



# HOW CANDIDATE EXPERIENCE IS TRANSFORMING HR TECHNOLOGY

**11 INSIGHTS TO HUMANIZE YOUR PROCESS**



**CAREERBUILDER™**

You may *\*think\** your candidate experience is top notch, but the scary truth is that you may be inadvertently scaring valuable candidates away. For instance, do you know what candidate experience *really* means to job seekers, or what an ideal application process looks like? Is it personalized enough? Where do your gaps lie? The good news: **You can use technology to your advantage to humanize the candidate experience.** It all boils down to how well you truly know your job seekers.

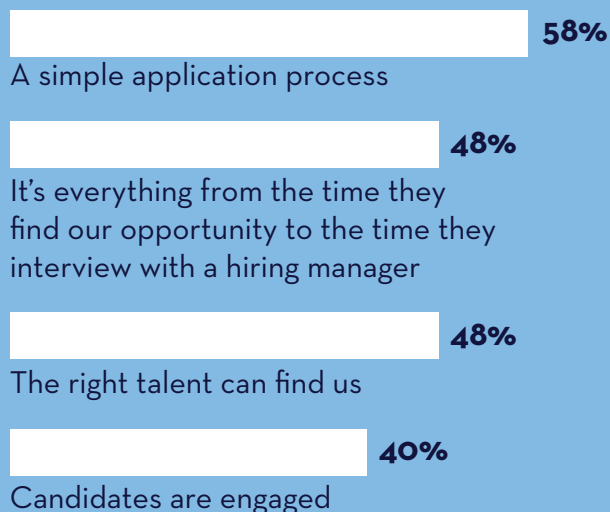
With nearly two decades of data under our belt, **CareerBuilder knows candidates better than anyone else**, and we're constantly evolving to ensure our solutions reflect what both candidates and HR professionals want. So, take a good helping of data and a dash of insights and start cooking up an application process that's ideal for both you AND your candidates.

# INSIGHT #1

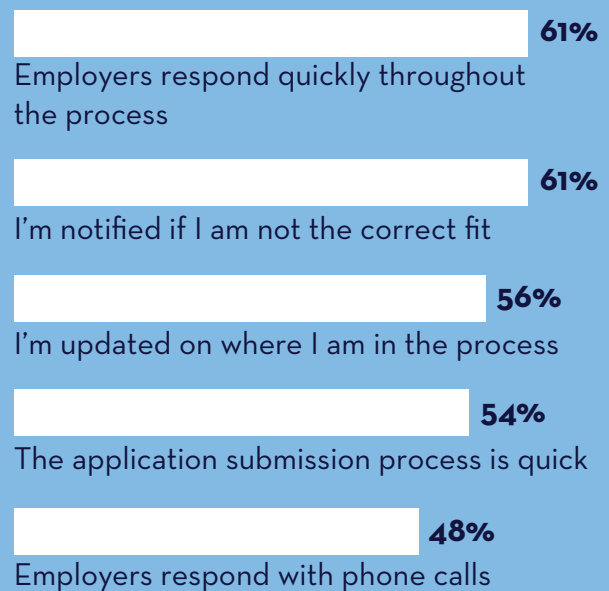
## HR TECHNOLOGY CAN IMPROVE THE WAY YOU COMMUNICATE WITH CANDIDATES.

Employers and job seekers aren't always on the same page about what candidate experience means to them. For employers, it's all about simplicity and the overall experience candidates have with them. But for job seekers, it's all about responsiveness and communication throughout the process. Give candidates what they want: Use technology to better communicate with them via auto-responses, provide email updates on their application status and allow them to see where they are in the process.

### WE ASKED HR PROFESSIONALS: WHAT IS CANDIDATE EXPERIENCE?



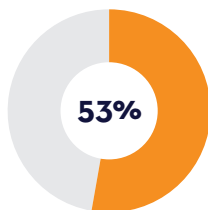
### WE ASKED CANDIDATES: WHAT IS CANDIDATE EXPERIENCE?



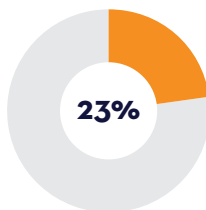
## INSIGHT TWO

### TODAY'S CANDIDATE IS DIGITAL, SO USE TECHNOLOGY TO BE WHERE THEY ARE.

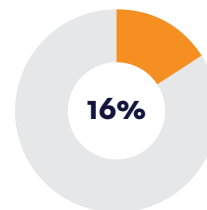
Job seekers may not know much about you at the start, but they are researching you and expect you to be where they are searching. We asked job seekers how they learned about a company prior to applying.



