The Importance of Candidate Experience

How it Impacts your Business from Recruiting to Revenue Generation
About the Presenter:

Amy Hughes
Director, Professional Services, Monster

Amy has over 14 years of experience working with clients in developing successful online recruitment campaigns. Since joining Monster in 1997, she has held various responsibilities, giving her a thorough understanding of the recruitment industry.

As Director in Monster’s Client Adoption team, Amy and her team maximize client ROI by evaluating, documenting, and making recommendations to improve online recruitment practices.

Her areas of expertise include employment branding, social media recruiting, Candidate Experience, recruitment media, job ad best practices, and career site best practices.
Agenda

The Importance of Candidate Experience

- Defining Candidate Experience
- The Importance of Candidate Experience
- Evaluate Each Step of the Hiring Process
- Impacting Candidate Experience
- Q&A
## Hot Topics in Recruiting

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<th>Big Data</th>
<th>Social Profiles</th>
<th>Employer Branding</th>
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<th>Mobile</th>
<th>Increased Competition</th>
<th>Candidate Experience</th>
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Defining Candidate Experience
“The attitudes and behaviors of individuals who aspire to work for a firm about the recruiting process, the stakeholders in the process, the work and the company itself as a place to work.”

Gerry Crispin, SPHR
Principal and Founder, CareerXroads
Board Member, The Talent Board
How Did We Get Here?

Technological advances automated much of the candidate experience making it an impersonal experience
Technology may be one way we interact with seekers and applicants but it’s the people behind the technology that truly impact the candidate experience.
What is Your Role?

**Experience**

You are a huge part of the experience.

**Expectations**

You are delivering on a candidate’s expectation of their interaction with you and your brand.

**Delivery**

You are delivering on the experience your company wants your candidates to have.
Finding the Right Balance
A Good Candidate Experience Should Answer….

1. Why would I want to work here?
2. What is the culture like and how is it unique?
3. What is the commitment to work/life balance, diversity and the community?
4. What will my day look like at work?
5. What is the follow-up from you if I apply?
6. What’s your communication process?
7. What is different about your organization versus what I’m doing now?
8. What are the benefits?
9. Who works here?
10. What is the application process like? Is it long? Is it tedious?
The Importance of Candidate Experience
Let’s Think About the Process Today

Is it right...

• That finance determines how many people you can hire instead of how many people you need to hire?
• That candidates are asked to invest 40 minutes in their first interaction with you?
• That you consider drop off rates to be indicative of someone who wasn’t “right” for your organization?
• That you don’t speak to candidates unless they’ve been through the apply process?
• That the large majority of candidates who apply never hear from your organization?

How are seekers responding to this?
Candidates Remember…..

- How did you feel?
- Was it easy?
- Did you hear back from the company?
- Would you recommend the company?
Why is it Important?

Seeker responses to interactions with your company can have significant impact on your ability to reach your recruitment goals.

These are the things we typically think about when we discuss candidate experience but what about other impacts to your business?

- High drop-off rates during apply process
- Failure to attract top talent for key positions
- Employees who are less engaged with your company
Responses

- Poor Candidate Experience
- Recruiting Challenges
- Lost Productivity
- Lost Revenue
- Disengaged Employees
- Decreasing Sales & Customer Growth
You Need to Hire Engineers…

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<tr>
<th>The Need</th>
<th>Challenges</th>
<th>Time to Hire</th>
<th>Results</th>
<th>Outcome</th>
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<tbody>
<tr>
<td>Manufacturing &amp; product development</td>
<td>No one knows who you are</td>
<td>Your time to hire increases</td>
<td>Product development / Q&amp;A slows down</td>
<td>Market Share</td>
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<tr>
<td>Need 2 Engineers</td>
<td>Competition for engineering talent</td>
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<td>Project deadlines missed</td>
<td>You lose market share as your competitors leap forward</td>
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<td>Employee morale declines</td>
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**Outcome**

You lose market share as your competitors leap forward.
### You need to hire an Office Manager

