



VISUAL RECRUITING THAT WORKS

# 5 TIPS FOR CREATING A QUALITY CANDIDATE EXPERIENCE

By Joe O'Connor, CEO

Candidate experience plays a major role in today's hiring process. Although candidates are still responsible for meeting professional requirements, they have become consumers of the job market. Employers seeking to attract top talent must understand that delivering a positive recruiting experience can be the difference between a successful hire and a slew of harmful reviews.

Most applicants who experience a well-designed hiring process will refer that company to others and apply to its other open positions. On the other hand, of those who had an unpleasant experience,

**42% WILL NEVER APPLY TO THAT COMPANY AGAIN, AND 22% WILL CONVINCe FRIENDS NOT TO EITHER.**

Furthermore, these applicants have a high tendency to post detailed, negative reviews on social media – harming the company's reputation and putting off most applicants who take reviews into careful consideration before deciding to apply.

Candidates, like consumers, base their decisions on how they feel they are being treated. Quality job seekers want to feel like a potential member of the team, not just a number. To attract and engage these candidates, here are 5 tips for creating a compelling candidate experience.



# 1. ADD TRANSPARENCY TO JOB POSTS

The more information you provide about the job, the better. Buzz words like “marketing superstar” and “graphic design ninja” grab attention, but they don’t successfully win candidates over. Job seekers value transparency and want to feel confident that they meet the requirements and would be a good fit. Take advantage of job posts to let applicants know what they can expect daily and in the long run. Then, include photos and videos so they can gain a better understanding of your company culture.

# 2. SHORTEN THE APPLICATION PROCESS

Job seekers spend a lot of time crafting resumes and cover letters. The last thing they want to do is complete a lengthy form of basic information that can already be seen on their resumes. Keep the application process short, simple and mobile-friendly.

**BONUS TIP:** Acknowledge you received a candidate’s application with a personalized email. Automated emails are good confirmation, but a personal follow up makes the experience even more memorable.

# 3. OFFER UNIQUE EXPERIENCES

Invite promising candidates to shadow an employee or attend a meeting or conference call. These opportunities allow applicants to network, observe your culture and feel connected to the company.



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# 4. MAINTAIN COMMUNICATION BETWEEN INTERVIEWS AND JOB OFFER/ REJECTION

A candidate who is far along the hiring process is fully invested in your company. At this point, they are confident they want to work for you and believe both parties make a great match. Respect your prospects by maintaining communication while you’re still deciding or interviewing others. An email with a quick status update at the end of each week will go a long way with candidates. Plus, it lets them know you haven’t forgotten about them.

# 5. ENCOURAGE FEEDBACK

A good practice for rejecting candidates is to provide feedback. Let the candidates who didn’t make the cut know of strengths and weaknesses you observed, so that they can improve their interview process. This quality shows you care and encourages them to either find another company interested in their talents or apply to your company again in the future.

Feedback is also important for employers. Welcome the opportunity for candidates to critique their experience, so you can improve your process and ensure you’re engaging the best candidates on the market.



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