

The Ultimate Handbook for Agency Recruiters on Candidate Experience



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Introduction

It's not anymore about sitting back and relaxing after shuffling candidates from one stage to the other. Believe it or not, recruiters have it tough!

Are your candidates interacting well enough with the entire hiring process? Is the interview process smooth enough? Is the job application too long?

Are you taking care of the small bumps on the road?

Today, these aspects are extremely significant when it comes to recruitment agencies. Your reputation on how positively you enforce candidate experience will make or break your company.

So, let's dive right in and understand what exactly does candidate experience mean in this handbook that we've put together.



What is Candidate Experience?

In a candidate-driven job market, a positive candidate experience is essential when it comes to attracting the best talent. How good or bad a candidate feels about your recruiting agency can influence their decision to apply for a job or accept an offer.

In simpler terms, candidate experience is mostly defined as how a candidate engages with your recruiting process.

There are several components that determine this. We have listed a few—

- The job application process
- Screening methods used
- The interview process
- Candidate feedback
- Onboarding process

Providing a bad candidate experience will not just affect your recruiting agency but also your recruitment brand.



Why is Candidate Experience Important?

Hiring talent is getting tougher with time and recruiters are focusing more on candidate experience because of the tangible benefits it brings.

Here are a few reasons why it's growing increasingly popular—

- Makes candidates more inclined to accept an offer
- Encourages employee referrals
- Better job application completion rates
- Positively influences your employer brand
- You can attract top talent and build a sustainable candidate pipeline
- Helps you build a stronger reputation in the market
- Will set you apart from your competitors
- A better Return on Investment (ROI)

Today, reviews and ratings are the most relied upon when a company wants to outsource its talent requirements or when a candidate is looking for a job change. Thus, if you end up providing a bad candidate experience, your recruitment agency will accumulate the worst reviews.

Starting from promoting your client company as a desirable place to work to laying the groundwork in providing candidate feedback if they are not selected for a role, it's the small things that add up.

Candidate Experience: 3 Key Components

1. Job Application

The first point of contact between a candidate and your recruitment agency is via the job application. Whether it's through your social media platforms or your careers site, a job application that is unnecessarily lengthy will poorly affect your candidate experience.

Ensure that the job application is smooth, short and to the point. Also, the [job description](#) that goes along with the application should be written appropriately.

Read more: [How to write the best job description and 50+ ready-to-use templates.](#)

2. Communication

Communication is by far the most noteworthy thing that candidates demand from recruiters.

Imagine a top candidate not updating you for days on a significant job role that you need to close within a stipulated time. How frustrating is that?!

It's the same on a candidate's end as well. How are they supposed to trust a recruitment agency that offers no communication?

Time and again, candidates keep mentioning how all they want from recruiters is better and prompt communication. Almost 63% state that recruiters don't update them adequately at all.

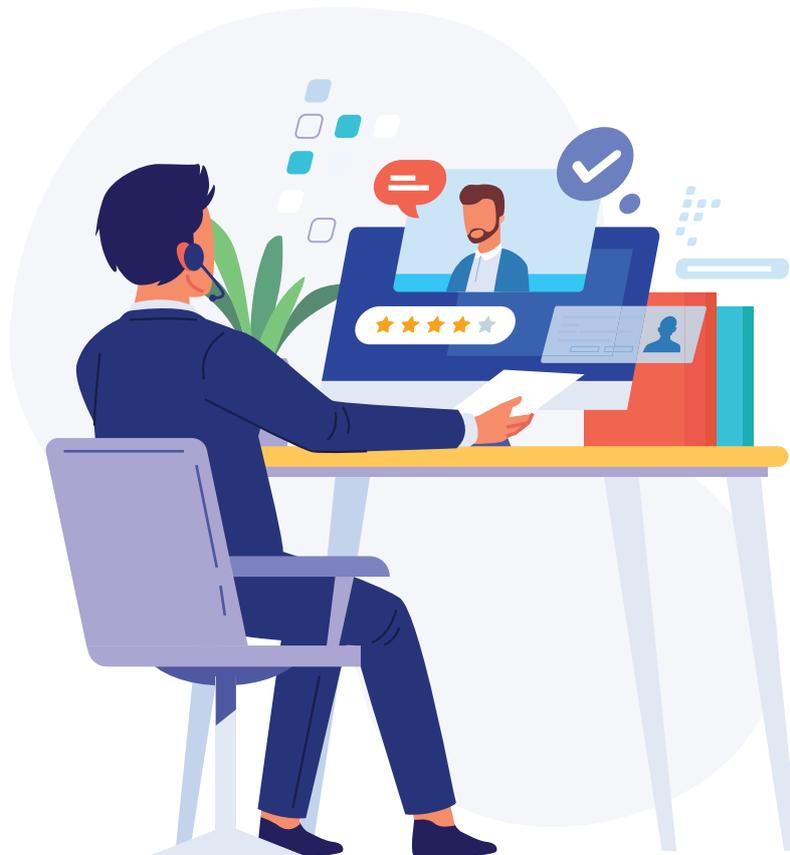
The best way to go about this would be to set up automated email sequences or a text message system that updates candidates on the latest developments regarding their job applications.

3. Interview Process

An interview process lets you know your candidates better and understand whether they're a good fit for the job role. Setting up a structured interview process is really essential in this case.

Talk to your hiring manager and set up a smooth interviewing process. Avoid repetitive interviews with different sets of people. It doesn't matter whether it's an online video interview or an in-person one, make sure you're respecting the candidate's time and informing them about what to expect.

Post interview, it's essential to give feedback. A delay in this process can negatively affect a candidate's experience with your agency.

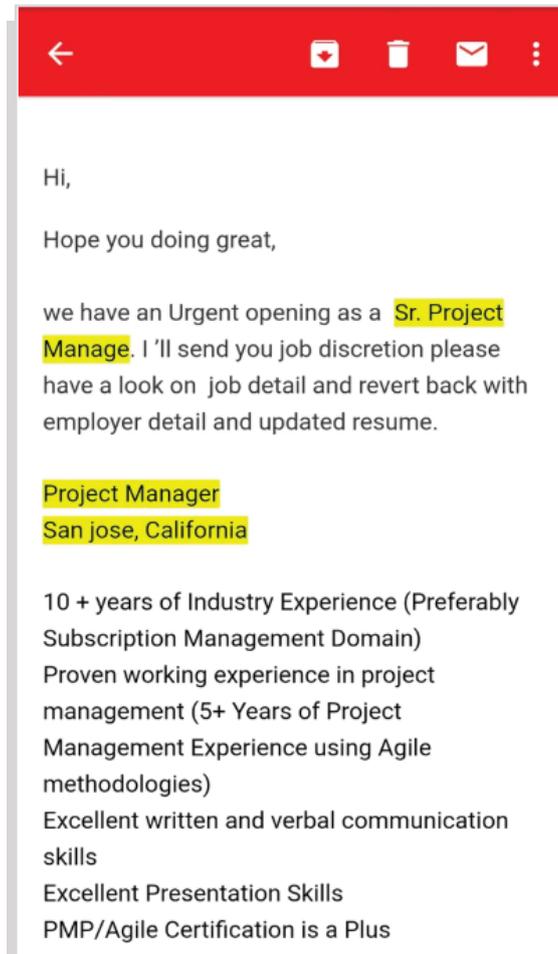


5 Simple Ways How Recruiters Can Give the Best Candidate Experience

Recently we came across a discussion on Reddit (an online discussion website), that was filled with bad experiences candidates faced while dealing with recruiters.

The subreddit (thread) is called **#recruitingHell**, you can check it out here: <https://reddit.com/r/recruitinghell>.

Here are Some Samples



Spelling mistakes completely kill a job description.

And another one...

↑ r/recruitinghell · Posted by [redacted] 1 day ago

4
↓

How do I get recruiters to leave me alone?

