THE ULTIMATE

Candidate Experience Guide

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Delivering the ultimate candidate experience begins before the first handshake and ends after an offer has been extended. The experience candidates have with your company impacts their decision to accept a job, and affects your recruitment brand. Learn how to keep the candidate experience at the forefront of the recruitment process to attract and hire top talent.

This guide will highlight the candidate:

- **Application experience:** Develop a positive recruitment brand before candidates apply

- **Interview experience:** Ensure candidates leave the interview excited about potential opportunities

- **Communication experience:** Establish a candidate communication plan that tells your recruitment story

Candidate Application Experience

Building a positive recruitment brand before applicants even apply to a position will keep your organization top-of-mind when a relevant position becomes available. Incorporate the following steps into your company's application process, to keep applicants excited about potential career opportunities with your organization.

Facilitate visibility

Provide transparent insight into your company's culture. Use your website's career page to feature employee spotlight content, share photos that convey the culture and create employee testimonial videos to offer a more personal view into your brand.

Develop a talent community

Don't neglect passive candidates who could be a great fit for your organization when the opportunity arises. Building a talent community provides a venue for future applicants to remain engaged with your organization until a position becomes available.

Nurture future candidates

Communicate regularly with talent community members. Create a quarterly talent community newsletter that includes company updates, open positions, recent content or product updates, and check in individually with high-potential candidates.

Create realistic job descriptions

Audit your job descriptions to ensure they accurately depict the role. Clearly communicate the required skills, qualifications and goals without embellishing responsibilities. For example, if you are looking for someone to make tactical website updates, avoid language that says this person will set the website strategy. This will avoid the costly mistake of hiring the wrong person for the role.

Acknowledge each application

Confirm receipt of each application as soon as it is received. Use recruitment software to send automatic, employer-branded confirmation emails to reduce the amount of manual communication required of your team members.

APPLICATION
SUBMITTED!

☑
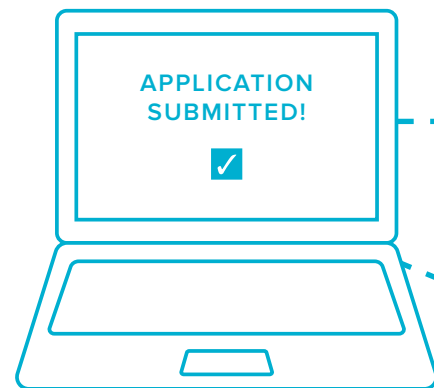
Candidate Interview Experience

Pre-Interview

Post-application and pre-interview, candidates are eagerly awaiting next steps. The steps below will create a positive candidate experience as soon as applicants click submit on the application.

Make scheduling easy

Coordinating motivated candidates' and busy interviewers' calendars doesn't allow for much scheduling flexibility. Reduce the number of back-and-forth logistical emails by leveraging interview scheduling software to provide candidates the ability to schedule—and reschedule—interviews directly, eliminating your team from the middle of the scheduling matrix.

Outline the hiring process

Provide applicants with a clear roadmap of the selection process to help them feel more informed. Let them know the overall interview timeline, team members they will meet, background check criteria, any required personality tests, etc.

Keep lines of communication open

Provide candidates with a consistent and direct point of contact with your organization. For candidates advancing in the process, offer frequent updates even if you don't have any news to report; a brief email to touch base goes a long way to calm eager candidates' frayed nerves.

Ease pre-interview jitters

Candidates have a lot on their minds leading up to an interview. Will they make a great impression? Do they have the right blend of skills and experience? Do they align with the company's values and mission?

Remove the guesswork from these questions by giving candidates information to help them prepare. Provide the names and titles of the people with whom they will meet, include details on parking or nearby public transportation options, and send an email the day before the interview to build excitement and confirm any last-minute details.

Interview

Candidates are interviewing your organization as much as you are interviewing them. Make sure they leave your office excited about potential opportunities with your company by incorporating the below.

Develop an official greeting process

Designate a team member to greet each candidate as soon as they enter the office. Make sure they offer a warm welcome, hang up the candidate's coat, offer a beverage, show where the restrooms are located and give an office tour.

