

**BUILD A BETTER
RECRUITMENT BRAND:**

**11 Candidate
Experience
SUCCESS
SECRETS**



consultnetwork

XTREME RECRUITING. **X**PECT THE UN**X**PECTED.

Your FREE eBook

WITH THIS eBOOK...

- ✓ **Discover how candidate experience** can affect your company's bottom line.
- ✓ **Learn the 3 biggest mistakes** that companies make during the candidate lifecycle. (Plus, many smaller ones...)
- ✓ **Explore employment brand differentiators** and technologies that can improve your candidates' experiences.

READ ON...

INTRODUCTION



In my 18 years of agency and corporate recruiting, I've interviewed and coached tens of thousands of job applicants—and many have shared truly awful job search experiences. Indeed, hoards of disappointed and disgruntled job candidates (who are also consumers!) have VERY negative opinions of some of the country's largest organizations because of their experience as a job candidate.

Whether it's due to a misguided corporate philosophy, an HR management oversight or a hiring manager's power trip, these difficult and frustrating hiring processes tend to put off the best candidates in the talent pool, who don't believe in jumping through hoops to prove themselves worthy of consideration.

Read on to learn about the flaws in the application, interview and onboarding processes of some of the top Fortune 500 companies so you can avoid making the same mistakes. In fact, if you take advantage of even half of the secrets and strategies featured here, you're sure to build a better recruitment brand and gain a competitive advantage in your industry.

WHAT IS CANDIDATE EXPERIENCE?

can • di • date ex • pe • ri • ence

The emotional impression created in a person as they proceed through the process of seeking, applying, and being considered for a job.

At Consultnetworx, we also like to include the honeymoon phase—the first 90 days at a job—because this is a high turnover time when candidates are still forming impressions about the company, and not yet fully engaged.

3 REASONS WHY CANDIDATE EXPERIENCE MATTERS

- 1** “Top talent has no desire to work in a disrespectful organization with leaders who simply don’t care about the recruiting process.” – Forbes
- 2** In a CareerBuilder survey, 34 percent of job candidates said that their experience during the hiring process, whether positive or negative, affected their decision to take the position.
- 3** With every point of contact, employers have an opportunity to create brand ambassadors—people who will say good things about the company because of the way they were treated.

Check out the following 2 examples...

SATISFIED CANDIDATES SPEAK OUT

“...the truth is that I had other offers on the table, but I chose the opportunity with your company simply based on how well you all treated me.”



“It’s obvious that you all care about the candidate as much as the company you work for, and that’s very rare...”