I have a job now, no longer in the market, how do I get recruiters to stop blowing up my phone and email?
I've removed the "actively looking" setting from LinkedIn, I've removed my resume and profile from Indeed, CareerBuilder, and Monster, and yet I still get tons of emails and calls...

19 Comments Share Save Give Award Hide Report 83% Upvoted

No candidate likes dealing with something like this! These mistakes are very simple to fix.

Front End Developer (Angular) at [redacted] ✕ 🖨️ ↗️

📧 Inbox x

[redacted] ... Thu, Dec 6, 2018, 9:10 AM ☆ ↶ ⋮

to me ▾

Hi [redacted]

[redacted] has an opening for a Front End Developer (Angular) in their Sarasota location. We thought you might be interested in this opportunity. To explore this further you'll find more details and the application instructions on the job details page below.

[Front End Developer \(Angular\) at \[redacted\]](#)

Have a great day.

[redacted]

If you would like to unsubscribe and stop receiving these emails [click here](#).

[redacted] Thu, Dec 6, 2018, 11:54 AM ☆ ↶ ⋮

to [redacted]

I'm uhh.. not sure how to tell you this. I'm the hiring manager for that position.

How did you not piece that together?

⋮

1. Approach Candidates With a Short & Professional Pitch

Candidates really don't like useless buzzwords like a ninja or a rockstar in a job description. If you're wondering where all those great ninjas are, they're probably skipping your job description!



Being pushy like this is another way to turn people off.



Candidates prefer to be approached via email because it can be checked at their leisure. We've created several [recruiting email templates](#) that you can use to approach potential candidates and clients.

Read more: [7 free email templates for agency recruiters.](#)

Make sure you're being accommodating of their time and are flexible with remote candidates especially during a time when travelling long distances for an in-person interview can be demanding.

2. Update Candidates on the Status of Their Application

Did a candidate apply for a job with your agency? Awesome! Now, you have a responsibility to—

- Send an acknowledgement message to the candidate either by email, phone call or SMS
- If there is a vacancy, let them know
- If the candidate is not a good match, politely reject them (we have an email template for this too!) Access here: [Sample rejection emails recruiters can send candidates.](#)
- If a candidate gets shortlisted, communicate the next steps in the process very clearly
- Help them be prepared about what's coming next

Updating candidates frequently about their status leads to a better candidate experience. Sending an email doesn't take a lot of time. If you use great email templates & have a good [Applicant Tracking System](#), you can allocate just 15 minutes every day to do this like a pro.

Also, there should be a dedicated person that a candidate can reach out to when they're facing any problems. Usage of chatbots on your website also makes a huge difference when it comes to faster communication.

Another great thing to do would be to be entirely honest about your timeline and help the candidate understand when to contact you back or a time period within which you shall reach out.



3. Write Great Job Descriptions

Six seconds.....

That's how long a candidate will take to read your [job ad](#)!

Poor job descriptions often lead to low numbers of quality applications. A poor JD is a massive red flag to the candidate and can be very damaging to your company's brand.

Writing appealing job descriptions is really simple. All you have to do is add the following items to your JD to make it look good—

- **Add a Clear Title**

Bad example – Tech Lead

Good example – Technical Lead – iOS Developer

- **Avoid Spelling Mistakes**

Spelling mistakes are nothing but embarrassments. They happen when you are in a hurry or fail to proofread, and that's okay. You can avoid spelling mistakes by using free tools like Grammarly.

- **Job Summary Needs to be Direct**

The summary doesn't have to be long. A few, high-quality sentences are enough for the candidate to make a decision.

- **Mention Job Duties**

These are the tasks an employee will be expected to do on a daily basis.

- **Skills, Qualifications & Requirements Should be Added**

Mention the skills needed to get the job done. If the job requires special certification, be upfront about it and prevent future heartburn.

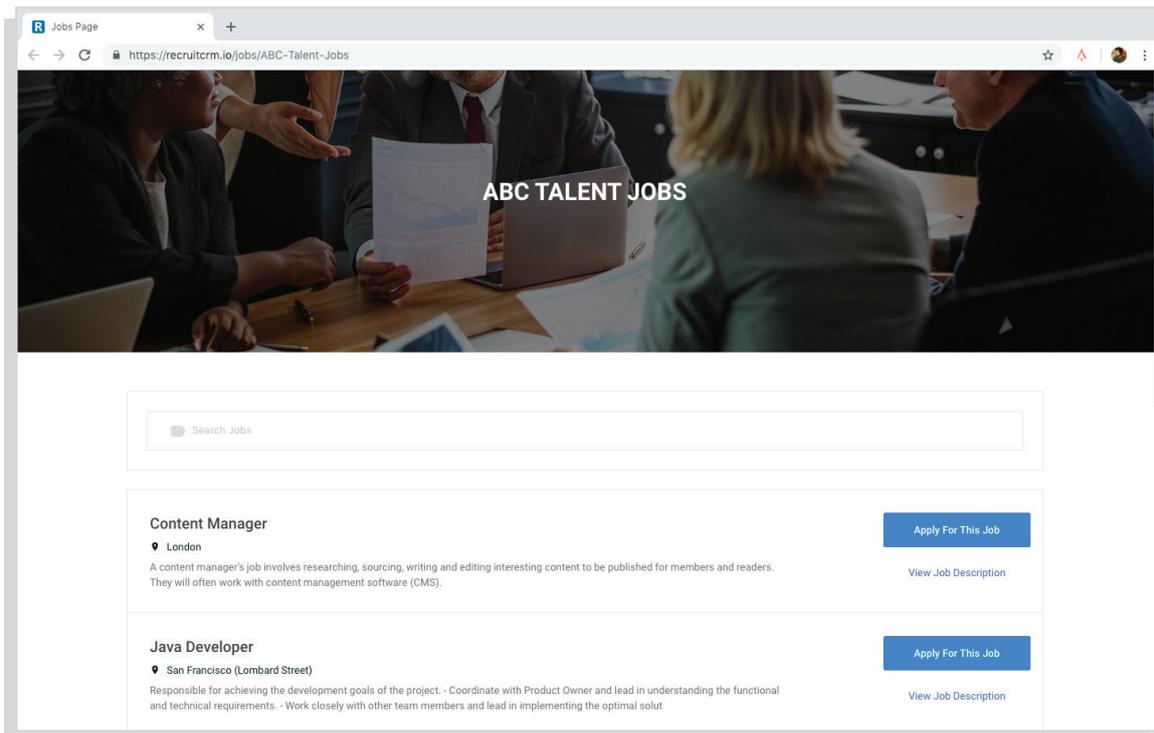
- **Salary**

This point is debatable but being transparent about salary is probably the best thing to do from the very beginning. If you're not mentioning the salary range in the job description, be honest with the candidate when they ask.

4. Easy Job Application Process

Make it easy for candidates to apply for your jobs. If you have a website then you must have a [jobs page](#) where you display all the jobs you have.

Something like this—



Be very clear about what you want the applicants to enter during the application process and do not make them include repetitive fields which are already present in their resume. Try to keep it within one page.

The entire job application process must also be mobile-friendly, especially when 90% of job seekers use their mobile phones to look for jobs.

5. Be Honest With Your Feedback

Just as much as it's important to give feedback to your candidates, it's equally important to be open to receiving feedback too.

Even if the feedback about a candidate is negative, make sure you are communicating it with an affirmative tone. Similarly, if you're receiving negative feedback, rather than focusing on the tone try utilising it constructively.

Send a brief candidate experience survey to the candidates at the end of the hiring process. This will give you the most well-rounded insight into the interview experience.

In addition, surveying every candidate will help your team to enhance and improve the recruiting experience.



5 Tools That'll Help Recruiters Provide the Best Candidate Experience

In this candidate-centric job market, providing the best candidate experience has become paramount in attracting and retaining top talent.