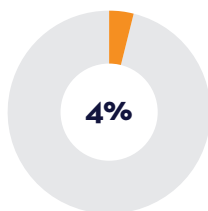
They didn't know about the company until they researched it during the job search



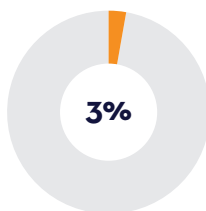
They personally knew friends or family members that worked for the company



They knew the company as a customer



They considered themselves an advocate of the company



They followed the company via social media online

Make sure you are using multiple resources to maximize your exposure to candidates earlier in the process.

# INSIGHT #3

## CANDIDATES WANT FLEXIBILITY WHEN APPLYING — MAKE SURE YOUR PROCESS OFFERS THIS.

Not every job seeker is looking to apply right away; some want the power to apply on their own time.



**NEARLY 2 IN 5 JOB  
SEEKERS SAID IT WAS  
IMPORTANT TO BE ABLE  
TO COME BACK LATER  
TO APPLY TO A JOB**

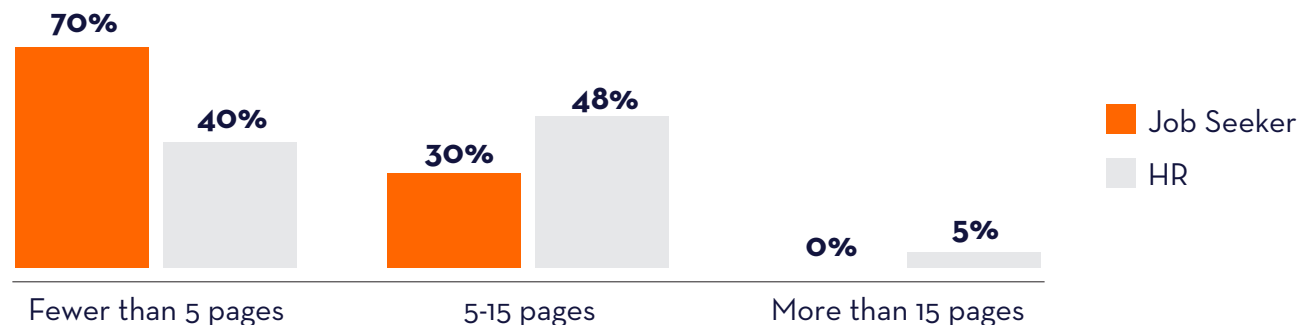
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Wondering how you can offer this? Consider incorporating a shortened lead form or talent network that allows candidates to leave minimal contact information. Right now fewer than 1 in 4 (23 percent) employers use a shortened lead form or application to allow job seekers to do this — leaving much room for improvement.

## INSIGHT FOUR

### WHEN IT COMES TO APPLICATIONS, SHORTER IS USUALLY BETTER.

We asked job seekers about the steps they wish for in an application process. See how they responded below – and how their answers compare to what HR says about what their own company’s application process is like.



