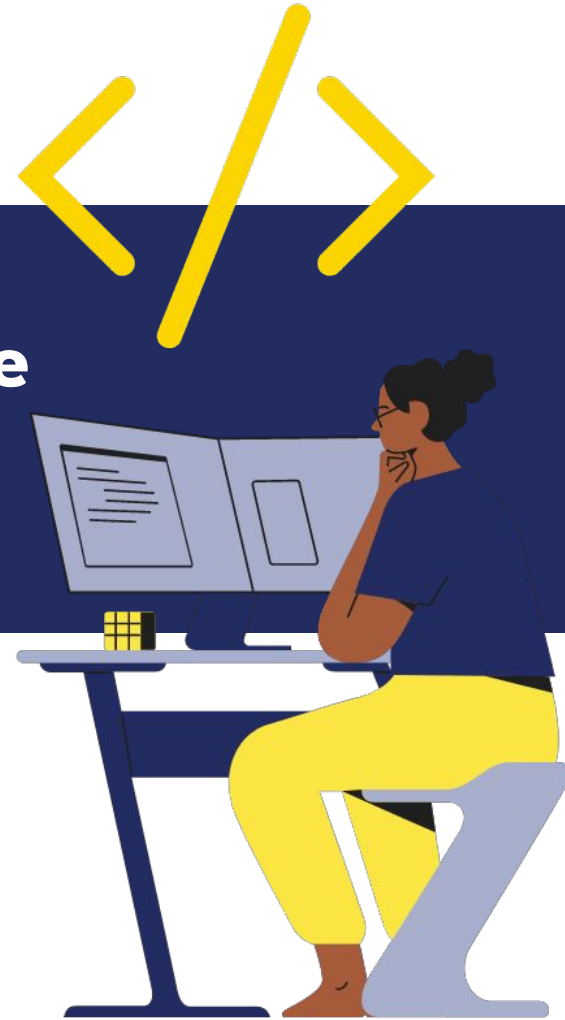
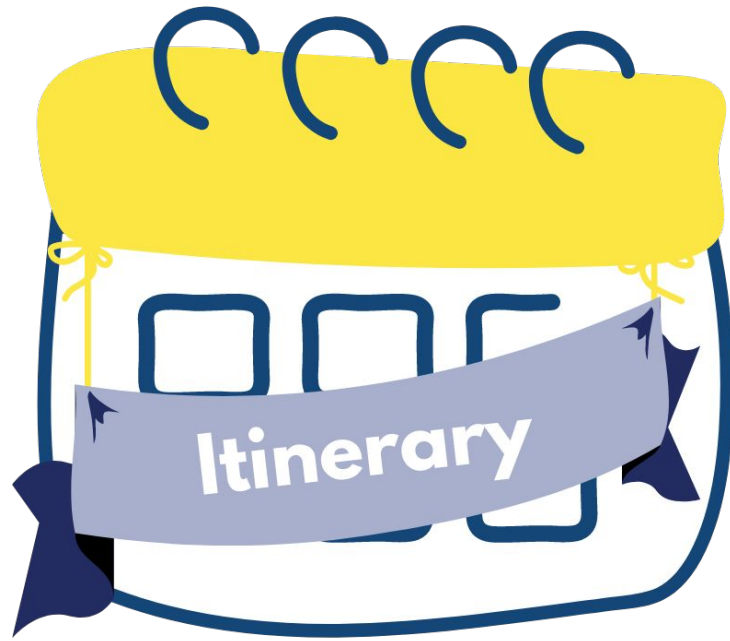


What is Candidate Experience and Why is it Important?



This lesson will cover:



- ▶ **What is Candidate Experience**
- ▶ **Why is it Important**
- ▶ **Bad Candidate Experience**
- ▶ **Ways to Enhance Candidate Experience**
- ▶ **Benefits of Great Candidate Experience**

What is Candidate Experience?

Candidate experience is the way candidates feel about your company, and its hiring process. It involves the interactions between the candidate and the company during multiple stages of the hiring process which includes the job search, application, interview, and onboarding phases.



Why is it Important?

The candidate experience is important because your reputation as a Recruiter is on the line. A candidate's experience will determine whether or not they accept an offer with you, but it also speaks volumes as to whether they will continue to work with you in the future.



Bad Experience

Candidates will decline an offer to join if you do not give them a good experience. As a company, they will think that is how you operate internally, and it must be how it is to be an employee.

Things to Think About:

A bad experience on a platform like Glassdoor can be just as damaging to a business as a bad Yelp review for a restaurant. No one wants to join a company that mistreats people.

When this happens, employee retention goes down. The longer it takes to fill a role takes a toll on current employees. They become overworked, and morale goes down every time an offer is not accepted. They will start to think no one wants to work with them at their company. Which in turn, will cause them to look elsewhere.



Ways to Enhance Candidate Experience

- Write clear and inclusive job descriptions that highlight the duties and reasons to join your organization. Keep a diverse interview panel.
- Define and control your online presence. Almost 80% of job seekers use social media in their job search.
- Respond to candidates quickly with personalized confirmations and follow-up emails.
- Personalize! Take the time to get to know your candidates and build a unique experience for them. It shows you cared enough to go the extra mile. Make the candidates feel welcomed and comfortable.
- Show the impact and value the candidate will have with the role and company. Most people are defined by their job and want to have a sense of purpose.



Benefits of a Great Candidate Experience

- Referrals and profits are up! Even if a candidate isn't hired, they will refer others your way. Not only for a job but to also use your service and/or buy your product.
- Close roles faster because more offers will be accepted.
- Candidates will apply again down the road.
- Stronger brand recognition and reputation. Candidates will share their positive experiences via social media.
- Culture and morale are stronger which leads to higher retention.
- The new employees will be happier and more productive the moment they join.



Conclusion



Today's job market is very complex. As competition intensifies in the job market, it is increasingly harder to find great talent. They are out there though and so are the two most important words that can set you aside from the others: Candidate Experience!



QUESTIONS?