Candidate experience is an often overlooked but crucial aspect of attracting and retaining talent. Without a positive candidate experience, employers will miss out on high-quality talent in the industry.

In fact, according to [Glassdoor statistics](#), companies that took the time to develop a positive candidate hiring experience reported a 70% improvement in the quality of hires.

With the pandemic, a lack of face-to-face contact has certainly brought its challenges, but in its place, the benefits of using digital tools to enhance the candidate experience are on the rise.

As the battle for talent remains fierce, recruiters and hiring staff have to meet the growing expectations of candidates. To help you give a boost to your candidate experience, here are five different tools you should invest in.

1. Applicant Tracking Systems & Recruitment CRMs

Without a doubt, one of the most commonly used recruitment tools is an Applicant Tracking System. But did you know an [ATS goes beyond just streamlining hiring processes](#)? With proper usage of an ATS, agency recruiters can leverage this technology for providing the best candidate experience.

Here's how an Applicant Tracking System can benefit your approach to candidate experience:

- Automated communication facilitates timely communication with candidates
- Simplifies the application process
- Automation helps speed up the hiring process helping candidates move on to the next steps

Other than Applicant Tracking Systems, a CRM (Candidate Relationship Management) software is another excellent technological investment for boosting candidate experience.

A Recruitment CRM helps build and maintain a pipeline of quality candidates. Recruiters can nurture these relationships with candidates through personalised marketing and closely following their career track.

Overall, an ATS and a CRM allows recruiters to develop and execute a more efficient workflow, directly impacting the candidate journey.

For instance– Recruit CRM provides the highest-rated ATS + CRM software for recruitment agencies in the global market. You can [sign up for a free trial or book a demo](#) with one of our executives to check how it can help you in managing candidates better.

2. Text Analyzer Tools

A highly underrated aspect of attracting talent includes the structuring of job descriptions.

Ultimately, a job description is the first point of contact between you and the candidate. It is the first thing they are introduced to. With this being said, recruiters must ensure that they curate top quality, concise and inclusive job descriptions to attract a broad scope of applicants.

To help with this, a text analyser tool is the key to perfecting job descriptions.

As the job market sees an increase in [diverse and inclusive hiring strategies](#), a text analyser has become crucial for creating more inclusive and gender-neutral job descriptions, assignments, letters, and other necessary documentation. Ultimately this impacts the type of candidates you may attract for a job.

If diversity hiring and inclusivity are on your agenda, a text analyser is a must investment!

3. Online Interviewing Platforms

Since the pandemic, video interviewing and video calling tools have taken on a new dimension.

With an increase in [remote hiring](#), video interviewing is being touted as one of the most effective modern recruitment techniques for improving the quality of hire and cost-per-hire. This is evident in the growing number of video interviewing platforms on the market.

According to a Gartner survey, video interviewing tools have become so common that by October 2020, 89% of organisations said they were using video interviewing for recruitment.

Video interviewing tools are a great way to provide the best candidate experience as these tools efficiently help ease scheduling conflicts and reduce costs and hiring time.

In addition, with video conferencing and online interviewing platforms, candidates do not have to waste their time and resources in commuting which forms a positive impression in their minds.

In addition, for organisations that want to harness the use of the increasingly remote workforce, video interviewing and online interviewing platforms are vital.

4. Candidate Experience Analysis Tools

In order to provide a stellar candidate experience, the most critical step is to analyse your hiring process and measure the same.

This way, recruiters can get a deeper insight into what is working for them and how candidates interpret certain steps throughout the hiring process.

There are a few different ways recruiters can measure the candidate experience through candidate experience surveys or measurement through an analysis tool.

A candidate experience analysis tool can help accelerate interview productivity and [reduce bias in the hiring process](#).

Along with this, these tools can improve the quality of your hires through integrated assessments, structured feedback forms, and built-in scorecards.

Recruiters can also measure key recruitment metrics like time spent on hiring, offer acceptance rate, and interview to offer ratio. Moreover, many Applicant Tracking Systems help track key metrics and analytics throughout the hiring process.

This data can generate insightful reports that reveal bottlenecks in the recruitment process and ultimately help improve the candidate experience.

Recruiters cannot further improve the candidate experience without measuring and analysing key metrics of the recruitment process and factors that are driving a positive candidate experience.

Thus, make sure you are implementing the use of a candidate experience analysis tool.

5. Chatbots

In a perfect world, recruiters would be able to reply to candidates promptly. However, this is not always possible with the overwhelming number of applications hiring teams receive on a daily basis.

A foolproof solution to this issue is the integration of a chatbot.

With numerous advantages to using chatbots an overwhelmingly popular feature is providing fast and consistent feedback and status updates.

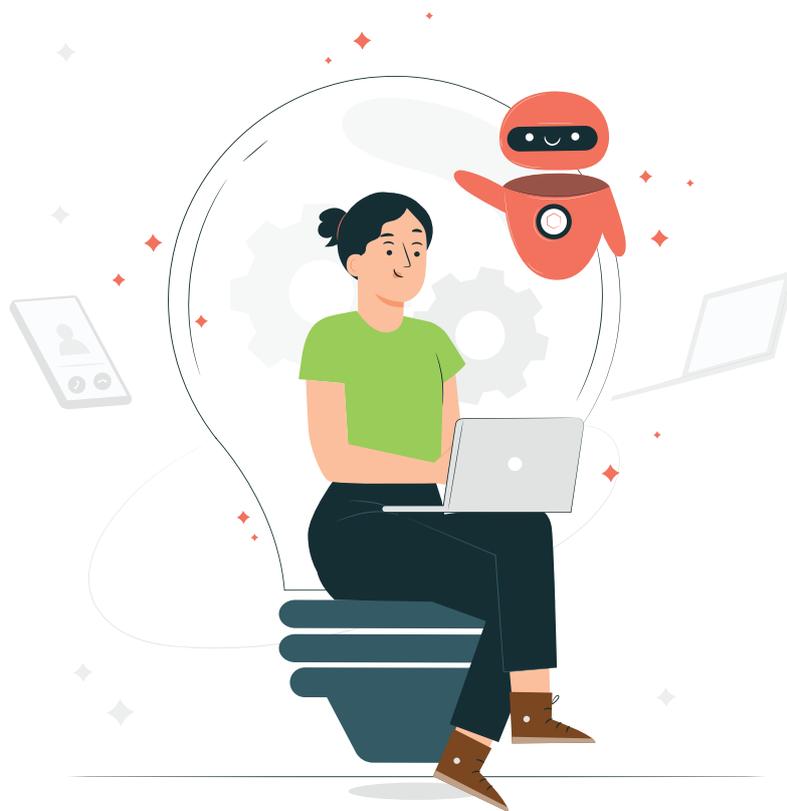
An intelligent chatbot can provide immediate feedback to a candidate, updates on application status, and it can be used to answer frequently asked questions.

Chatbots can also assist candidates in scheduling interviews, and they can answer pre-screening questions, which allow recruiters and candidates to save a huge chunk of their time.

According to a survey by Allegis, 58% of candidates are comfortable with chatbot assessment for answering pre-screening questions in the recruitment process, and 66% of candidates are okay with chatbots scheduling their interviews.

This proves that a chatbot is ideal for providing more consistent communication for the best candidate experience.

In the shrinking labour market, a typical candidate has evolved from being the seeker to being desired. And to attract these candidates, recruiters must take advantage of technological tools in this technologically advanced era of recruitment.



8 Effective Traits Recruiters Must Have for Delivering the Best Candidate Experience

A skilled recruiter is a valuable asset to organizations in all industries. However, to effectively attract and interact with candidates, recruiters must possess a specific set of recruitment skills besides their networking skills.

Here are a few traits recruiters must possess for delivering a stellar candidate experience –

1. Excellent Communication Skills

Many candidates often complain about a lack of communication from recruiters or employers, which is the main factor behind the candidate experience.

