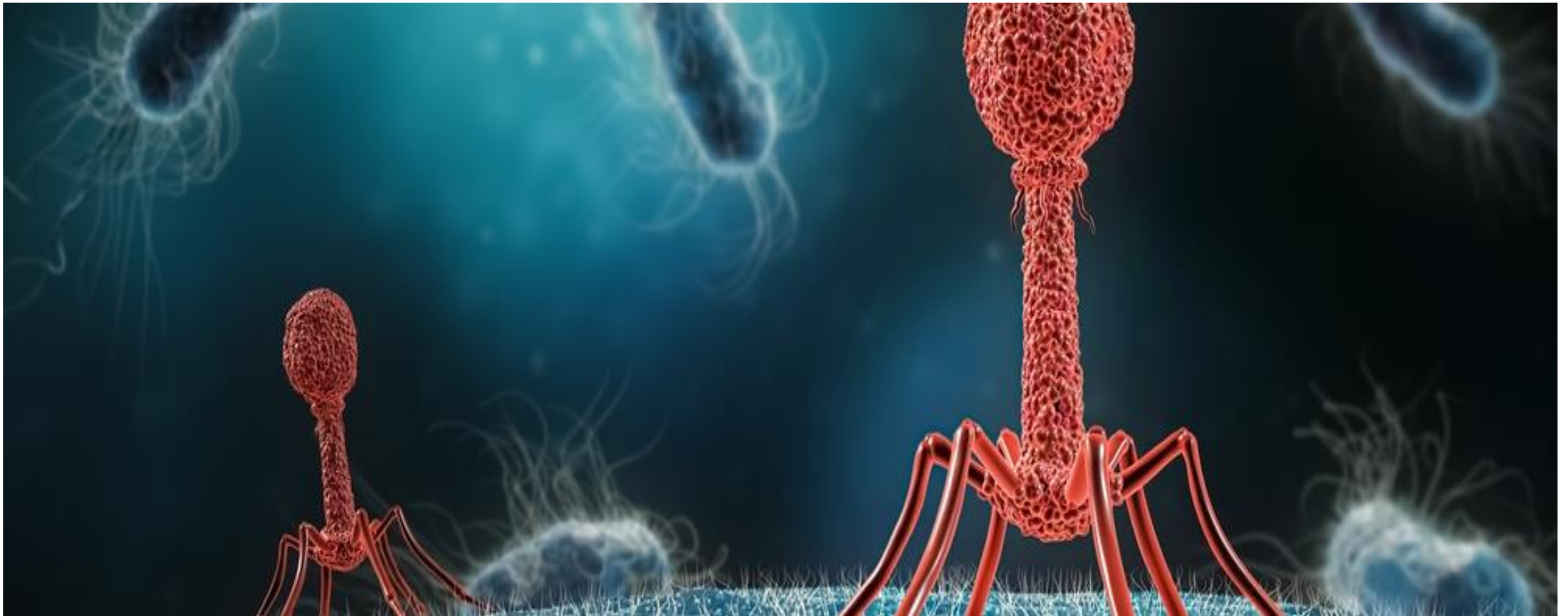

CANDIDATE EXPERIENCE

GITA WINTER (APSO ISM - INDIVIDUAL STAFFING MASTER)





IT IS A VIRUS AND IT'S SPREADING! BUT IT COULD ALSO BE THE ANTIBODIES.



Ghosted the hiring company after an interview.

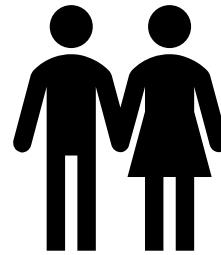
45%

Turned down an offer after a poor experience .

52%

Will share a negative experience.

