



MAKE A GREAT FIRST IMPRESSION

5 Easy Ways To Improve Your Candidate Experience

With unemployment rates at historic lows, and a war for talent in sectors like the tech industry, employers need to think about “selling” themselves as much as assessing candidates. If your candidate experience is too slow, too cumbersome, or too manual, you’re not only losing candidates, you’re hindering your business.



Here Are Five Ways Employers Can Stand Out To Provide A Great Candidate Experience

1. List Jobs Postings Where Your Candidates Are Searching For Them

Attract the right candidates for your company and positions by optimizing your communications and job postings accordingly:

- Optimize your careers page for mobile devices.
- Advertise in the venues where your target candidates are likely to apply (if you use an ATS, use the job syndication tool).
- Write inclusive, specific, and enticing job postings.

77% of job seekers say job descriptions are the most useful employment content

2. Communicate Regularly, Increase Transparency, And Listen Carefully

Your recruiting and hiring tech stack should provide a great user interface with simple workflows, such as:

- An ATS that parses a candidate's resume and auto-fills forms streamlines the application process for candidates.
- An ATS that makes it easy for you to provide professional, prompt, and engaging communication throughout the process.
- Finally, listen carefully to your candidate's wants and needs—this information will be critical when you're ready to close your candidate.

3. Partner With A Background Check Provider That Treats Your Candidates With Respect

Background checks can be an area of concern for candidates, and can sideline a great candidate experience if the workflow is clunky or communication is poor. Integrate a background check provider with your ATS that:

- Offers a mobile-optimized workflow.
- Creates trust from the start by providing transparent communication between employer and candidate.
- Automatically sends a copy of the background check results to the candidate.

4. Involve Your Current Employees In The Interview Process

Collaborate with your hiring team and remind them that they are selling just as much as they are assessing. Provide an organized, seamless interview process by ensuring each team member:

- Is prepared to share why they love working at the company.
- Understands the purpose of their involvement in assessing the candidate.
- Is assigned competencies to assess and is prepared with structured interview questions.

The majority of job seekers cite culture as at least of relative importance in applying to a company, and 46% claim it's very important

5. Make A Compelling Case To Close The Candidate

This is the critical final step where you need to "sell" your company and the position to the candidate:

- Clearly map out the candidate's priorities to the job opportunity in order to make a compelling case for why the candidate should accept your offer.
- Tap into your inner salesperson and really sell it—you've gotten this far, which has "cost" the company quite a bit of time (and time is money)!