A recruiter's communication skills are usually the deal-breaker for providing a positive candidate experience.

In fact, [47% of candidates](#) never receive any form of communication from the organization they apply to, even past 60 days after applying. Therefore, strong interpersonal and communication skills are a must for every recruiter!

When communicating effectively with candidates, transparency and consistency are key. Make sure that, as a recruiter, you are able to deliver your message so that the other party understands it.

If a recruiter is not able to communicate clearly and consistently with candidates, it will negatively impact the candidate experience as communication is the foundation of a positive relationship or any experience.

Therefore strong interpersonal and communication skills are a must for every recruiter!

2. Effective Use of Phone/Video Calling

Recruiters spend 80% of their time in communicative tasks, including interviewing, meeting hiring managers and phone calling.

In addition to this, the pandemic has led to a significant rise in remote recruitment methods, including video calls and phone calls.

Therefore, the modern-day recruiter must be proactive during video calls and phone call scenarios. When conducting video interviews and phone calls with candidates, make sure you are following these best practices–

- Be transparent with candidates
- Provide a proper introduction and conclusion
- Communicate clearly and briefly
- Provide time to the candidates for any feedback or queries

Another aspect to consider during video conferencing and phone calls are technical issues and not to mention, behavioural cues.

Therefore, make sure you are aware of the technical issues that may arise and how to overcome them.

In addition, during video calls, make sure you are actively taking note of body language and facial expressions, which can provide insight into a candidate's psyche.

3. Active Listening

While it's important to ask the right questions when interviewing candidates, that isn't all it takes to conduct successful interviews.

It's also important to listen actively. Actively listening to candidates is vital in getting the information you need to make sound employee selection decisions.

Moreover, active listening isn't just an important factor for making important decisions; it also sets a positive impression on candidates as they feel that their voice is being valued.

Make sure you are actively listening to candidates by taking pauses to let candidates process the information and taking breaks to let the candidate speak.

Listening skills are critical for any recruiter or employer who conducts candidate interviews. Active listening is not only beneficial for recruiters in understanding candidates—it's the key to providing the best candidate experience.

4. Make a Good First Impression

As they say, the first impression is the last impression—and this is especially true when it comes to candidate experience!

Ultimately, a candidate's decision of accepting an offer more or less depends on their first impression of the company and the interviewer.

Even if a candidate isn't hired, it's important to set a positive impression as candidates are likely to share their positive experiences with their peers. Creating a good first impression can start before the actual interview.

You can do this by equipping candidates with details like the interviewer's name, what they should bring, the duration of the interview and anything else they can expect. Opaque communication and providing feedback also build a positive first impression.

Creating a positive first impression on candidates reaps double benefits. Firstly, you will find the right candidate for the job, and it will enhance the brand image of the company in the job market.

5. Practice Common Etiquettes

Just like in our day to day lives, practising common etiquettes can make a world of a difference when it comes to a positive candidate experience.

The best way to recruit candidates is to make them feel welcome and comfortable during the hiring process.

In addition, being courteous and positive can make candidates feel less stressed.

Make sure you leave enough room for candidates to communicate their experience and address any queries. As a recruiter or interviewer, make sure you are well prepared and punctual for the interview.

This shows that the candidate's time and efforts are valued. Always remember—a bit of common courtesy and professionalism can significantly improve the entire hiring process and candidate experience.

6. Be Informative & Understanding

As a recruiter, being understanding and showing empathy is also important for the candidate experience.

Being understanding is an essential trait as it helps match a candidate with an organization's needs. Being understanding helps recruiters get a sense of an organization's requirements and a candidate's ambitions.

This helps recruiters prioritize the roles that need to be filled and work with management to create hiring goals for the company. Most importantly—recruiters have to put themselves in others' shoes to better understand and connect with them.

In addition to this, recruiters must set communication expectations and provide consistent updates to candidates to keep them in the loop.

[According to LinkedIn statistics](#), 48% of candidates respond positively to receiving interview information ahead of time.

By being transparent with information, you'll show candidates that you value their time and are willing to set them up for success.

7. Nurturing Candidates

In a market led by passive job seekers, candidate nurturing is vital to an effective recruitment strategy and candidate experience.

Today's candidates require a more proactive and engaging approach to convert them into great hires. Nurturing candidates is a great way to make suitable candidates aware of your organization and engage with your employer brand, which helps deliver a better candidate experience.

With this being said, a recruiter who can effectively nurture their talent pool is a recruiter who will deliver the best candidate experience!

8. Multitask!

Recruiters will have to fill multiple shoes under a single role in a day's work. Recruiters have to fulfil the role of a marketer, a hiring manager, and more.

With so many tasks at hand ranging from cold calling, emailing, interviewing, sourcing and onboarding, recruiters must be ready to fill multiple roles simultaneously.

This helps recruiters stay connected and understand the entire recruitment cycle. Above all, this helps recruiters collaborate and communicate more efficiently with candidates—meaning a better candidate experience.



Everything You Need to Know About Candidate Experience Surveys

Did you know that **1 in 4 recruiters** asks for candidate feedback post-interview? How threatening is this number!

A positive candidate experience is essential to creating a flattering brand image for your recruitment agency.

Sending a brief survey to the candidates at the end of the recruiting process will give you the most well-rounded insight into not just how the interview went, but the whole procedure in general.

In addition, this shall also help you and your team enhance and improve upon the overall experience.

The clock starts the moment a candidate opens your **recruitment website** or sits to fill out a job application form.

While we have written in-depth guides previously on how to tackle this timeline, let's go ahead and understand what recruiters should do post-interview.



What is a Candidate Experience Survey?

Recruitment is not just about hiring quality candidates for your clients.

It's more about making sure you're marketing your open roles properly in order to attract the right set of applicants, the ability to establish your agency as a market leader, and providing both your candidates and clients with a good after-taste in their mouths.

If you're not creating a positive experience for your candidates, you're losing half the battle.

A candidate experience survey usually helps recruiters optimize their entire hiring strategy and improves the recruiting process for candidates. Such surveys are served to them usually at the end of the interview.

Data from a candidate experience survey helps recruiters in different touchpoints.

Starting from how they should improve their job application process to the kind of questions being asked in the interviews, this survey can help you make informed decisions.



When to Send a Candidate Experience Survey?

The only way you can understand how a candidate truly feels about your recruitment agency is via a survey.

A candidate experience survey is usually sent by recruiters at the end of the initial recruiting process or after the final interview stage.

Once the survey is sent, certain key performance indicators are measured. These KPIs are then analyzed by the recruiters to understand areas where there is still room for improvement.



What to Include in Your Candidate Experience Survey Form?

Before we go ahead and talk about the kind of questions you should include in a candidate experience survey form, let's set some basic rules around it.

- Not more than 10 questions
- Be direct, no dilly-dallying!
- You can go ahead and add a gift voucher for the candidates. For instance, Gartner usually provides incentives or throws in an Amazon gift card or any other discount coupon that'll actually interest users to review software on their site.
- Don't go for too many open-ended questions
- Keep it short and simple. Candidates will lose interest if the survey form is too long

NPS(Net Promoter Score) surveys have gained popularity in recent times. Such rating based questions will help you understand how a candidate feels about your recruitment agency.

However, there are disadvantages to such ratings-based surveys too. Sometimes it lacks context behind questions.

Ratings-based surveys usually come with a scale of 0 (wouldn't recommend this agency at all) to 10 (would definitely recommend this agency to everyone). Here are a few examples of ratings-based survey questions—

- How likely is it that you would recommend our agency to other job seekers?
- How would you rate the job application process on a scale of 0-10?
- How would you rate the interview process? 0 being really sucked to 10 being super fun.