72%



17%

Employers who measure candidate experience at every possible opportunity

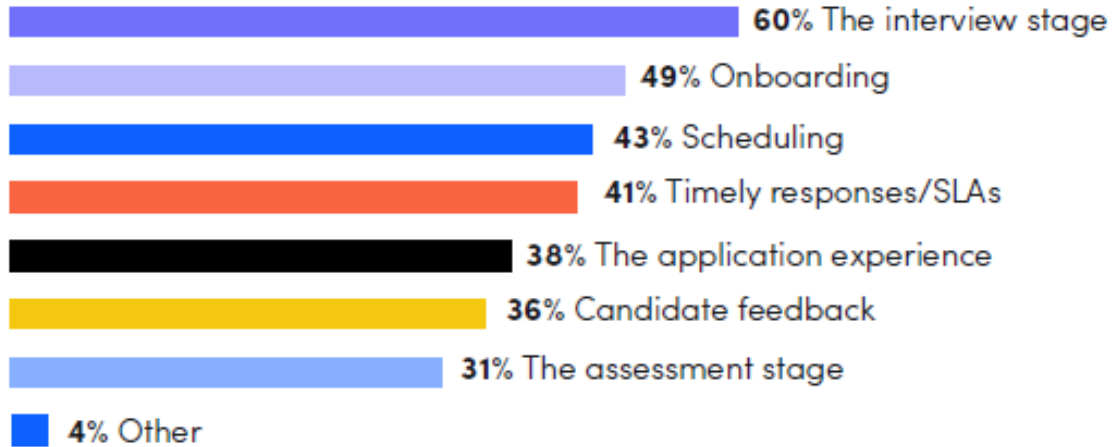
78%

Believes the candidate experience is indicative of the EX

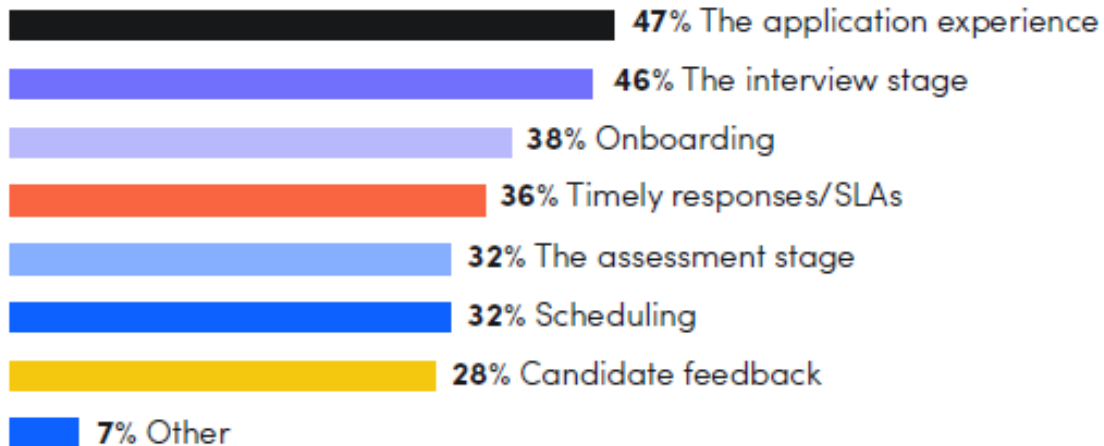
55%

Candidates believe that it should take 1 to 2 weeks from the first interview to being offered the job

SMALLER ORGANIZATIONS



LARGER ORGANIZATIONS



How candidate experience resources are spent

* Data source: Gem 2023 Recruiting Trends Report



WHY DOES IT EVEN MATTER

Because the person sitting next to you is your competitor

- Strong employer brand that attracts talent
- You want top talent to accept offers
- Retention and engagement
- Profitability - return on investment
- Compliance – fair and transparent process mitigates risk
- Strong move to a human centric approach
- Blurred lines



THE TOUCH POINTS



SPEC



Flexible with a customer centric approach



State of the art technology is used



Creative problem solver

VS

PROCESS



- Candidate can't reschedule
- No feedback or slow process
- Zero personalised approach



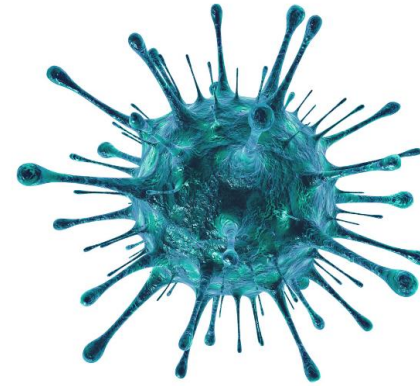
- Candidate must upload CV & fill out the same fields manually
- Paper based



- Assessments make no allowance for use of AI or collaborative platforms



CHALLENGE THE ASSUMPTIONS



- Does the end to end process live what you ask for in applicants (flexibility, relevant to the work, agile)
- Screening in or screening out?
- Culture fit or culture add?
- Interviews
- Preboarding engagement
- Personalised or customisable induction and orientation
- Managing the probation
- Talent pools
- External recruiter assessment and feedback
- The right time to ask for feedback
- Use 3rd parties and allow for anonymous responses – ‘what about next role syndrome’



METRICS

Candidate Experience Index

- Holistic index - contains multiple metrics to determine overall experience and its impact (sum of the parts)
- Guides the prioritisation of initiatives to improve
- Degree to which it is customised for differing personas
- Net promoter score

What is often not measured as part of the process:

- How the candidate experienced an agency recruiter in your process
- Assessment of agencies in PSL applications
- Referrals from declined candidates and those on applicant databases
- Comparison between the candidate experience and the employee and the point of shift
- Identification and impact of bias through the process



NOW WHAT?

- Patterns that matter
- How you relate various metrics and assess the outcomes
- What do you do with the knowledge
- Who is accountable for the process
- Setting goals and milestones
- Adjusting metrics



—”—
**THANK
YOU**
—”—