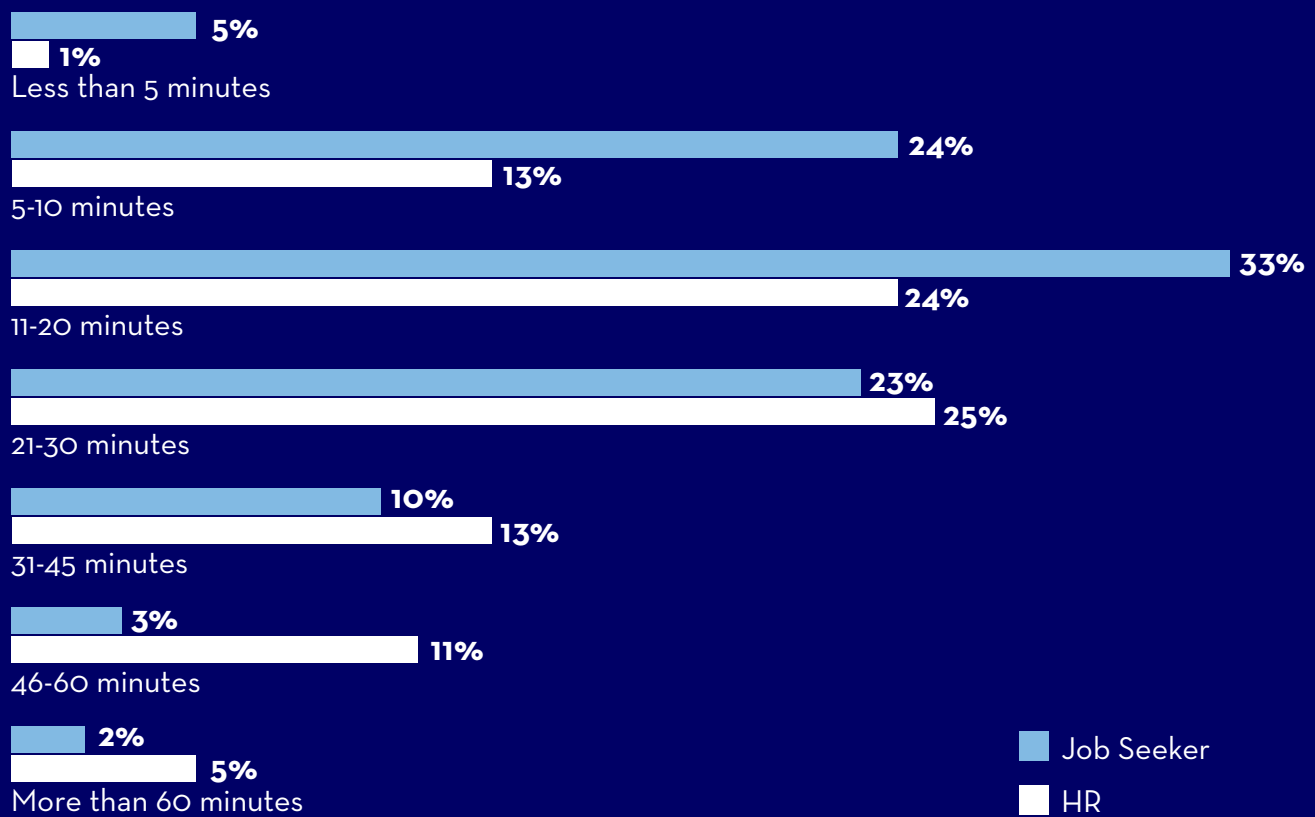
We know you can boast fewer application pages, but who’s to say you can’t squeeze tons of questions on a single page? The vast majority (83 percent) of job seekers wish for fewer than 15 questions, but right now only 53 percent of employers stick to fewer than 15 questions.

Consider using a shortened lead form and simplifying your application process by minimizing the number of pages and questions.

# INSIGHT #5

## TIME IS VALUABLE, SO TIME TEST YOUR OWN APPLICATION PROCESS.

Everyone knows that time is precious – but are you wasting your candidates' precious time? Take a look at your application process and see how you can shorten the time-to-apply for job seekers. Assess whether you need all the questions, determine which ones you can shorten, and see whether you can remove assessments or other aspects of the process. Most job seekers wish it would take them less than 20 minutes, but that's not what most HR professionals say it's like.



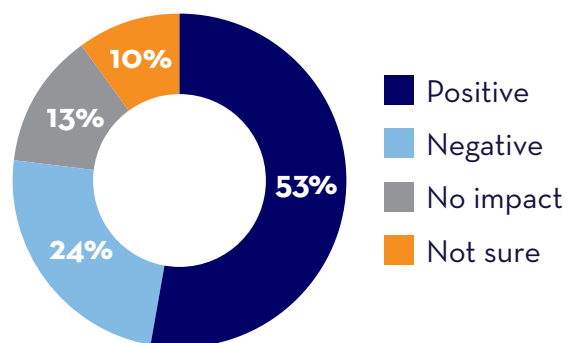


## INSIGHT SIX

### DON'T MAKE YOUR APPLICATION PROCESS YOUR FILTERING PROCESS.

Employers feel a longer process helps them weed out candidates and that only the best will survive, yet job seekers are less patient and will abandon an application if it's too lengthy or complex. Does this strategy *really* make sense? Be prepared to lose qualified candidates who know their worth and won't put up with the hassle, or consider adding screeners or filters earlier so job seekers don't get frustrated going through your entire process and decide to drop off.

When asked whether the length of their application process has a positive or negative impact on their ability to find candidates, this is how employers responded:



Some say it's **positive** because it weeds out applicants who aren't serious (37 percent) or only the best will make it through the entire process (1 in 4). On the other end of the spectrum, some thought it was **negative** because it frustrates candidates (1 in 5) and because potential candidates find other jobs (8 percent).