On the other hand, statement-based questions allow candidates to write candidly about what they feel about your agency. Here are a few examples of open-ended questions—

- Were you communicated at every stage of the recruiting process?
- Where do you think our recruitment agency could improve upon?
- Were you guided properly before the start of the interview?

The best candidate experience survey forms usually have an ideal mix of both close-ended, and open-ended questions.

How to Create a Candidate Experience Survey?

1. Choose a Tool That Fits Your Needs

Using tools like Typeform and Google Forms, you can create online questionnaires that are simple and effective. Creating a survey form has never been easier, thanks to these applications.

2. Keep It Anonymous

It is a good idea to ask candidates what they think of your process, but there is no guarantee they will be honest. An anonymous survey makes it easier for candidates to give a candid opinion about the entire interview process.

3. Keep It Short & Easy

A candidate survey form should be very precise, specific, and brief.

Keep a combination of closed-ended and open-ended questions because candidates can quickly respond to close-ended ones without too much thought (e.g. multiple choice) but can better express themselves in open-ended questions (e.g. "How can we improve our hiring process?").

4. Send It to Every Candidate Who Went through the Interview Process

It's good to get feedback from your candidate, regardless of whether they were rejected or hired.

Sending the survey form to every candidate will give you different insights since every one of them may have not gone through a similar experience.

How to Use Candidate Surveys to Improve Your Candidate Experience?

1. Study the Answers

Look for patterns and trends in the responses to analyze and figure out the areas of improvement. It will help you get a clear vision of how to improve your candidate experience.

2. Combine All the Feedback Received From Different Sources

After the hiring process is completed, job seekers often write reviews on Glassdoor, post opinions on social media such as LinkedIn, or contact recruiters. Take a look at all the sources to get a thorough understanding of how candidates feel about your recruitment agency.

3. Work on Improvizing

Finding out what you're getting everything right and what you're doing wrong with your candidate experience survey is key to improving it.

After you've identified your strengths and weaknesses, the next step is to restructure your hiring process to provide an unforgettable candidate experience.

Free Candidate Experience Survey Questions & Templates for Use

Ultimately, your candidate's experience shapes your employer branding and offer acceptance rate.

To ease your task in creating the most effective survey, we've curated the best templates for use this year.



Template #1

1. What position(s) did you interview for?

2. How did you find our hiring process?

- Easy
- Challenging
- Clear
- Confusing
- Too long
- Boring
- Engaging

3. Did your understanding of the job description align with what you learned about the role during the hiring process?

4. How would you rate our communication with you during the hiring process?

- Highly engaging
- Consistent
- Lack of information
- Lack of consistency
- Average

5. On a scale of 1-10 (1 being the least likely and ten being highly likely), how likely are you to recommend [Your_company_name] to others?

6. How could we improve our hiring process?

Template #2

1. I found the interview process to be:

- Difficult to understand
- Fast and fluid
- Nothing special
- Other

2. Would you recommend others to our company?

- Yes
- No

3. Please rate the interviewers from 1-10:

- 1 - Unprepared and inconsiderate
- 5 - Neutral
- 10 - Communicative and engaged

4. Did our hiring process meet your expectations?

5. How would you rate your understanding of our values and culture?

6. Which area do you think requires improvement in our hiring process?

Template #3

1. What position did you interview for?

2. Please rate the following statement:

“My communication with the recruiter was prompt.”

- Always
- Most of the time
- Sometimes
- Rarely
- Never

3. How would you rate your understanding of the vacancy after the hiring process? Options:

- I clearly understood the position.
- I understood most parts of the position.
- I understood the basics of the position.
- I didn't understand most parts of the position.
- I didn't understand the position at all.

4. You would have performed better if you had received: Options:

- Detailed instructions
- Clarifications from the hiring manager
- More time
- I had adequate resources and time to complete the assignment
- Other (Please specify)

5. How likely are you to recommend [Your_company_name] to others? Options:

- Very likely
- Likely
- Somewhat likely
- Not likely
- Very unlikely

6. What else would you like to add about your experience with our hiring process?

Template #4

1. What position did you apply for?

2. Please state what you liked and disliked about our hiring process:

3. Please rate the following statement:
"My interviewer(s) were well-prepared."

- Strongly agree
- Agree
- Disagree
- Strongly disagree

4. Were you consistently updated?

5. Do you think you received adequate information and updates throughout the process?

- Yes
- No
- Somewhat

6. What do you think would make our recruitment and selection process better?

Template #5

1. Which position did you interview for?

2. Please rate the following statement:

"I was kept in the loop throughout the whole selection process." Options:

- Always
- Most of the time
- Sometimes
- Rarely
- Never

3. "I found the interview process..."

- Challenging
- Easy and smooth
- Boring
- Way too long
- Other (Please specify)

4. How well did we describe the role?

- Awesome, I understood everything
- It was okay. I understood the basics
- I didn't understand most of it
- Terrible, I didn't understand anything

5. Would you apply to [Your_company_name] again?

6. Please mention any hindrances you faced throughout the hiring process.

Template #6

1. Which position did you apply to?

2. Where did you hear about [Company_name]'s vacancy?

3. Which of these applies to our hiring process?

- Complicated
- Fast and smooth
- Boring
- Too long
- Other

4. Would you recommend us to a friend or colleague?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied

5. Was the application process user-friendly?

6. Is there any feedback you would like to provide?

Template #7

1. Which position did you apply to?
2. Would you encourage others to apply to [Your_company_name]?
3. Do you think our hiring team was well prepared?
4. Overall, how satisfied were you with our organization's recruitment and selection process?
 - Very satisfied
 - Satisfied
 - Neither satisfied nor dissatisfied
 - Dissatisfied
 - Very dissatisfied
5. Please indicate the extent to which you agree with this statement:
"I understood where I stood in the recruitment process."
 - Strongly agree
 - Agree
 - Disagree
 - Strongly disagree
5. Were you satisfied with the level of communication throughout the recruitment process?
6. What are the top 1-2 things we can do to improve our recruitment process?

Template #8

1. Which position did you apply for at our company?
2. What attracted you to apply to our company?
3. Do you think the recruitment process provided good insight into the company's culture and values?
4. Did our hiring team provide sufficient information to you throughout the hiring process?
 - Yes, I received sufficient information
 - No, I received little to no information
5. Did you feel valued at our company?
6. Where do you think we can improve our hiring process?

With these candidate experience survey templates, understanding your candidates will become easier than ever.

In addition, these questions can help employers step into the shoes of their candidates to understand how they can provide the best candidate experience.

If you happen to like these templates, be sure to share them with the rest of your recruiter friends!

Candidate Experience KPIs You Need to Start Tracking

Candidate experience has always been a top priority for hiring and recruitment teams.

That said, the current candidate-focused job market has pushed this even further into the spotlight.

Fortunately, in today's data-driven recruiting world, certain metrics can help keep track of your candidate experience.

Why Do You Need to Measure Candidate Experience?

Candidate experience is something that will be unique to all organizations.

So, something that works for you may not work for another organization.

To better understand your candidate experience, keeping track of Key Performance Indicators (KPIs) will help you optimize your recruiting efforts and talent acquisition strategies for the best results.

Candidate experience can be pretty subjective as it differs from company to company. However, recruiters can quickly gauge the most relevant data to improve their strategies with the right metrics.

Measuring candidate experience KPIs can help you quantify the efficacy of your recruitment process.

Along with this, KPIs use data to provide insights into how effectively you achieve your recruiting goals.

This data allows recruiters to make more informed decisions about allocating their resources and which stages to prioritize.

Of course, you want to choose the best KPIs aligned with your overall strategies and goals.

To help you get started, here are the top five KPIs you should keep track of.

1. Time-to-Hire

Tracking the length of time from application to offer is a classic recruiter KPI that is even more important for optimizing candidate experience.

Time to hire is often synonymous with “time to fill”; however, both are different.

