



CHECKLIST: FOR EXCELLENT CANDIDATE EXPERIENCE EVERY TIME



From the time an applicant applies to the moment they receive the job or are not selected, the [candidate experience](#) should always be at top of mind for recruiters, interviewers and hiring managers. Ensure the interviewer is prepared so they can provide a seamless experience and represent the brand well. It's also best practice to prepare applicants, as well. If you've done your job right, they will understand when and how they will be contacted and have a sense of what the interview will look like before they walk in the door. In today's candidate-driven market, it's as important to prep your internal recruitment team and hiring managers as it is to provide a [smooth experience](#) for job seekers (who, by the way, are your future employees.)

Prepare the Interviewer



Create a candidate brief and send it to the interviewer

Make sure the brief is in an easy-to-read format so the interviewer can digest the information on-the-go. Use bold font and bullet points to break up the copy. If anything has been agreed ahead of time that is out of the ordinary, make sure to include it in a special notes section.

The candidate brief should include:



Train the Interviewer



Candidate Resume



Intended Position



Work Examples



Job Description



Candidate Headshot



Interview Round



LinkedIn Profile



Hiring Manager



Relevant Social Media Profiles

Prepare the Interviewee

Create an interview brief and send it to the candidate

As always, you'll want to make sure the brief is easily digestible. Send this to the candidate at least 2 weeks in advance so they have enough time to accommodate their schedule, plan travel or perhaps purchase a new outfit!

The interview details should include:

- | | |
|--|---|
| <input type="checkbox"/> Position Title | <input type="checkbox"/> Interviewer (s) Names, Titles and LinkedIn profiles |
| <input type="checkbox"/> Job Description | <input type="checkbox"/> List of Materials They Should Bring (resume, references, work samples) |
| <input type="checkbox"/> Interview Location & Directions | <input type="checkbox"/> Suggested Attire (business, business casual, casual, etc.) |
| <input type="checkbox"/> Contact Name Upon Arrival | |

Before the Interview

Make the candidate feel welcome

This may be your company's [first impression](#) in person, so make it memorable. This is where you have the unique chance to build anticipation for the job as well as solidify where you stand on their job searching scale. Your candidates are looking at other companies, as well.

Here are some things you can do to make your candidate feel special:

- Place a welcome card in the interview room
- Provide beverages (always) but if the interview is over lunch, snacks should be provided.
- Give them an agenda for the day if there are multiple rounds of interviews.
- Brand swag. T-shirts, pens, mugs, the works. Give your applicant memorabilia so they already feel a part of the team.

During the interview

Don't conduct a cookie-cutter interview

Personalize the interview questions by using the information you've obtained before the interview. Candidates assume interviews are pretty much automated, and while we know it's important to ask the same questions so you can rate the applicants without bias, it's okay to throw in a few curveballs to show the candidate [your company](#) is on the ball.

Here are some things you should consider:

- Personalization is key, but compliance is a must. Find a balance in tailoring questions to the candidate and their experience without asking illegal questions.
- Leverage data from top performers in your organization to better understand the competencies you're looking for in a candidate. These analytics will give you the insight needed to ask the most applicable questions so candidates don't feel misled later on down the road.
- Ask the candidate if there is anything else they'd like to tell you that they haven't had a chance to share yet. If you've done all the talking and question asking, it will be difficult for the candidate to shine.

After the interview

Follow up like a champ

It's all too common for interviewers to neglect following up with the candidate after the interview. So common, that 60% of job applicants reported this in a Careerbuilder study. What you do after the interview is just as important as all of the other stages.

Follow these last few steps for candidate experience success:

- Send a follow up email 1-2 days after the interview letting the candidate know what to expect next. If you've already made your decision, then great... let them know! But if the process is longer, give them a reasonable time frame so they don't die of anticipation. (Come on... we all know that feeling!)
- Ask the candidate for feedback or send them a link to a survey (you can make one on SurveyMonkey, Google Forms, Survey Gizmo) to get their feedback on how the interview went. This information is the key to making your interviewing process better. Make sure to send the feedback survey after the hiring decision has been made. Mark at the top if the interview resulted in a new hire or a rejection, because their answers may reflect so you'll want to be able to adjust accordingly.