

# Make Candidates Feel Valued So They Don't Disappear During the Hiring Process



“Ghosting” is an unwelcome trend in the business world. It’s when candidates vanish without as much as a phone call before their first day on the job.

There are a few reasons why candidates might leave during the hiring process. According to [Indeed’s Ghosting in Hiring Report](#), there are five major reasons:

1. The candidate decided it’s not the right job
2. The candidate decided it’s not the right company
3. The pay offer wasn’t high enough
4. The benefits were not good enough
5. The candidate received another job offer

There’s no guarantee that every candidate will commit 100% of the time. However, there are strategies employers use that have proven to be effective.

Here’s a guide on communication strategies to make prospective candidates feel valued, increasing their likelihood of committing to the job.

# Ask Meaningful Interview Questions

Recruiters should be professional and engaged during each interview, genuinely trying to know more about candidates. Asking stimulating questions can spark a revealing dialogue that will benefit both the employer and the candidate.

**Hint:** Most candidates expect cliché interview questions; *“Where do you see yourself in five years?”* or *“Why do you want to work with us?”*.

These questions may seem fundamental, but if recruiters lean on them, it may give off the impression of simply going through the motions.

Instead, employers should ask specific, stimulating questions that show a thorough review of the candidate’s resume.

For example, *“I see that you were a [Position] at [company A]; what did you enjoy about that role, and what was challenging for you?”* or *“In your skills section, you listed interpersonal skills like [skill 1], [skill 2], and [skill 3]. Tell me how you’d bring these qualities to your daily projects.”*

Simple inquiries like these can lead to a more profound conversation with the candidate and make them feel like their experience and perspectives are valued.

# Maintain Regular Communication

Most candidates understand that checking backgrounds and references takes time. Employers should update candidates on how the process is going. Consistent communication is key. If candidates have to wait a month after the interview without a word, they will likely think they’re not a priority and become disinterested. They need to be assured that their time is valued.

**Hint:** Large companies likely have plenty of applications to work through. Setting up an email mailing system to notify candidates of status updates can be helpful. It doesn’t have to be extravagant; something as simple as a quick and easy email every so often can go a long way.

# Make Job Offers Personal and Detailed

Official job offers should make candidates feel welcome. Remember, this is the start of a long business relationship; starting on the right foot is essential.

Here are some tips for delivering a great job offer.

1. **Ensure it's timely** - Candidates are likely interviewing with other companies, so if a recruiter is serious about hiring someone, it's best to do it shortly after their final interview and as soon as the background check clears. The sense of urgency may impress upon the candidate that they're a top applicant.
2. **Call First**— Most candidates positively respond to phone calls. If they're unavailable, leave a message to call back as soon as possible. After that, email them detailed information on the job offer. Ensure to include contact information in case they have questions.
3. **State Reasons for Offering the Position**— Mentioning the experience, skills, interview responses, and quotes from references shows candidates that their application was considered on their personal merits and abilities. This personalized approach will let candidates know their unique talents and abilities are valued.
4. **Get an official response**—Employers should provide a reasonable timeframe for an official acceptance or rejection after the offer. This can be done over the phone or through an email.

## Discuss Salary and Benefits Early On

Inadequate pay and benefits are a top reason candidates leave during hiring. It's important to discuss this as early as possible. Ensure candidates thoroughly understand the base pay, benefits, vacation days, and valuable programs available to them as employees.

**Hint:** Employers should mention the salary range during the interviews, giving candidates an idea of what to expect before they go deeper into the hiring process. Allowing candidates to negotiate the salary shows them that their talents are valued and that the employer is willing to compromise a little to satisfy their needs.

## Improve the Hiring Process to Reduce Ghosting

The hiring process can be a foundation for a strong employer-employee relationship. Employers should focus on effective communication, transparency, and personalization

to create the best candidate experience. Employers will likely see more retention and satisfied workers if this is accomplished.

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