Target Recruit
Automate • Analyze • Grow
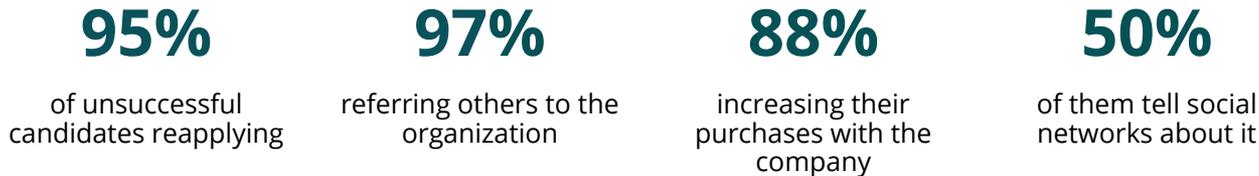
Do the unpredictable

Till now, candidate experience has been the most ignored aspect of a recruiting cycle at organizations. Biggest of the brands fail to acknowledge the importance of a good candidate experience. But in the past few years, organizations have started talking about it.

More than **50% of the organizations use an Applicant Tracking System** and they are at least able to kill the application black hole which most candidates feel is a big concern.

But is that enough? That may be the starting point for a long quest that follows.

Let's understand why candidate experience matters.

As per Kelly Global Index, positive candidate experience leads to

95%
of unsuccessful candidates reapplying

97%
referring others to the organization

88%
increasing their purchases with the company

50%
of them tell social networks about it
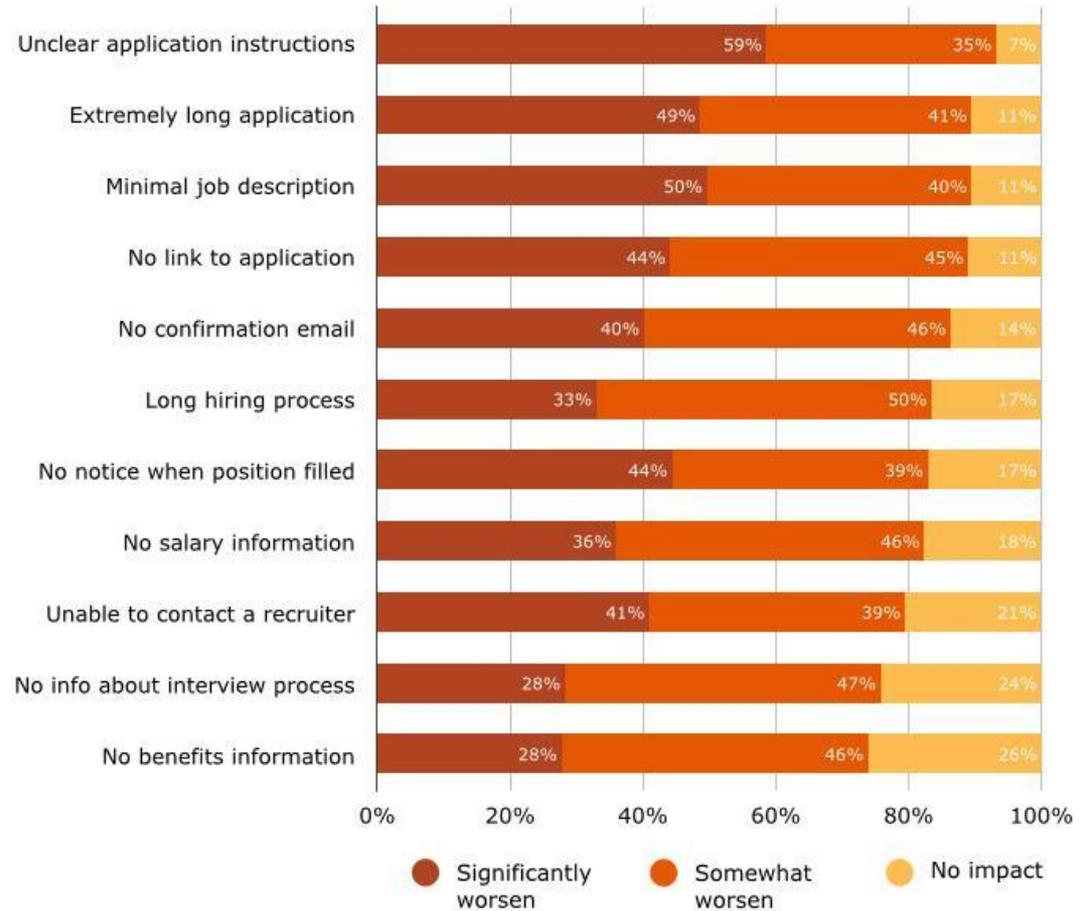
Defining Candidate Experience

It's hard to define, but the best definition till now is "It is the sum total of interactions between recruiting company and candidates (sometimes staffing agency as well) - be it digital interaction or in person"). So whether it is reading a job posting, navigating through career site, telephonic conversations with the recruiter/ hiring manager or the interview process, it will contribute in its own way to a positive or negative candidate experience. There are some school of thoughts which say that "Treat candidates like your clients".