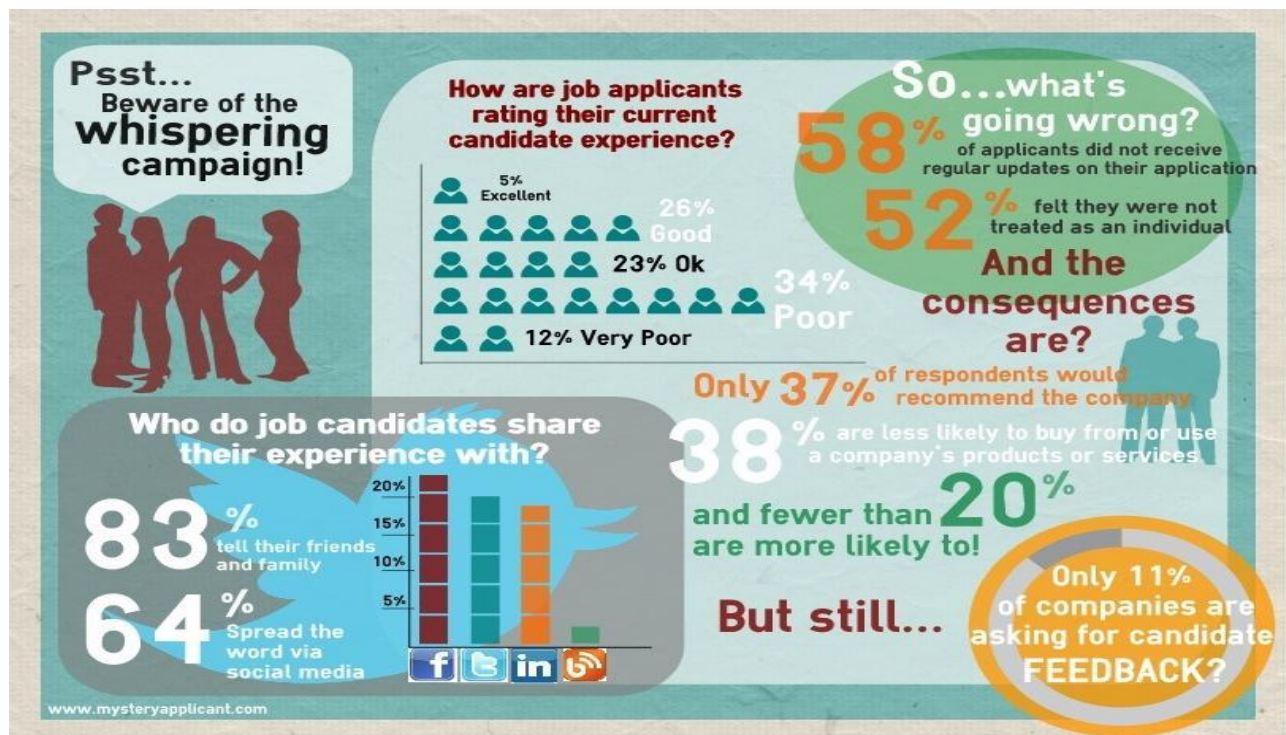


Morgan Hoogvelt, HR executive at Clear Channel Communications, received notes from two candidates who recently completed the hiring process, each with a different end result with his organization. Although one candidate received an offer and the other did not, both completed the process with a positive view of the organization.

Source: ere.net, Evaluate Your Candidate Experience, Dec., 2011

DISSATISFIED CANDIDATES SPEAK OUT, TOO!

Take a look at this Mystery Application Infographic



Source: mysteryapplicant.com

Frustrated job seekers are sharing their bad experiences with their connections.

Check out the **top 3 reasons** job seekers may be bad mouthing your company.

REASON #3: INCONSISTENT OR LACK OF INFORMATION



3

It's vital to **provide clear, consistent details regarding your company, the corporate values and mission statement, products or services, and, of course, the job description.** These points must be conveyed at every step of the process, by every person involved in hiring. And this communication should all start with the career website, where all of these points need to be addressed.

REASON #2: CUMBERSOME ELECTRONIC RECRUITMENT PROCESS



2

Another huge frustration of job seekers is the **online profile or data collection process**. Are your job candidates turned off by questions and applications that are redundant, time consuming or not user friendly? Does your applicant tracking system allow candidates to quickly and easily apply for multiple positions? (It should.) The candidate experience begins and sometimes ends at the data submission phase. Don't lose top talent because of a difficult application process.

REASON #1: LACK OF FEEDBACK AFTER APPLYING/INTERVIEWING FOR A JOB

Inbox (0 messages)

1

CareerBuilder's Applicant Experience study found 44 percent of candidates who didn't hear back from a company when they applied for a job said they have a negative opinion of that employer.

In a separate study, 32 percent of job seekers responded they are less likely to purchase a product from a firm who didn't respond to their job application.

Communication should be concise, consistent and kind. When is the last time your firm evaluated its feedback process?

6 INEXCUSABLE INTERVIEW BLUNDERS

- 1 Conducting interviews in stairwells and breakrooms:** If you can't provide a professional environment to conduct interviews, your candidates may decline further discussions with you. Would you blame them?
- 2 Conducting a lengthy interview without providing lunch or a restroom break.** If you're too busy to break for lunch or don't feel responsible for feeding job candidates, you are sending a very insensitive message. No matter how busy you are, always think about the impression you are creating!
- 3 Being unprepared to greet the candidate upon arrival.** Any candidate left waiting for more than 15 minutes has every right to get up and walk out.
- 4 Changing the location or rescheduling the interview without proper notice.** Large company campuses are hard to negotiate, especially for visiting candidates. Keep directions clear and concise and don't make changes without communicating them. When you sabotage their success at the interview stage, you are creating an immediate vibe of distrust and hostility between the company and the candidate. And if you fail to keep a phone or skype interview with a job candidate, apologize profusely!
- 5 Wasting the time of the interviewee.** Candidates left on hold or kept on the phone for an hour will be left with a negative impression of an organization. The same goes for phone call and email interruptions during the interview.
- 6 Demanding numerous call backs.** Everyone's time is valuable and it is insensitive to treat job candidates as if they are at your mercy. That's why every effort should be made to accommodate job applicants by scheduling multiple interviews wisely. There's never a reason to interview over three or more days, unless the position is very high-level. Utilize technology whenever possible and let candidates know you are doing everything you can to accommodate them.

