# The Candidate Experience

# What is Candidate Experience?

Hireology

# Candidate Experience

- How job seekers perceive an organization's recruitment process

- This includes everything from initial sourcing, recruiting, interviewing, hiring, and even onboarding

- The interaction that a job seeker has with an organization will set the tone for their whole experience

- Recruitment is a <u>sales process</u>
  - Do candidates want to buy from you?

# Let's consider a scenario

- **Tom applies for a job**
  - A few weeks later, he hears from the company and a phone screen is scheduled
  - Phone screen is short and information given about the company/role is vague
  - Nonetheless, a couple more weeks go by and he hears back about an in-person interview
- **Tom arrives on site, he waits for 20 minutes in the lobby**
  - **Tom is quickly walked through the office to a small interview room**
  - **Interview is long, lines of questioning are repeated and drawn out**
  - **After the interview, Tom is thanked for coming in and walked out**

- **Weeks go by again....Tom never hears back from the company**

# What was bad about that experience?

# When a candidate's experience goes bad

What was wrong with that?  <u>A LOT.</u>

- It took weeks to hear after applying

- Phone screen was short, company/role information vague

- Timeline isn't given before ending phone screen

- Weeks go by again

- On site experience is not good, waits to be interviewed, not given a tour

- Interview is long, daunting

- Timeline still isn't given for making a decision

- Communication ends

# When a candidate's experience goes bad

- **Research carried out by Talent Board shows that:**
    - **33% of candidates that have a poor experience will share it on social media**
    - **41% of candidates that have a poor experience will lose interest in employment with the organization**

- **CareerBuilder conducted a Candidate Experience Study in 2017 and found:**
    - **4 out of 5 candidates (78%) say the overall candidate experience they receive is an indicator of how a company values its people**
    - **83% of candidates say that setting clear expectations from the start of a hiring process would improve their experience**
        - **53% of job seekers want expectations explained in the job description**
    - **The #1 frustration throughout the hiring process is lack of response from employers**

- Get the CareerBuilder 2017 Candidate Experience Study

# Candidate Experience

- A poor recruitment and onboarding experience makes for a difficult and confusing first 90 days of employment

- Often times turnover can be traced back to the initial candidate experience

- Over time, your attrition - gradual reduction in workforce due to resignation - becomes a growing issue

- All of this leads to a negative effect on your company's perception in the market and can hurt your brand reputation

Best Practices!

# *Catch their attention from the start*

- How do you not only catch, but keep the interest of the candidate?

- Incorporating company values, missions statements, and culture to all company collateral will help you solidify your brand

- The first step to recruitment & sourcing has to be nailing down your employment brand, which will funnel down through the entire hiring process

- Remember that the candidate experience begins from the moment you are sourcing - first impressions ALWAYS matter

- Job descriptions should be as brief as possible, while still maintaining messaging and fully describing the role

# *Catch their attention - Career Site*

- A detailed career site makes a good first impression and allows candidates to quickly and easily learn about your company

- Hireology's Career Site Plus product is a stand-alone website that showcases your employment brand and creates a lasting impression

- Career Site Plus integrates with your Hireology account to seamlessly post open jobs on the site

## *Application process*

- One of the most detrimental mistakes a company can make is not perfecting the job application

- Applications that are too short, too long, confusing, and/or unprofessional looking will make a poor first impression
  - *Job seekers will rule you out and not even apply!*

- Pro tip:  Add a custom field that explains what the next step in the process is!
  - Tell them the timeline and ask them if that works!

# Communication

*83% of candidates say that setting clear expectations from the start of a hiring process would improve their experience*

- Providing the timeline and process should be exciting
  - Continuously catch and hold their attention!

- This gives you the opportunity to describe how many interviews there will be, what format they are, and who they are with

- If there are any additional steps like testing, reference checks, background checks, etc., you should always let them know from the start -- NEVER spring it on them later

- As you are going through the process, what do you do when you don't want to move forward with a candidate?

# *Communication*

- Your Hireology account can be used to communicate with your candidates throughout the entire hiring process
  - You can email directly from your account at any point in the process
  - Default email templates are available and custom templates can be set up as well

- Suggested communication points are first reach out (email and phone), interview confirmations, and before any testing, references, and/or background checking is ordered for a candidate
  - It's imperative that communication is clear to the candidate that action will be needed from them with regards to testing, references, and/or background checking
  - Be sure to inform them that these are all handled in email format and they should be on the lookout

- Customizing a job offer template email adds a nice final touch to the hiring process

# POLL

# Listen to your candidates

- Communication goes both ways

- While going through the process, find out who they are and what makes them who they are
  - Interviewing is more than talking about work history and the current opportunity
  - What are their likes/dislikes, hobbies, etc.?