Candidates will join the organization based on how well they were treated in all of these interactions. Hence, it is very important to pay attention to each and every phase of recruitment process- from sourcing to onboarding and even after onboarding sometimes.

Some food for thought

**Primary causes of a
bad candidate experience**

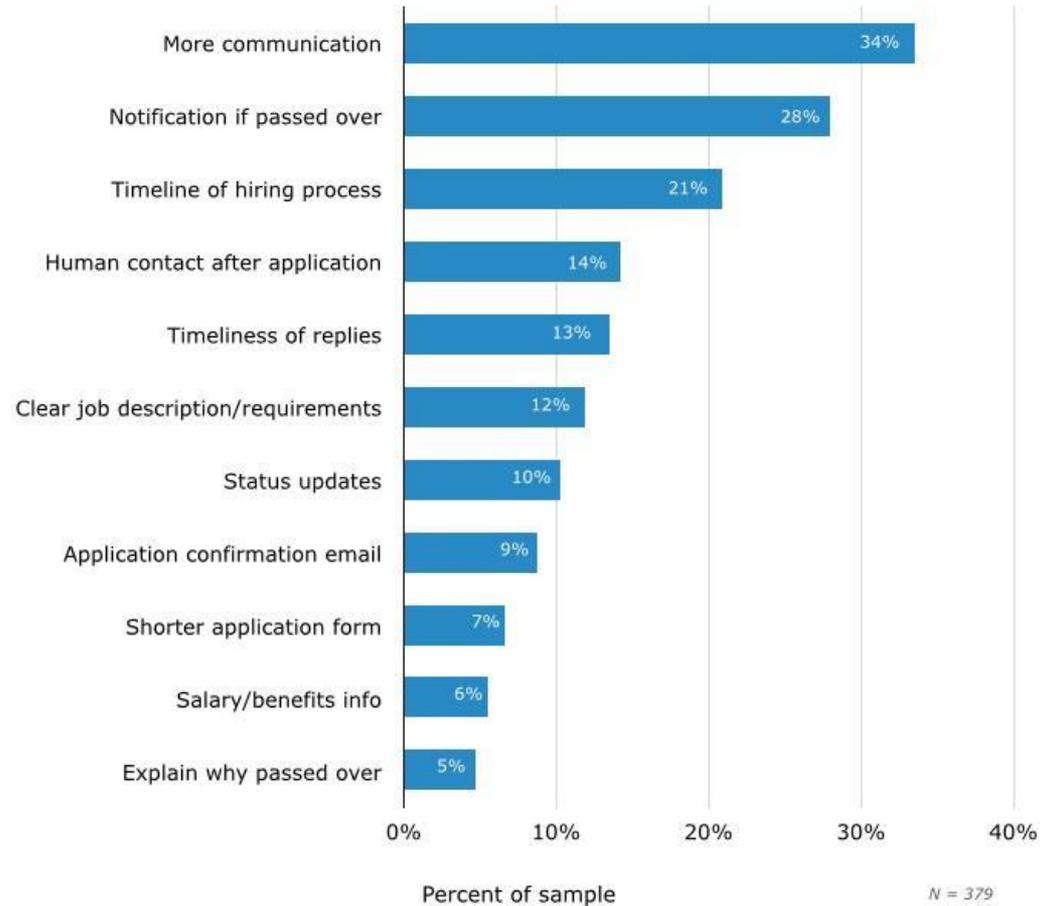How many of these can you
rectify or have already rectified?

	Significantly worsen	Somewhat worsen	No impact
Unclear application instructions	59%	35%	7%
Extremely long application	49%	41%	11%
Minimal job description	50%	40%	11%
No link to application	44%	45%	11%
No confirmation email	40%	46%	14%
Long hiring process	33%	50%	17%
No notice when position filled	44%	39%	17%
No salary information	36%	46%	18%
Unable to contact a recruiter	41%	39%	21%
No info about interview process	28%	47%	24%
No benefits information	28%	46%	26%

Some food for thought

Things that candidates look for or want to know

Communication is the key to a positive candidate experience.

