



CANDIDATE EXPERIENCE

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The candidate experience is defined as all the feelings, impressions and sensations of a candidate throughout the recruitment process. This includes:

- the organization's visibility (on specialized sites, social networks, on the Careers page of its website and in advertisements);
- the application (the form and the process);
- communications (pre-selection, exchanges, interviews and follow-up with successful and unsuccessful candidates);
- the onboarding of the new hire.

In today's fast-moving, competitive job market, the candidate experience can make or break your chances of attracting and retaining top talent.

If you create an exceptional experience for candidates, whether hired or not, you'll reap the benefits for future hires. To become a Champion, you need to consider the experience you offer candidates as a key element throughout the entire process.

- 66% of candidates believe that the best way for a talent-seeking employer to stand out from the crowd is through a smooth and timely recruitment process (source: ERE Media).
- 56% of candidates share their negative experience with others, and 77% share their positive experience (source: [*North American Candidate Experience Benchmark Research Report*](#), 2022).
- No matter how attractive the job offer, 1 in 2 candidates will turn it down if they are dissatisfied with their candidate experience (source: ERE Media).

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BENEFITS FOR NON-SELECTED CANDIDATES

The reality is that the vast majority of candidates are not going to be hired, how “non-hires” perceive your recruiting process may carry the most weight in terms of your employer brand and reputation. Negative candidate experience will cause 69% of candidates to never consider working for your organization again (source : talentboard.com).

Non-hires that were treated well are:

- more likely to apply again;
- more likely to refer others;
- more committed as a customer or admirer of your brand.

BENEFITS FOR SELECTED CANDIDATES

The best candidates have options. And they are evaluating you as well throughout the hiring process. The best candidate (that you ultimately want to hire) who experienced an exceptional candidate experience is:

- more likely to accept your offer (and perhaps even less likely to negotiate) In fact, A positive candidate experience makes candidates 75 percent more likely to accept a job offer (source : Echevarria, 2020);
- more likely to be excited to start;
- more committed as a new hire once they join.

In short, making a good job offer isn't enough. You have to pay attention to the candidate experience.

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11 TIPS FOR A SUCCESSFUL CANDIDATE EXPERIENCE

1. Optimize the application process

The operative words: **quick and easy**. Develop a simple Careers page that allows interested people to apply without breaking the bank. One or two clicks, on your site or on LinkedIn, should be enough. And don't forget to optimize for mobile browsing, as roughly a third of all job applications were made on cell phones in 2022!

2. Write relevant and powerful job postings

It's not rocket science. We've talked about it before!

3. Put yourself in the candidate's shoes

Empathy is the key to making them feel at ease in an interview, and therefore to obtaining the most relevant information about them.

4. Give candidates an overview of the recruitment process

Rule of thumb: people like to know where they're going. So take the time to explain the next steps in the recruitment process and situate them in time. As a bonus, it shows you're not improvising.

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5. Make sure candidates have shown their skills

There's nothing worse than being turned down after an interview where you don't feel you've conveyed everything you have to offer.

6. Follow up quickly and regularly

Nobody likes waiting and uncertainty, so don't hang around and say how long it will be before you make a decision. If the time comes and you still haven't made up your mind, let the candidates know. This is the bare minimum.

7. Thank candidates at every stage

Take the time to answer any questions they may have.

8. Give candidates your undivided attention during the interview

Phones and other interruptions are a no-no!

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9. Be open to giving and receiving feedback

Obviously, you won't be able to hire everyone at the end of the recruitment process. The feedback you give will explain your decision, and the feedback you receive will help candidates feel that their opinion counts, whatever the outcome of the recruitment.

10. Demonstrate your interest in a candidate

We still wonder who put it into the heads of employers that we shouldn't show a candidate that we like them, because frankly, we should! By telling a potential talent that you're interested in their application, you're fueling their fire for the job and helping to ensure that they'll continue to consider your position even if they were to receive an offer from another employer.

11. Keep in touch with all candidates

They'll like to know where they stand. You can use this opportunity to encourage them to keep in touch.

As the saying goes, you reap what you sow. So, plant positive candidate experiences to garner applications and, ultimately, the right talent for each of your posted positions.