



Improve Your Recruiting ROI by Improving the Candidate Experience

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The Candidate Experience is Becoming *Increasingly* More Important



Social Media

Candidates share negative experiences across multiple platforms



Candidate - Driven Market

90% of agency recruiters believe that the labor market is candidate driven

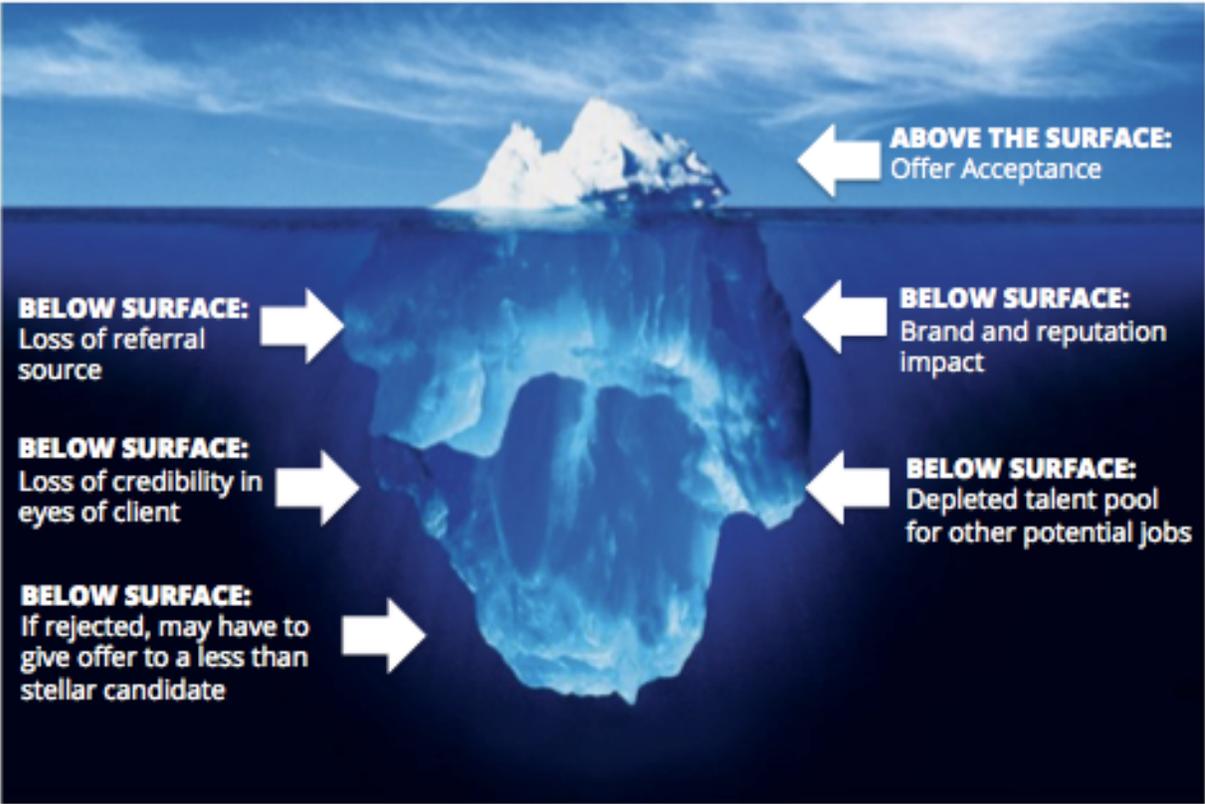


Costs

Increased focus on costs and ROI means firms can't afford to alienate candidates

Notes:

A poor candidate experience affects more than just the likelihood of offer acceptance:



Notes:

What Do Candidates Want from the Recruiting Process?



Timely Feedback

Everybody wants feedback; fewer than half receive it – even after interviewing



Transparency

Describe the process and timeline; provide accurate information



Progress

Delay is the #1 cause of rejected offers



Respect

Candidates expect firms to respect their time, experience, and interest

Notes:

Simple Steps to Improve the Experience



Clear Communication

Explain the process and send regular updates, even if it's just to confirm they are still pending



Interviews

Remind interviewers to be gracious, to leave time for candidate questions, to ask relevant questions, and to stay positive



Get Feedback

Solicit confidential feedback from your resident experts – your team and your agency recruiters



Information

Get details so that you can explain the role and why the candidate is a fit

Notes:

How to Effectively Measure Recruiting ROI



Surveys

Process candidates' evaluations to understand & track what works and doesn't work - remember, candidate experience is valuable



Quality of Hire

Determine a way to measure the caliber of candidates actually hired so you look at more than just raw dollars spent on recruiting

Notes:

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