Simplify the experience

Provide your team a place where every team member can access all candidate data—resumes, video interviews and hiring team feedback—throughout the interview process. Every team member should be able to access all candidate data from a central location (such as a shared drive or a candidate relationship management solution) to decrease the time to make an offer. While delays in the interview process are often inevitable, inaccessibility of candidate information should not be the cause.

Over-communicate

Throughout the interview process, candidates should know exactly where they stand. Lessen the risk of losing top talent to faster-moving companies by ensuring a timely and collaborative candidate communication strategy is in place.

Incorporate the following touch points into your candidate interview strategy:

1. Let applicants know as soon as possible if they were selected for an interview.

2. Post-interview, let candidates know if they are moving to the next round.

3. Let all candidates know as soon as a final offer is accepted. Regardless of the interview stage, respond to all candidate inquiries promptly, thoroughly and professionally.

Candidate Interview Experience

Post-Interview

Whether or not you've extended an offer to a candidate, the post-interview candidate experience is an important element of your recruitment brand. Include the below steps following every interview process.

Automate interview feedback

Gathering interviewer feedback can be a time-intensive, inefficient process. Delayed interviewer feedback can even result in losing top talent to a competing job offer. Evaluation management technology can collect interviewer feedback in near real-time, while information and impressions are still fresh.

Deliver bad news over the phone

Most candidates have to take a day off of work to interview, dry clean their interview outfit, print resumes and pay for transportation or parking. The courtesy of a phone call to let them know your company is moving forward with other candidates demonstrates mutual respect. Additionally, halting all communication with the candidates who aren't advancing in your interview process can lead to long-term consequences. These candidates could have an excellent referral network, or be a top future employee after they gain more experience.

Gather post-process insight

Create a brief, anonymous survey to send at the end of the hiring process to gain honest insight into your company's interview experience. Surveying candidates post-interview, whether they have accepted or rejected your offer, is a key component of measuring the candidate experience. The survey results will provide insight into what worked and what you need to refocus on going forward; use this information to continually improve your candidate experience.

The following are sample questions that can help form the survey content:

- Was the position clearly explained to you?
- How was the communication throughout the process?
- How was your in-person interview experience?
- Would you refer your friends or family to apply for a job?
- What was your primary motivation for applying to our company?

Candidate Communication Experience

Between third-party review sites, social media and Google searches, potential employees are likely receiving company updates and have read the social media reviews—all before speaking with a recruiter.

Create a Candidate Communication Plan to Help Your Team:

1. Own the narrative. Present candidates with information about your company instead of leaving it up to independent research. Use social media to share information about company awards, employee stories and unique culture attributes.

2. Build brand awareness. Cultivate excitement about your recruitment brand before job seekers become candidates. Individuals who are familiar with your brand are more likely to visit your career page and pursue opportunities with your organization.

3. Cultivate a talent pipeline. Develop candidate relationships to generate a pipeline of talent. A nurture campaign can result in candidates who are more engaged, interested in your organization and more likely to choose your company for their next career move.

Build a Candidate Communication Plan in 3 Steps

1 **Set goals:** What do you want to achieve through the communication strategy? Are you looking for a certain number of candidates to enter your pipeline? Do you want to generate awareness for opportunities at your company? Determining key goals for the communication plan will help guide your strategy. Keep objectives in mind from plan creation through final execution.

2 **Select communication platforms:** Identify the communication platforms most effective to reach different talent audiences. The communication platforms you use to engage entry-level employees may be different than the tools used for seasoned talent. Platforms to consider include:

Career site:	Social media:	Email campaigns:
Use the career site to encourage new talent to join your talent community. Make sure the form is concise and mobile-friendly.	Engage with potential candidates on the platforms they already use. Ensure all messages align, and you're using the most relevant channels.	Adjust email messaging for each of your target audiences. Use a talent relationship management system to build branded communications and segment audiences.

3 **Create a communication calendar:** Create a calendar for all candidate communication, to develop a cohesive plan that provides enough time to create and deliver relevant messaging. A clearly outlined calendar will help ensure you're communicating the recruitment story your organization wants to tell.

Are you ready to deliver the ultimate candidate experience?

Learn more here:

go.yello.co/request-demo