

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

Practical communication strategies that keep top talent engaged throughout the hiring process.



“Ghosting” has become an unwelcome trend in the hiring process. It occurs when candidates vanish—sometimes without as much as a phone call—before their first day on the job.

Several factors can cause candidates to leave during the hiring process. According to Indeed’s [Ghosting in Hiring Report](#), 78% of job seekers said they had ghosted an employer at some point prior to 2022. Here are five major factors that drive candidate ghosting:

1. Candidates accepted another job offer
2. Salary or benefits did not meet expectations
3. The job was not the right fit
4. Poor communication from the employer
5. The hiring process took too long

Of course, no strategy guarantees every candidate will accept a job offer. However, some strategies have proven effective for employers.

Here are several communication strategies employers can use to make candidates feel valued and increase the likelihood they accept the job.

Ask Meaningful Interview Questions

Recruiters should be professional and engaged during each interview, making a genuine effort to learn about candidates. Thoughtful questions can spark meaningful dialogue that benefits both employers and candidates.

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

These questions may seem fundamental, but relying on them too heavily can make recruiters appear to be going through the motions.

Instead, employers should ask specific 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.”*

Questions like these can lead to deeper conversations and show candidates that their experience and perspectives are valued.

Maintain Regular Communication

Most candidates understand that background and reference checks take time. Employers should regularly update candidates on the status of their applications. Consistent communication is essential. If candidates wait a month after an interview without hearing anything, they may assume they are not a priority and lose interest. They need to be assured that their time is valued.

Hint: Large companies likely have plenty of applications to work through. Setting up an automated email system to update candidates on their status can be helpful. It doesn’t have to be extravagant; a simple status update email 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 professional relationship, so 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 respond positively 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. Include contact information so candidates can ask questions.
3. **State Reasons for Offering the Position**—experience, skills, interview responses, and references shows candidates that their application was considered on their personal merits and abilities. This personalized approach shows candidates that 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

Inadequate pay and benefits are a top reason candidates leave during hiring. These topics should be discussed as early as possible. Ensure candidates fully understand the base pay, benefits, vacation time, and employee programs available to them.

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 salary shows that their talents are valued and that the employer is willing to meet them halfway.

Improve the Hiring Process to Reduce Ghosting

The hiring process can be a foundation for a strong employer-employee relationship. Employers should focus on communication, transparency, and personalization to create a positive candidate experience. Employers that prioritize these practices are more likely to see higher offer acceptance rates, stronger retention, and more satisfied employees.

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