The time to fill metric measures the number of days it takes from when a job opening is posted to when an offer is accepted. Time to hire measures the duration of when a candidate enters the pipeline until the candidate accepts the offer.

Measuring hiring time can help you identify weak spots in your candidate experience strategies and optimize them accordingly.

In addition, keeping track of your time-to-hire metric can help you understand how quick and efficient your hiring process is. Conversely, the slower your hiring process is, the higher the chances of your candidates losing interest.

Keeping track of your time to hire is also an excellent way to understand which stages of the hiring process are taking the longest, improving your productivity.

2. Interview-to-Offer Ratio

Interviewing can be highly time-consuming. If your interview-to-offer ratio is low, your investment is not paying off.

If this sounds like an issue you are facing, consider strengthening the candidate screening stage.

Moreover, the fewer candidates you have to reject after an interview, the better their candidate experience. Remember that a time-consuming and lengthy interview process reflects poorly on candidates.

Measuring your interview-to-offer ratio also ensures overall hiring efficiency, as this metric reveals how effective your recruitment process is. Consequently, more efficiency will equate to a better candidate experience!

3. Candidate Drop-Off

A complicated and lengthy application is a massive turn-off for candidates.

For example, [60% of job seekers have abandoned a job application due to its length and complexity](#). This figure speaks volumes about how important it is for recruiters to evaluate their application process for candidates.

The application stage significantly impacts the candidate experience, which is why tracking the candidate drop-off rate is crucial. Keeping track of this metric helps explain why candidates abandon their applications.

Tracking this metric works excellently by reflecting the bounce rate from your applications.

If your application process is not user-friendly, mobile-friendly, and takes way too long to complete, you are bound to face a high number of candidate drop-offs.

4. Offer Acceptance Rate

The offer to acceptance ratio significantly indicates an organization's candidate experience efforts.

A high offer acceptance rate results from good communication and a positive candidate experience. Without a doubt, a poor candidate experience will result in low candidate acceptances, which will negatively reflect on your employer brand.

Ideally, organizations should be aiming for an offer acceptance rate of at least 90%, depending on the seniority of the role and industry. To measure this ratio, divide the number of offers accepted by the number of offers.

An excellent way to tackle low offer acceptance rates is to understand why candidates turned you down. As a result, a positive candidate experience is the first step to persuading top talent to accept your offer.

5. Net Promoter Score

Net Promoter Score (NPS) is a common metric used to gauge customer satisfaction, but today, recruiters use this metric to track candidate experience too. In short, NPS measures how candidates rate their experience with your company.

Net Promoter Score sounds overwhelming to calculate, but we promise it's not.

To calculate this score, candidates are asked to rate their experience on a scale typically of 1 to 10.

- Candidates that give a rating of 9 and 10 are considered as "promoters."
- Candidates that give a rating between 1 and 6 are considered "detractors."
- Ratings between 7 and 8 are considered "passive."

The score itself is a number ranging from -100 to 100. If there are only detractors, your net promoter score will be -100. If there are only promoters, the score will be 100.

As a result, a positive NPS reflects that your promoters outnumber your detractors. An NPS at 50 or above is considered excellent. If the score is closer to 100, you have a majority of promoters.

Recruiters can only implement a compelling candidate experience strategy with the right data and metrics. Keeping track of these KPIs will provide detailed insight into the bottlenecks in your candidate experience.

With this data, recruiters can pinpoint precisely where they need to improve.

Once you have chosen which metrics to measure, set up quarterly or annual benchmarking reviews to reconfigure your candidate approach.

With a data-driven approach to recruiting, nothing can keep recruiters away from their goals!



Provide an Unforgettable Remote Candidate & Client Experience in Just 6 Steps!

With a drastic shift to remote work, businesses face the challenge of providing a positive experience in a remote setting.

In addition, staying on the same page with clients and candidates (remotely) can be challenging as well.

To help you provide a stellar remote candidate and client experience, here are six ways by which you can change your approach.

1. Foster a Positive Work Culture

In today's job market, candidates are treated as customers and to attract these candidates, fostering a positive work culture is essential.

Showcasing a positive work culture helps differentiate your organization from other competitors. Great company culture is the secret to a steady and successful business.

Employers today recognize the importance of work culture for high employee retention and other business strategies.

When organizations develop positive work culture, they achieve significantly higher organizational effectiveness, improving financial performance, customer satisfaction, and employee engagement.

[Research by Deloitte](#) has also shown the effectiveness of positive work culture on business success. Fostering such a culture is crucial for remote teams as it promotes togetherness.

In terms of candidate experience, work culture significantly affects candidates as [46% of job seekers](#) cite company culture as very important when applying to a company.

So the bottom line is– if you want to boost business growth and provide a positive [candidate experience](#), focus on building a favorable work culture.

2. Amplify Your Communication Processes

In a remote setting, communication becomes all the more critical.

[Amplify your communication efforts](#) by going above and beyond to meet the expectation of candidates and clients.

CareerBuilder reports that [47% of candidates](#) never receive any form of communication even past 60 days after applying. This leaves a massive opportunity for competitors to provide superior communication.

Recruiters can improve their communication processes by sending automated email updates or reminders throughout each hiring stage. Keeping candidates and clients informed about expectations is an excellent opportunity to engage with them.

Remote settings pave the way to misunderstandings in communication. Therefore, it's essential to be transparent and honest with your intentions right from the very beginning.

3. Invest in a Recruitment CRM Software

Any recruiter will know that a [Candidate Relationship Management](#) system is the best way to nurture existing relationships with clients and candidates and build new relationships.

Nurturing relationships is crucial for business growth and retaining top talent.

A [Recruiting CRM](#) software can help businesses increase revenue, manage their candidates and [recruiting sales pipeline](#), nurture leads, plan better [recruitment marketing campaigns](#), and run team performance and client service reports.

As for candidate experience, a CRM system helps you centralize, optimize and streamline your communication.

Read more: [How to use Recruit CRM as a client management tool?](#)

The better you know your candidates, the stronger your relationships will be with them.

In addition, recruiters can also easily keep track of previous and current candidates, making communication and [candidate sourcing](#) easier.

4. Provide Useful Resources

A remote experience is still something new for candidates and clients to process.

Recruiters can go the extra mile by providing helpful resources to candidates and clients about how the remote process will look.

Resources can serve as a huge bridge between the employer and candidates, creating a positive perception of your organization from day one.

Moreover, providing resources is especially useful for remote settings where candidates and clients may not know what to expect.

Recruiters can create a common resource for candidates citing important pointers including:

- What to prepare for
- The type of technological tools and equipment that will be used
- How the hiring process will look
- Who the candidates will be speaking with
- Major information about the organization

Apart from these pointers, don't forget to mention what candidates should do if they encounter any technical difficulties.

Technical difficulties are a prevalent barrier to remote settings. Recruiters can stay one step ahead by letting candidates know beforehand what they should do.

This simple step shows how your organization values its candidates and will go to any extent to provide a smooth experience for them.

5. Follow a Well-Defined Plan

Remote work settings can often feel disorganized and undisciplined. To create a more organized and productive work setting, make sure you have a well-defined plan.

A structured plan makes it easier to identify what needs to be worked on and achieved. More importantly, it will help your team stay on track.

The more structured your processes are, the more satisfied candidates and clients will be. Defining each step of the process will also help you stay prepared and establish a solid foundation that can be relied on.

With limited communication, establishing a structured plan with boundaries is the best way to provide an unforgettable experience to clients and candidates.

6. Make a Lasting First Impression

As they say, the first impression is the last.

The way you treat your candidates and clients from the initial stage will reflect your organization's values and ethics.

It doesn't even take the first interaction to make a lasting first impression!

Something as simple as an inclusive job description or social media post can create a first impression.

According to a study by CareerBuilder, [57% of candidates](#) research an organization's website before applying.