- Finding some common ground and creating a real bond with a candidate shows that you see them as more than just a number

- Discovering their priorities will help you decide if this truly will be a good fit - for you both

# *Provide feedback*

- Communication - it doesn't stop after the hiring decision

- If you didn't hire a candidate, be honest and tell them why

- One way to take this a step further would be giving them advice
  - If they are missing a skill or have an area to improve, it could greatly help to bring it to their attention

- Maintain a good relationship with the candidate, in case they could be a good fit down the road

## *Seek feedback*

- Communication - it still goes both ways

- Find out from your current employees how their hiring experience was
  - Where do they feel you can improve?

- Just as important as your current employees, you should seek feedback from those you do not hire
  - Implementing a survey could be a good way to do this

- Pay close attention to social media and review sites like Glassdoor and Yelp
  - Respond to feedback, both good and bad!
  - Adam Robinson, co-founder and CEO of Hireology, will still respond to social media reviews and invite all to reach out to him directly to continue any feedback discussions

# Feedback - Glassdoor

- Glassdoor is the second largest job site, following Indeed

- Has more than 40 million reviews for about 770,000 companies

- More than 57 million unique users visit Glassdoor monthly - both website and mobile application
  - Users can review companies, the interview processes, and even the CEOs

- Opening a Free Employer Account will allow you to post photos, share company updates, respond to reviews, and utilize analytics
  - Around 160,000 companies have Free Employer Accounts, which is only about 20% of the company population on Glassdoor
  - This is your opportunity to make your company stand out!

# How can you improve your experience?

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# Optimize Your Job Descriptions & Postings

# Job Descriptions

- Good hiring begins with good job descriptions

- Help you create a structure for hiring - your blueprint

- Clear information means an informed candidate with a higher interest

- Job title
  - Need to be clear, concise
  - Appeasing to the general public is key
    - Avoid internal lingo and extra terms in the title

# Job Descriptions

- *Key responsibilities*
  - Day-to-day tasks to complete
  - Painting the picture of what they will be involved in

- *Qualifications*
  - Describe experience and education needed
  - Any certifications, skills, softwares, etc., needed or desired

# Job Descriptions

- *Expectations*
  - Overview that includes immediate and long-term expectations
  - Define what constitutes excellent performance


- *Compensation and/or Benefits*
  - Showcase what is offered outside the paycheck:  health benefits, perks, culture
    - Don't be shy here, the more the better!


- *Direct report*
  - Call out which department this position is a part of, even if obvious
  - Helpful practice to list other departments that position will work directly with

# Reflect on Your Process & Interactions

# Reflection Time

- Be honest with yourself - do you communicate clearly?

- Are all steps on your hiring process clearly explained?

- Does everyone involved in the process stay consistent?

*Now is the time where you focus your process around communication and transparency, and commit to being consistent*

# Create a Candidate Lifecycle for Your Jobs

# Candidate Life Cycle

- The lifecycle should include every piece of the hiring process
  - Job description, when the job will be posted
  - How many interviews and what format
  - Who is a part of the hiring team
  - What is the timeline for interviewing, hiring

- It also includes your plan for staying in touch with the candidate
  - What does the communication loop look like?

- Finish the lifecycle with your feedback process
  - Get creative and remember to seek feedback as you give it

# Create a Structured Onboarding Plan

# *Onboarding*

- Now that you've made your hire, let's make sure they feel like a part of the organization!

- Ensure Day 1 expectations are clear and create a training plan
  - We partner with Clickboarding and Netchex to provide electronic onboarding & HR solutions
  - Clickboarding Onboarding through Hireology helps speed this process up through fully electronic onboarding of that "Day 1" information needed for a new employee

- Searching for and beginning a new job is one of the most stressful experiences in anyone's lifetime
  - It's your job to alleviate as much of that stress as possible

**2 in 5 candidates (40%) say in the past, they've experienced a lack of communication between when they accepted a job and their first day of work** (CareerBuilder 2017 Candidate Experience Survey)

# Questions