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<tr>
<th>Now Hiring</th>
<th>Challenges</th>
<th>Result</th>
<th>Impact</th>
<th>Outcome</th>
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<tr>
<td>Office Manager quits with no notice</td>
<td>Small business, not well known within the community</td>
<td>Small candidate pool to choose from</td>
<td>You are pulling double duty</td>
<td>Unpaid bills, debt collectors calling</td>
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<td>Competitive pay but no benefits</td>
<td>Difficult to find qualified candidates</td>
<td>Stress level increases</td>
<td>Product shipments delayed</td>
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<td>Staff frustrated</td>
<td>Revenue suffers</td>
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Social Media

News Travels Fast
Social Media

Bad News Travels Faster
Evaluate Each Step of the Hiring Process
Typical Process

Attraction & Sourcing
Apply Process
Assessment
Interview
Offer
Onboarding

Low Risk
High Risk
Attraction & Sourcing

- Segmented content on your Career Site
  - Military, Diversity, College Graduates

- Content for different job functions
  - Sales, Marketing, Customer Service

- Establish Employer Value Proposition
  - Benefits, Awards and Accolades, Community involvement
JOIN THE CASE-MATE FAMILY

MEET OPERATIONS

MEET SALES

MEET E-COMMERCE

ABOUT

CASE-MATE IS A GLOBAL DESIGN LEADER FOR FASHION-FORWARD MOBILE ACCESSORIES. OUR PRODUCTS HELP TO EXPRESS YOUR UNIQUE STYLE. WHILE OUR JOBS ARE DESIGNED TO SHOWCASE YOUR INDIVIDUAL TALENT.

INNOVATION

THE FASHION WORLD IS ALIVE AND VIVACIOUS. MUCH LIKE OUR PRODUCTS. WANT PROOF? CHECK OUT OUR AWARD-WINNING DIY / IMMERSIVE TOOL, GIVING YOU THE FREEDOM TO CREATE YOUR OWN CUSTOM CASE. IT'S SELF-EXPRESSION IN YOUR HANDS.

CULTURE

A PICTURE IS WORTH A 1,000 WORDS. A VIDEO IS WORTH EVEN MORE. GET A PEAK INTO OUR CULTURE BY VIEWING OUR "LIFE AT CASE-MATE" PHOTOS AND VIDEO.

BENEFITS & PERKS

Sign up for Job Alerts

Generous PTO policy
Paid holidays
Medical, Dental and Vision Insurance
Life Insurance
401(K) Savings Plan

Connect With Us

Stalk Us

Awards

Corporate

@casematecareers
Apply Process – Eliminate Barriers

- Scrutinize the Process
- Remove Questions with Privacy Concerns
- Language
- Expectations
- Alternative Apply Methods
- Mobile
Assessment

Low Risk

High Risk
Interview

Low Risk

High Risk
Offer

- Keep the lines of communication open between the time the offer is accepted and the start date.
- Make them feel like they made the right choice
- Send the new hire package once the offer is accepted. Make them feel special.
  > Include a note from their team welcoming him/her
  > Handwritten note from the CEO
- If a candidate declines the offer, do everything you can to preserve positive experience
Onboarding

- Candidate Experience through the hiring process sets the stage for Employee Experience
- Engage and involve the Hiring Manager
- Establish goals and timelines for new hire
- Create a schedule of regular touch points between candidate, HR, Hiring Manager, and/or Executive Team
We All Do!

- Business Owners
- Office Managers
- Recruiters
- Hiring Managers
- Current Employees
- Former Employees
- Recruiting Leaders
- VP of Recruiting
How is Candidate Experience Measured?

- External surveys
- Internal surveys
- Career site
- Exit interviews
Your Next Steps

Step 1
Go apply to one of your jobs & interact with your company through the eyes of the job seeker

Step 2
Create a list of things that bother you about your hiring process from start to end

Step 3
Start implementing changes to improve Candidate Experience
What if I Don’t Have the Resources?

- It may require investment to improve your Candidate Experience
- Ask yourself, “Can I afford not to?”
What is Monster Doing?

- Foundational partner with The Talent Board
- Platinum sponsor of Candidate Experience Awards
- Challenge ourselves to ensure seekers who come to Monster have a great Candidate Experience
- Work with individual companies to help them understand their Candidate Experience
- Offer a number of different products and services to improve Candidate Experience
Questions