BUILD A BETTER RECRUITMENT BRAND

It's a Fact

A frustrating application process, poor interview experience, and confusing onboarding period can be detrimental to your company's brand. If you're ready to attract and retain the hottest talent, it's time to build a better recruitment brand!



**Here Are 11 Surefire Candidate
Experience Success Secrets...**

SUCCESS SECRET #1:

Create Brand Love with a Warm Decline



Companies only hire approximately 3% of the candidates they attract so the majority of candidates will not be successful in the application process with your firm.

If every candidate is treated well during and **ESPECIALLY** at the conclusion of the process, they will all have the same warm feeling toward your brand that they had when they applied. (Or perhaps even better...)

Offering candidates a warm decline is a surprise sure to create brand loyalty! A warm decline can be a surprising competitive advantage in any industry.

SUCCESS SECRET #2:

Implement Technology to Gain Insight at Every Stage of Your Candidate Experience

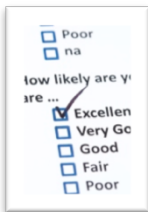


Where are the bottlenecks in your process?

Technology can capture and explore data on job post views, application clicks, email contacts, and other online activity of candidates.



What is influencing job prospects? From how compelling the job description is, to opting into your talent network, to what pages on your career site they visit, to social recruiting interactions—this data is all accessible through technology.



Was the candidate experience positive?

Why or why not? Survey candidates electronically and gain qualitative data! Only 11% of employers are asking job candidates for feedback in a survey.

SUCCESS SECRET #3:

Automate Scheduling

FastRecruiting.net

HOME VIEW BY POSITION APPLICANTS SEARCH/EMAIL ORGANIZER INTERVIEW RESULT REPORTS SETTINGS SUPPORT LOG ON

Availability setup
My Availability

MY AVAILABILITY
MY PROFILE
CHANGE DISTRICT

AVAILABILITY TYPE LOCATION

Phone Interview [Please Select] Personal Interview Phone Interview Costa Mesa

MONDAY

Start Time [Select] End Time [Select] Insert

From To Remove

AVAILABILITY END DATE

Available for the next 8 days. Save

AVAILABILITY OFF DATES

Off Date: [] [] Insert

Day Of Week Off Date Remove

TUESDAY

Start Time [Select] End Time [Select] Insert

From	To
<input type="checkbox"/> 08:30:00	09:00:00
<input type="checkbox"/> 09:15:00	09:45:00
<input type="checkbox"/> 10:00:00	10:30:00

Fast Recruiting's automated interview scheduling system enables you to stop playing phone tag with your top prospects, and get them scheduled for an interview quickly, easily and effectively. Some ATs have similar functionality already built into the platform.

SUCCESS SECRET #4:

Automate Your Feedback System

PepsiCo™ is one of several firms allowing candidates to view their status in real time. Other companies are installing systems that provide instant feedback to candidates, as they submit responses to online qualifying questionnaires. The web-enabled system stops the hiring process immediately if the candidate's response eliminates them from consideration, and the system then furnishes the candidate with a reason for the termination of the hiring process.



SUCCESS SECRET #5:

Automate the Background Check Process



HireRight Applicant Center Mobile provides candidates with an intuitive screening experience, enabling them to supply information, view the status of their background check, and access live help through their mobile device. Candidates can also receive text alerts and respond faster to requests for information, expediting screening and the hiring process.

SUCCESS SECRET #6:

Provide Interactive Job Previews

YouTube is a great place to feature a Virtual Job Preview. These videos give candidates a glimpse of the job responsibilities, the performance expectations, and the company's environment. By recreating vignettes of the job online, applicants can decide for themselves if they are well-suited for the position. Job previews also enhance a company's employment brand by adding a much-needed human element to the process.



SUCCESS SECRET #7:

Implement a Cross Platform Social Media Recruitment Program



Social media is vital to create more awareness of career opportunities. But more than that, it allows companies to promote corporate culture and enhance their brand. Above, [Fab](#) implements a Facebook promotion to drive applicants to their Career Page on LinkedIn. Campaigns must be strategic, HR must be responsive and content must align with legal and marketing directives.