This makes it clear that your website's presentation is what sets the first impression, not just for candidates but clients as well.

Your recruitment website should showcase your organization effectively and be updated with all relevant information.

With this being said, it is clear that your organization's digital presence is a massive part of how candidates and clients perceive you in a remote environment.

Apart from this, basic etiquette and clear communication can go a long way in creating a positive first impression.

Read more: [A recruiter's etiquette guide to remote hiring.](#)

Positive Candidate Experience & Organizational Culture: How to Hire Top Talent & Keep It?

A candidate's experience from the moment they apply for a position all the way to when they accept or decline an offer is essential for acquiring and retaining talent.

A positive candidate experience influences how well a company attracts and retains employees by improving job satisfaction, morale, and employee retention rates.

In contrast, a negative candidate experience decreases engagement and leads to lower productivity.

Attracting top talent is hard enough. But retaining top talent?

That's a whole other story!

The majority of companies struggle with this issue, and it's a huge problem because the cost to replace a lost employee goes way beyond the cost of hiring them originally.

However, there are innovative employee retention strategies that'll help you maintain a positive candidate experience for all your future hires.

Here are some tips on how to overcome this challenge from today.

Why Employees Have an Edge in the Current Job Market?

Recruiters Are Hungry for Skillful Employees in an Employee's Market

Employers across numerous industries find themselves hungry for top talent, yet find it difficult to fill skilled roles due to a number of factors.

These factors include competition in the job industry, the high cost of hiring, talent shortages in various roles, and the impact of what has been dubbed the Great Resignation, wherein employees are leaving their jobs in droves.

In response to this growing issue, companies are re-evaluating how they're engaging with candidates and are shifting their strategies to attract and retain top talent.

According to [JobSage](#), there were more available jobs in August 2021 than at any other point in U.S. history.

The fact that talent isn't attracted by mere job openings alone is indicative of a major shift in employees' priorities for finding new career opportunities.

The onboarding process has become a critical component in attracting and retaining talent, especially with the widespread concern of talent shortages.

In today's job market, employees need to prove their value to employers, but employers need to prove their ethics and commitment to their employees.

In the tech sector, for example, many companies are trying to diversify their ranks, not only to show their commitment to social values but to increase their talent pool.

As companies diversify their talent pool, so does the overall job market favor the employee's ability to pick and choose their next employer.

The current job market is no longer a matter of employees competing for positions, but companies competing to simultaneously attract top talent and fill diversity quotas.

A company's social values in turn reflect on its employees, and working for a company that is known to have unethical practices may in fact prove to be detrimental to the employee's social life.

Numerous tech companies have landed themselves in hot water in recent years, due to CEOs making social media comments or company policies deemed insensitive in today's world. This has resulted in companies not only being boycotted or branded as morally bankrupt but also in losing top talent to competitors.

The Cost of Turnover in Today's Business Sectors

The cost of replacing employees doesn't just have a short-term impact on a company's finances, but a long-term impact on the company's ability to remain agile in the marketplace.

Losing top talent to competitors has a [severely detrimental impact](#) on the company's ability to stay ahead in the market.

Consider the talent shortage in the coding and developer candidate pool, and you can understand how losing skillful coders to companies with better pay and more opportunities can have a long-term impact on a company's ability to remain competitive.

It's not just about the money though, as a company's reputation is also a huge factor that affects the ability to hire skilled employees. An employer's reputation is considered to be the most critical asset a company can invest in.

Social media plays a huge part in today's job market, as employees can quickly and easily blow the whistle on unethical employers, leave negative company reviews, and bring a company's name into disrepute.

How the Great Resignation Has Impacted the Job Market?

[The Great Resignation](#) is not going away, and employees feel more empowered than ever to take their pick of employment opportunities because employment opportunities are a two-way street.

Top employees have the ability to move to an employer that can provide the best opportunity for growth and where they can be supported with the top-notch work culture.

The risk is worth the reward.

Employers coming from past generations may see this paradigm shift in the job market as being due to lazy, entitled millennials, but it goes much deeper into the heart of social values between generations.

While previous generations were sold on the American Dream of marrying young, buying a home with a white picket fence, and starting a family, the concept of the Nuclear Family has been eroded over time.

Millennials are no longer concerned with the American Dream and settling down young and raising a family, and instead are more interested in [establishing their own personal brand](#) and redefining the world to reflect contemporary values.

Many employer practices in the past have been deemed unethical today, and millennials are not afraid to strike out on their own and start their own online business or pursue full-time employment on their own terms.

An untold number of employees have heard from bosses that "a monkey could do your job", and millennials are calling the bluff.

Millennials demand a safe working environment and believe the world will be a better place if they work for an employer with the right values and work environment.

The businesses that will succeed in the future will be those that provide workers with a comfortable working environment, while still adhering to a fair pay structure and employment policies that support workers' personal values.

5 Innovative Employee Retention Strategies to Keep Your Employees Satisfied & Motivated

1. Create a Positive Environment for Growth

It's not enough to simply hire great talent, you need to develop them as employees.

A company with a clear focus on developing and nurturing talent will not only attract and retain top talent but will also have a reputation as a company that attracts and retains top talent.

Creating a positive environment for growth means creating an environment that fosters employee motivation and development.

Most employees today feel undervalued, underappreciated, and left with little room to grow.

In order to overcome these challenges, companies must create an environment that gives employees room to develop, allows for their voice to be heard, and provides them with the tools to succeed.

2. Offer Flexible Working Hours

Work-life balance is of critical importance to employees today, as employees no longer feel compelled to work tedious hours to bring home a paycheck.

These days, employees no longer want to be forced to put in long hours and deal with the stress of work-life balance. The rise of remote work has allowed employees to choose where they want to work, and in doing so, allows them to work from wherever they want.

This flexibility not only increases employee satisfaction but also leads to more efficient and productive workflows and [higher employee retention](#).

3. Make Them Feel Valued by Providing Regular Feedback

In numerous employee surveys, it's been shown that millennial employees want recognition, encouragement, and validation.

While they can accept constructive criticism on how to perform better, they also want to be praised when they do something right.

To give employees the validation they need, companies must provide regular feedback. Feedback provides employees with the opportunity to learn and grow. Feedback can be as simple as "Great job on that presentation", "Your Excel skills are amazing!", or as complex as "Your next project should include more numbers."

Feedback allows employees to keep their skills sharp, which ultimately leads to increased productivity and higher employee retention.

4. Give Them Tools to Perform the Best They Can

Investing in the best tools for workflow efficiency and productivity is an investment in your employees' abilities to deliver results.

Whether it's a top-rated CRM platform for your marketing department or an HR suite that makes it easy to manage payroll and benefits, these tools should be readily available for employees to use.

By providing your employees with the tools they need to perform at their best, you are also stimulating growth in your bottom line. As employees are able to manage tasks more efficiently, they are able to be more productive and handle larger volumes of work, without becoming overwhelmed.

5. Educate Them on How the Business Runs

When employees feel like they are simply working for a paycheck, they will put in the minimal effort required to get by.

However, by involving employees in the business's goals, you are giving them the motivation to grow as an employee.

When employees feel like they are a part of the company's direction and not wheels in a cog, they are more inspired to bring ideas to the table that can positively impact the company's growth.

Team meetings should be more than just a time to hear updates from the top. Employees should be encouraged to bring their own ideas to the table.

By empowering your employees to take charge of their own personal development, you are building their confidence and ability to take on new challenges, as well as making them feel like valued team members.

Let us know in the comments below, what are some of the innovative employee retention strategies you're implementing at your organization.



20+ Candidate Experience Statistics That Recruiters Need to Look into ASAP!

We've talked enough about providing a positive candidate experience and how it has become a crucial strategy to win the war of talent in today's competitive job market.

To help you optimize your candidate experience journey, here are some crucial statistics highlighting its importance!