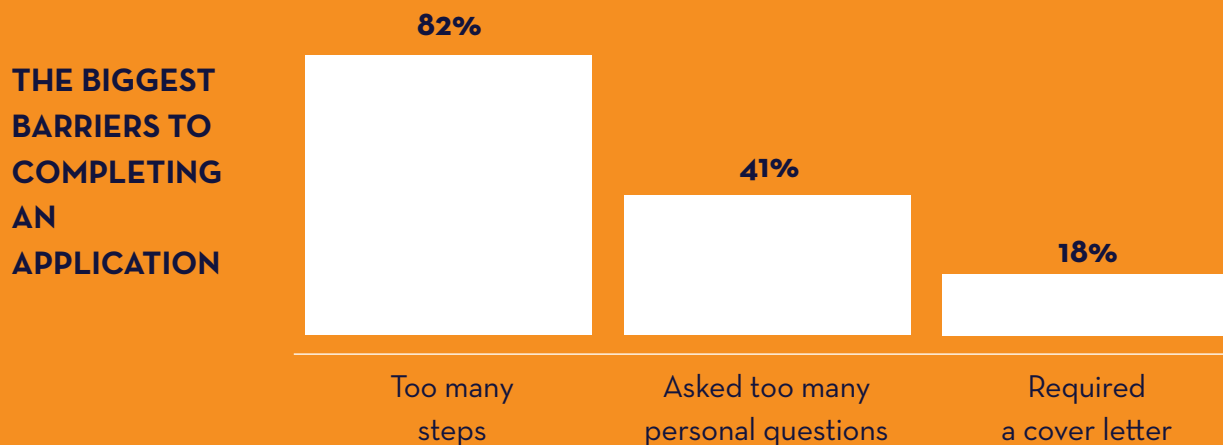


# INSIGHT #7

## MAKE YOUR PROCESS LESS TEDIOUS WHERE POSSIBLE.

Most (3 in 5) job seekers who have begun an application did not finish it because there were too many steps or it was too complex.

The biggest barriers to completion? The vast majority (82 percent) said there were too many steps; 2 in 5 (41 percent) said they were asked too many personal questions or assessments; and 18 percent said the process required them to submit a cover letter. Take another look at your application and identify questions or steps that you can cut to make the process less tedious without sacrificing how rigorous it is.





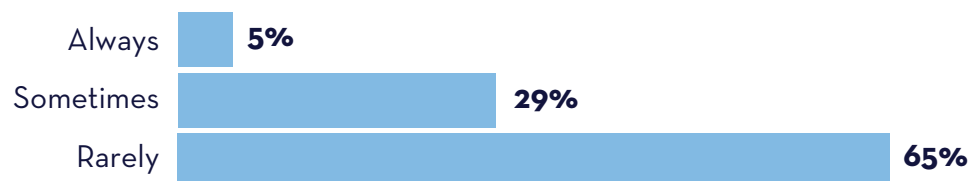
## INSIGHT EIGHT

### YOU MUST HAVE A MOBILE APPLICATION PROCESS.

Is it easy for candidates to apply to your company via a mobile device? Most candidates will not revisit your application process after abandoning it on a mobile device, so make sure that candidates can apply wherever your job posting appears online.

When we asked employers if they believe they're losing out on talented applicants because they don't have a mobile process, only 10 percent said "yes," while a whopping 90 percent said "no."

**LOOK AT THAT IN CONTRAST TO WHAT JOB SEEKERS SAID WHEN ASKED HOW OFTEN THEY'D RETURN TO A JOB ON THEIR DESKTOP AFTER TRYING TO APPLY VIA MOBILE:**



# INSIGHT #9

## MAKE AUTO-RESPONSES FEEL A BIT MORE PERSONAL.

Nearly 9 in 10 candidates expect some form of automated response, yet more than 40 percent feel the auto response is impersonal and 67 percent actually expect a personal phone call from a recruiter/hiring manager.



**67 PERCENT OF CANDIDATES EXPECT  
A PERSONAL PHONE CALL FROM A  
RECRUITER/HIRING MANAGER.**

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The latter may not be possible, but you can use technology in your favor to make responses feel as personal as possible. Auto-response isn't just a "nice-to-have"; today, it's a "must-have." Job seekers today expect a more personalized experience. Try to personalize auto-responses as much as possible by adding a candidate's name to the email, sending only during regular business hours, and sending more than just the initial "Hey, we got your application" email.



