

# What is Candidate Experience?

## Why is it Important?

Candidate experience is how 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, including the job search, application, interview, and onboarding phases.

### Bad Candidate Experience Can Harm Your Company and Business in Many Ways

- Candidates will decline an offer to join a company if they have a bad candidate experience. Candidates will think that is how you operate internally and it must be how it is to be an employee.
- It can cause damage to your company's reputation. Candidates will write about their bad experiences on Glassdoor and other platforms, which will deter people from interviewing or joining your company in the future.
- Profits down. A bad experience on Glassdoor can be just as damaging to a business as a bad Yelp review for a restaurant. No one wants to buy from a company that mistreats people.
- 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 isn't accepted. They will start to think no one wants to work with them and at their company. Which will cause them to look elsewhere.

### Ways to Enhance Candidate Experience

- Build awareness and brand recognition.
- Write clear and inclusive job descriptions that highlight the duties and reasons to join your organization.
- 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.
- Make the candidates feel welcomed and comfortable.
- Over-communicate the process, timing, and expectations.
- Make the interview process quick and as painless as possible.

# What is Candidate Experience? Why is it Important?

- Keep a diverse interview panel.
- 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.
- Always provide constructive feedback throughout the interview process.
- Encourage the candidate to give their feedback on the process, the team, and the experience. You can always do better!
- Get everyone on the team involved. Not only on the Talent Acquisition teams and HR departments but the Hiring Managers and Interviewers too. They need to have a big part in this as well.
- 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.

## 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.