SUCCESS SECRET #8:

Customize Feedback

ACE [Career Trait Profile](#) is calibrated with objective science to provide candidates with personalized information on how they can advance their careers. Candidates receive a report presented via text and video narrative that helps them understand their key traits, teaches them how to market themselves and offers advice for how they can better highlight their strengths.

Here's an example...

adjustments in timing or schedules

Enhance your Resume: Less

We have taken your strengths from above and provided a way to leverage in the content of your Resume:

"My ability to follow a plan and at the same time handle interruptions and changes to the plan allow me to be very productive. I am able to anticipate things that need to be done to accomplish last minute objectives and at the same time make sure that the details and specifics of the overall plan are being met."

In this example Cindy, you are 'highlighting' a unique strength that you have by pointing out how this has helped you be successful in previous positions. You can go further and point out how this strength as helped you achieve specific goals in previous positions to make you and the company more successful.

Your 'presentation' of yourself is more specific to you rather than just looking like everyone else's.

Career Trait: Tough Mindedness

- Cindy, you prefer to be in a position where you can utilize your tact and tolerant nature to be successful versus environments where you will have to deal with a great deal of conflict and confrontation
- You tend to believe things can be worked out and others will likely view you as pleasant and eager to cooperate
- It is important that your position allow you to gain access to strong leadership and direction versus those that expect you to direct others

SUCCESS SECRET #9:

Implement a Virtual Interview Solution



Every time a candidate interviews onsite with your firm, he/she is giving up valuable personal, vacation or sick time that is not being used for its intended purpose.

Today, live virtual interviews or on-demand, recorded interviews allow firms like yours to save time, money and natural resources while still maintaining a personal, authentic interview experience.

[GreenJobInterview](#) is a popular solution that can help your company provide a seamless and inviting hiring process, giving candidates an idea of what to expect in the future with your firm.

SUCCESS SECRET #10:

Follow a Discipline-Driven Interview Process

Many companies implement a formal training program that encompasses every contact person in the interview process. From the receptionists, to the recruiters, to the hiring managers, everyone must recognize the role they play on the front line of their firm's war for top talent.

It's also a good idea to provide a written overview for all interviewers and a brief refresher from time to time. Furthermore, HR leaders must stay up to date on new employment laws and legal interpretation of existing acts. Carefully planned questions and structure will ensure a positive experience for all candidates who apply.

You can also gain valuable competitive intelligence by visiting glassdoor.com where you'll read the feedback from millions of candidates who provide reviews on their interview experiences, including kudos, complaints and actual interview questions, all posted anonymously.

Glassdoor.com also provides you with a view into your firm's corporate blindspots. Frequently evaluating your own company's page provides insight into what people are saying about your recruitment brand.

SUCCESS SECRET #11:

Include Onboarding in the Candidate Experience

According to [Inc, Magazine](#), “depending on industry, turnover can be up to 20% in first 90 days of employment.”

There’s a high risk of losing recent hires and a poor onboarding experience gives the lost employee lots of opportunity to tarnish your brand. So advanced planning and thoughtfulness should abound in your onboarding.

Whether a firm has a formal, multi-pronged approach to onboarding or one that is less structured, at the very least offices or cubicles should be set up and passwords should be provided so that new employees can commence immediately. A “buddy” or mentor should be appointed to make all necessary introductions and provide support and information. Furthermore, benefits, enrollment and payroll documentation should be completed quickly.

Since committed, engaged employees are your best brand ambassadors, it is crucial that new hires are welcomed and assimilated into your organization quickly and efficiently.

THANKS FROM CONSULTNETWORX

Here at Consultnetworx, we pride ourselves on the positive experience we provide to our job candidates, whether they're permanent or consultant-based talent. Since launching our firm, we've been on a constant mission of re-evaluating our process and procedures to ensure that our actions align with our values.

Here are a few examples of OUR brand-enhancing candidate experience strategies:

- ✓ We blog candidate-related advice
- ✓ We survey our candidates immediately after they are hired
- ✓ We provide interview coaching to our candidates

Consultnetworx takes these steps not only to leave our candidates with a good feeling about us, but because they are personal, one-on-one touches that are at the core of our culture of caring.



All the best,

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