20+ Key Candidate Experience Stats That'll Compel You to Take Action

1 72% of job seekers are likely to share their bad experiences online or with someone directly. (Source: CareerArc)

Candidate experience is crucial for employer branding!

In the age of social platforms, sharing an opinion has become easier than ever. A simple social media post or a review can showcase your organization's culture.

Conversely, providing a negative candidate experience will reflect poorly on your employer brand, putting you at a disadvantage to competitors.

2 70% of candidates do their research before applying to a company. (Source: LinkedIn)

A vast majority of candidates will study your organization before they apply.

Candidates will be looking at your website, LinkedIn page, reviews, and social media before submitting their application and resume.

Ensure your website and social media handles are up to date and contain valuable and relevant information for job seekers.

3 58% of job seekers had declined a job offer due to poor experience. (Source: CareerPlug)

A positive candidate experience is essential to attracting top talent in today's candidate-centric job market.

How a candidate feels about their hiring journey can significantly influence their decision to accept a job offer.

Moreover, with increasing competition in the job market, employers cannot miss out on talent over a negative candidate experience.

4 1 in 3 (32%) job seekers would not apply for a company that lacks diversity. (Source: Glassdoor)

Diversity and representation have become a hot topic in the job market in recent years.

Today's job seekers expect diverse and inclusive hiring practices from their employers; therefore, make sure you implement the best practices for candidates irrespective of their gender, sexual orientation, race, etc.

5 63% of candidates are dissatisfied with the communication from employers after applying. (Source: Talentegy)

Lack of communication often remains a common complaint by candidates. However, communication is a process that can easily be simplified and automated through an [Applicant Tracking System](#).

Automate your communication with candidates to keep them updated. This shows how your organization values each candidate.

6 Companies that took the time to develop a positive candidate hiring experience reported a 70% improvement in the quality of hires. (Source: Glassdoor)

Candidates who receive a positive candidate experience are more likely to be satisfied with an organization, increasing retention and loyalty.

Ultimately, satisfied new hires will be more productive, bringing better performance results.

7 60% of job seekers quit an application in the middle due to its length or complexity. (Source: SHRM)

Instead of long and complex applications, use brief questionnaires to optimize the hiring process.

In addition, make sure your application is mobile-friendly to provide a smooth experience for candidates. Talented candidates have plenty of choices in the job market, and they won't jump through hoops to apply!

8

83% of candidates say a negative interview experience can change their minds about a role or company they once liked. In comparison, 87% say a positive interview experience can change their minds about a previously doubted role or company. (Source: LinkedIn)

Candidate experience has the power to win or lose you great talent! Something as little as providing consistent communication and following basic etiquette can significantly influence a candidate's opinion about your organization. Keep this in mind the next time you interact with candidates.

9

81% of job seekers expect the hiring process to wrap up in two weeks. (Source: Yello)

A lengthy recruitment process is a huge pain point for candidates. There is an apparent mismatch between the expectations of the candidates about the length of the recruitment processes.

It's essential to manage these expectations by keeping candidates informed about each stage of the process. To keep candidates interested, keep them engaged through updates and even content through social media.

10

Only 42% of employers reach out to declined candidates with information on future job opportunities. (Source: CareerArc)

One of the biggest mistakes made by recruiters is neglecting their existing pool of talent. Instead of reaching out to new candidates for each new job opening, reach out to previous candidates who may still be interested.

Re-discovering old candidates will save tremendous time and bring better candidate quality.

11 82% consider employer brand and reputation before applying for a job, a 7% increase in the past five years. (Source: CareerArc)

As the job market becomes more competitive than ever before, job seekers emphasize a positive employer brand and work culture when applying to jobs.

Candidate experience and employer branding go hand in hand, so make sure you treat this with high priority.

12 56% of job applicants encountered a technical issue during the application process, and only 18.7% said they were offered help online via chat or feedback tools. (Source: Talentegy)

Remote hiring practices are being adopted as the new standard worldwide. It is essential to acknowledge the technical issues to implement remote practices effectively.

Provide the best remote candidate experience to your candidates by informing them of any errors that may occur and how to resolve them.

13 48% of candidates respond positively to receiving interview information ahead of time. (Source: LinkedIn)

All candidates expect clear and consistent communication to perform well. Being transparent with your candidates shows that you value their time and are willing to set them up for success.

Consider informing candidates about how the interview process will look, who they will be speaking to, and the duration.

14 **63% of candidates are dissatisfied with communication from most employers. (Source: Toolbox HR)**

Consistent and clear communication makes all the difference in providing a stellar candidate experience.

Recruiters can maintain communication by reaching out to candidates during each phase of the process—establishing a solid connection.

Take this a step further by providing guidance and resources such as a FAQ guide, technology checklists, and tips for interviewing.

This will set clear expectations and create a lasting impression on candidates.

15 **93% of job seekers would like to be informed about company culture, values, mission, and plans before accepting a job offer. (Source: Glassdoor)**

Company culture ranks as one of the top factors influencing a candidate's decision to accept a job offer—especially for the Millennial and Gen Z audience.

So it's clear that to attract up-and-coming talent, companies must build a community to convey their culture and values.

Recruiters can easily do this by sharpening your website and social media handles.

16 **53% of job seekers care more about the hiring process experience now than they did before the COVID-19 pandemic. (Source: CareerPlug)**

The pandemic brought many unprecedented changes to the workforce and changed the expectations of job seekers.

Today's job seekers demand more flexibility and remote options from employers when applying for an open position.

Traditional hiring practices will not be relevant with the changing landscape and cutthroat competition. Therefore, optimize your hiring process to serve the needs of candidates today.

17 **Nearly 25% more job seekers prefer live video interviews to in-person interviews. (Source: Forbes)**

Given the current situation with the pandemic, remote working practices have taken over traditional practices.

Moreover, video interviews eliminate commuting, save time and provide a level of flexibility, making them easy to conduct. With so many benefits to video interviews, now is the best time to replace traditional in-person interviews with this alternative.

18 **Candidates are 4x more likely to consider a company for future opportunities if provided thoughtful feedback. (Source: LinkedIn)**

Candidates are often left in the dark, which needs to change. Providing constructive feedback to candidates can be challenging, but sharing positive interview feedback can reflect well on your candidate experience.

After all, candidate experience is all about communication. Where communication lacks, so does your candidate experience.

19 **52% of candidates have to wait for 3 months or more on a response. (Source: Talent Board)**

If agency recruiters take more than 3 months to get back to candidates, it merely points out how they don't respect a candidate's time and effort.

The faster you get back to a candidate with feedback and the more streamlined you keep your communication, the better the candidate experience.

20 **65% of Millennials value company culture compared to 52% of people 45 and older. (Source: Glassdoor)**

Company culture is a vital factor for job seekers today. Unfortunately, many employees leave their current jobs due to a misalignment of workplace culture. For companies fighting for talent today, this highlights the importance of defining their values and representing their company culture.

21 **25% of the candidates receive no preparation at all before they come for a job interview. (Source: Talent Board)**

It's essential for recruiters to [prepare their candidates well before job interviews](#). It does not just leave a positive effect on candidate experience but also a lasting impression on your recruitment agency in front of your clients.

A negative candidate experience is just really an operations issue. If your recruitment agency is unable to streamline and automate hiring processes, you'll be unable to take care of your candidates properly.



About Us

Recruit CRM is an all-in-one software for recruitment and headhunting firms. We are on a mission to help recruitment firms grow faster with cutting-edge technology.

We help recruiters do everything from sourcing candidates on LinkedIn, sending emails, setting up interviews, reminders, collecting updated CVs and feedback from clients.

For the vast majority of users, we are the main tool they use to get work done every day.

We have customers in more than 80 countries across every continent on the planet and take great pride in being the highest-rated product in the recruitment software category across all major review boards, including Gartner's **Capterra**.