Candidate Experience From End-to-End: What’s Your Weakest Link?
How Would Job Seekers Rate Your Candidate Experience?

Spoiler alert: Your candidate experience is probably worse than you think it is. What we have here — and in various other parts of the hiring process — is an experience gap between how employers perceive they’re faring versus how candidates rate their proficiency.

More than ever before, job seekers and employers are aligned in recognizing the critical importance of an end-to-end candidate experience. This recognition is a first step toward bridging the candidate experience gaps, but there is much work to be done to overcome the failures and frustrations that arise during different stages of the hiring process.
What’s Your Weakest Link?

Any business process is only as strong as the weakest link — and candidate experience is no different.

By understanding the complex perceptions, attitudes and behaviors of both candidates and hiring managers, you’ll be able to better identify and address where you fall short in your current process, which may be putting you a step behind your competitors.

Exclusive research and insights from CareerBuilder’s 2017 Candidate Experience Study\(^1\) will show you what your peers and competitors have identified as shortcomings in their process, illustrate the role of technology to help improve your process, and provide tips to make things easier for both you as well as prospective employees.

\(^1\) CareerBuilder partnered with an independent third-party (Inavero) to survey 5,016 candidates from the United States and Canada, as well as 1,500 hiring managers in the U.S.
Candidate Experience Matters!

As many as 4 out of 5 candidates (78 percent) say the overall candidate experience they receive is an indicator of how a company values its people.

The lines between the candidate and employee experience are blending — at least in the eyes of candidates, as 75 percent say their candidate and onboarding experience with a company is the first part of their broader employee experience with that company.

That’s why it’s all the more important to partner with technology vendors who are experts in end-to-end human capital management: so you can better manage and understand how to improve your candidate experience as well as employee experience.
The Process Leaves Much to be Desired

Only 1 in 3 employers have applied to one of their companies’ jobs to see what the process is like. Of those, nearly half (46 percent) say the process was “very good.”

Compare that to the mere 32 percent of candidates who rate their most recent experience as “very good.”

Understanding which stages of the job search/hiring process are the most frustrating for candidates can help you address these weak links in your candidate experience going forward.
Here's a side-by-side comparison of the stages candidates say hurt the candidate experience overall, based on recent experience, compared with what employers think is most likely to cause a poor candidate experience.

Even though these percentages may appear to show slight differences, they are very large in terms of volume when you look at the stages together. Nearly 6 in 10 (58 percent) candidates report that the action and engagement stages hurt their experience the most, while only 43 percent of employers see these stages as the most likely to contribute to a poor candidate experience.
What Can You Do to Improve the Overall Candidate Experience?

Start by setting expectations so candidates don't feel like they're left in the dark.

Most candidates (83 percent) say it would greatly improve the overall experience if employers could set expectations by providing a clear timeline of the hiring process.

Make sure to communicate regularly. After all, the No. 1 frustration during the overall job search is the lack of response from employers (cited by 52 percent of all job seekers).

What do job seekers want?

81% of job seekers say employers continuously communicating status updates to them would greatly improve the overall experience.

How to set communication expectations with job seekers

53% of job seekers want them clearly explained in the job description.

33% of job seekers want an automated email sent to them after applying.
A Career Site Can Help Deliver an Optimal Experience to Curious Candidates

A considerable amount of frustration and negative experience is the result of a poor employer career site.

An employer’s career site is important for getting key information, according to 89 percent of job seekers. Does your career site offer up pertinent information to candidates?

Click here to put your career site to work for you and portray your employment brand to potential candidates.
An Applicant Tracking System Can Improve Your Overall Candidate Experience

In today’s growing HR software market, any candidate management system you choose should add hours back to your day and help with ongoing communication to ensure a better overall candidate experience.

An applicant tracking system (ATS) plays a key role in candidate experience management and improvement efforts. It is central in the two stages of the hiring process with the most reported frustration and negative experiences among candidates: action and engagement.

Organizations currently utilizing an ATS reported placing more emphasis on the candidate, employee and hiring manager experiences.

Click here to learn how an ATS can help you with ongoing communication, among other benefits, which will ultimately deliver a better candidate experience.

EMPLOYERS WEIGH IN ON ATS USE

78% of employers utilizing an ATS said that recruitment and human capital management technology makes finding great talent easier than ever.

Still, more than 1/2 of employers across all company sizes do not have an ATS; also, 68% of employers with fewer than 500 employees do not have an ATS.
As You Screen Candidates, They’re Judging You

Once the hiring process is in the finalization stage, one would assume the process would be seamless with minimal frustration, yet candidates are still reporting that they’ve had bad experiences at this stage.

Click here to find out how to keep top talent from talking to other companies while they wait to receive employment screening results — and thereby provide a better candidate experience throughout their journey.
How Does Technology Fit Into Your Onboarding and Human Capital Management Processes?

Similar to employment screening, once the hiring process is in the post-acceptance and onboarding stage, the expectation is for your process to be seamless and frustration-free for new hires – yet a noticeable number of candidates say this stage has not been ideal.

Because of this, 2 in 5 candidates (40 percent) say they’ve experienced a lack of communication in the past between when they accepted the job and their first day of work.

Click here to take advantage of this big opportunity for a quick win by enabling technology to play a role in your onboarding process.
Providing an Optimal Candidate Experience Should Be at the Core of What You Do

One in 4 employers (25 percent) says the amount of time it took to fill their last opening was too long. We get it: The hiring process takes time and has its ups and downs. But don’t lose sight of the plight of candidates.

Job seekers on average say it takes them about two and a half months — or 10 to 11 weeks — to find a job, from when the search begins to when they accept an offer. During this time, they spend just over five hours a week on average on job search-related activities.

Your job is hard — but so is the candidate’s. That’s why it’s crucial to understand how to improve your candidate experience — and technology can help you get there.

As much frustration as you face, keep in mind that it’s a trying time for candidates as well.

73% say that the job search process is one of the most stressful things in life.
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