	Percent of sample
More communication	34%
Notification if passed over	28%
Timeline of hiring process	21%
Human contact after application	14%
Timeliness of replies	13%
Clear job description/requirements	12%
Status updates	10%
Application confirmation email	9%
Shorter application form	7%
Salary/benefits info	6%
Explain why passed over	5%

N = 379

How to get there?

Step 1: Exhibit your culture

A job seeker is always looking for companies that they can align themselves with- may be vision, ethics, culture or pace.

To put it simply, candidates look for companies that they can be proud of in a social set up.

As a recruiter, it is extremely important to display the culture of the organization appropriately. Use the career page of your site for being elaborate about your organization's culture. Intro packet of your company for candidates should definitely include an insert on vision, culture, employee testimonials etc.

How to get there?

Step 2: Smart Careers Page

This is an obvious one. In this digital age, job seekers would always search for careers page of your company before or after applying and this has a heavy weightage on candidate experience.

Ensure that the page appropriately represents your brand- include mission, vision, values, contribution to community, awards, videos and pictures, growth potential, etc.

However, in an effort to build a holistic careers page, do not over do the information and keep the content in line with the time it takes to go through important information.

How to get there?

Step 3: Automation

This is another obvious answer. With so many applicant tracking systems available in the market, companies should quickly adopt an ATS, if they haven't yet.

ATS will streamline your recruiting process- starting from sourcing to onboarding and provide you key metrics to measure efficiency of your process. In addition to this, it offers the flexibility for easy communication between candidates and recruiters.

However embracing an ATS is not as easy as it sounds and may need a thorough research. Read our blog [here](#).

How to get there?

Step 4: Realistic job description

Many a times, recruiters have elaborate job descriptions to invite as many applications as possible. This is the thing of the past now.

For a higher hit rate and to receive right applications, a recruiter must include an accurate JD. Candidates hate surprises when it comes to job descriptions and it's a waste of time on both ends.

Many organizations have started including- "A day in your life" descriptions to give candidates a glimpse of how it is to come on board. Some companies even run job simulations during the interview process to ensure that candidates know where they are getting into.

How to get there?

Step 5: Social Media

Emergence of social media changed a lot of things in this world and recruiting is not spared from it. It has changed the expectations of job seekers in terms of companies they want to work with, interactions with recruiters.

Social media has given so much visibility into how a company operates that its social image has become synonymous to the actual one.

There is no denying the fact that candidates have more choices than before. Candidates are as wary of their social image as much as recruiters and companies.

How to get there?

Step 6: Always ask for feedback

A survey can be a great way to keep a tab on experiences that you are offering to candidates post screening stage. The gesture of seeking feedback from a candidate itself uplifts the experience and makes candidates feel that their inputs are valuable.

How to get there?

Step 7: People

How much so ever you automate, a recruiting process is far from being devoid of human interactions. Ultimately, the people behind the technology will come out and they will always have strong and lasting impression or impact on candidate experience. As it is rightly said, **behind every resume there is a human being and a story.** With so much automation, this personal connect/ touch is lost to a great extent.

Each job seeker expects to be treated with respect, but for a recruiter with technology, the candidate becomes just an entry of his database. So recruiters, do keep in mind that each interaction of yours is impacting candidates experience and can impact your organization.

Conclusion

Times have changed and candidates have an upper hand in the market now. They are always seeking right opportunities and so are organizations. The quest is not to hire top talent but the right one- one that aligns with your growth objectives.

So do make sure that you do not lose a right candidate because of a negative experience, which you could have avoided.
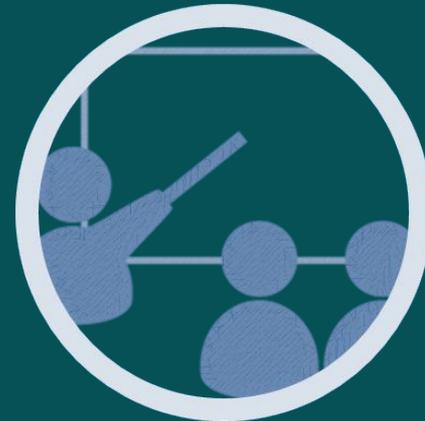
About Us

TargetRecruit is the most innovative talent management platform with an ecosystem of customizable apps — that gives your business operations just what they need, to be efficient. Built on the Salesforce platform, TargetRecruit modernizes recruiting cycle from front to back office. TargetRecruit is listed in the Inc. 5000, Gartner's Critical Capabilities Report and Market Guide for Service Procurement Solutions.

TargetRecruit strives to build a stronger society by strengthening moms via *Mom Relaunch*- an initiative with a mission to bring moms back to workforce- specializing in HR & IT.

For more details visit www.targetrecruit.net