## INSIGHT TEN

### UNDERSTAND YOUR CANDIDATE EXPERIENCE FIRSTHAND.

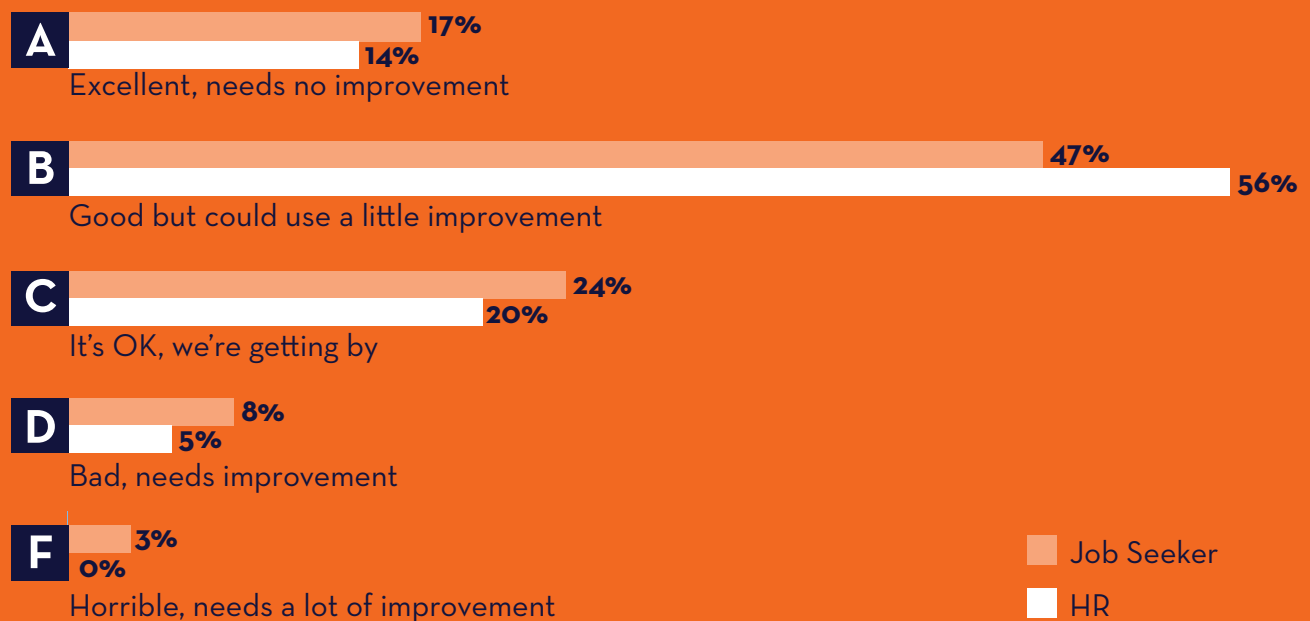
Employers are beginning to realize the importance of candidate experience after having walked through it themselves. **If you are among the two-thirds (63 percent) who have reviewed their own process to see firsthand what it's like for candidates, kudos to you!** But if you're among the other one-third (37 percent) who haven't, careful – you're in the minority. You need to step it up by understanding what candidates want and how your process aligns.

Of those who walked through their own process, half felt it met their expectations and half felt it needed improvement. How would you know unless you tried?

# INSIGHT #11

## A LITTLE EFFORT GOES A LONG WAY.

Employers and job seekers both agree that the process needs to be improved, but by how much? We asked each group how they would rate their candidates' experience with their organization. Here's what they said.



**Good news:** Expectations are not terribly high, which means it isn't that hard to excel at candidate experience. All you need to do is use technology to simplify and humanize your process – using the tips we've provided in this e-book– and you'll be well on your way to revolutionizing your process.

# WANT TO FIND OUT MORE ABOUT HOW YOU CAN REVOLUTIONIZE YOUR CANDIDATE EXPERIENCE?

Get the full story at [www.careerbuilder.com/candidateexperience](http://www.careerbuilder.com/candidateexperience)

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## ABOUT CAREERBUILDER®

Recruiting is complicated. CareerBuilder makes it easy. We understand as the economy changes, so do the needs of the businesses and individuals we serve. Whatever your situation, we're here to empower you with the resources you need to find, hire and keep the best people. From candidates sourcing, to comprehensive, easy-to-understand workforce data, to software that streamlines your recruiting process, our solutions are designed to make your recruitment strategy simple, fast and effective, so you can focus on your No. 1 asset – your people.

## CONTACT US:



0207 855 0678



[sales@careerbuilder.co.uk](mailto:sales@careerbuilder.co.uk)



[hiring.careerbuilder.co.uk](http://hiring.careerbuilder.co.uk)



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