions and keep them up to date about the process via AI-assisted personalised status updates and feedback messages. As a result, you improve the candidate experience and attract more top talent.

Find out more and visit us TalentAdore.com

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