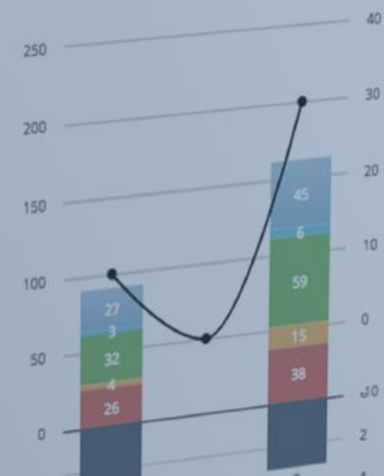




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# Revitalize Your Candidate Experience with a Full Hiring Process Audit



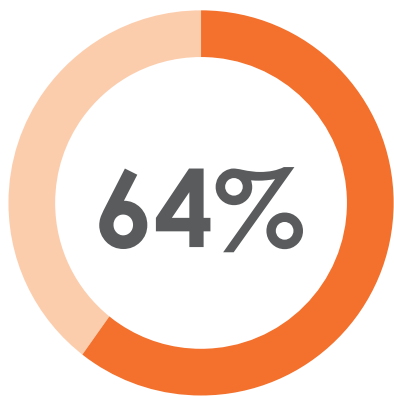
**Sara Pollock**  
**Head of Marketing | ClearCompany**



A woman with curly hair, wearing a light-colored blazer, is smiling and gesturing with her hands while sitting at a desk. She is holding a blue pen in her right hand. In the foreground, there is a white paper cup and some papers. The background shows a window with a grid pattern. The image is overlaid with a blue diagonal gradient.

**Candidate experience has evolved.**

# Candidate experience has evolved.



**64%** of job candidates will tell others about a good experience.



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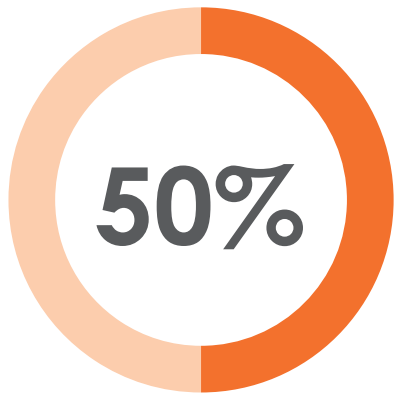


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# Candidate experience has evolved.



**50%** of candidates will tell others about a bad experience.



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# Candidate experience has evolved.

The negative impact of a bad  
candidate experience.



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# Candidate experience has evolved.

Which means you NEED a stellar experience!

- **Enhance** employer brand
- **Eliminate** costly inefficiencies from the hiring process
- **Make** the hiring process much more pleasant



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# Candidate experience has evolved.

WHY candidate experience has become  
such a touchstone for our HR efforts today.



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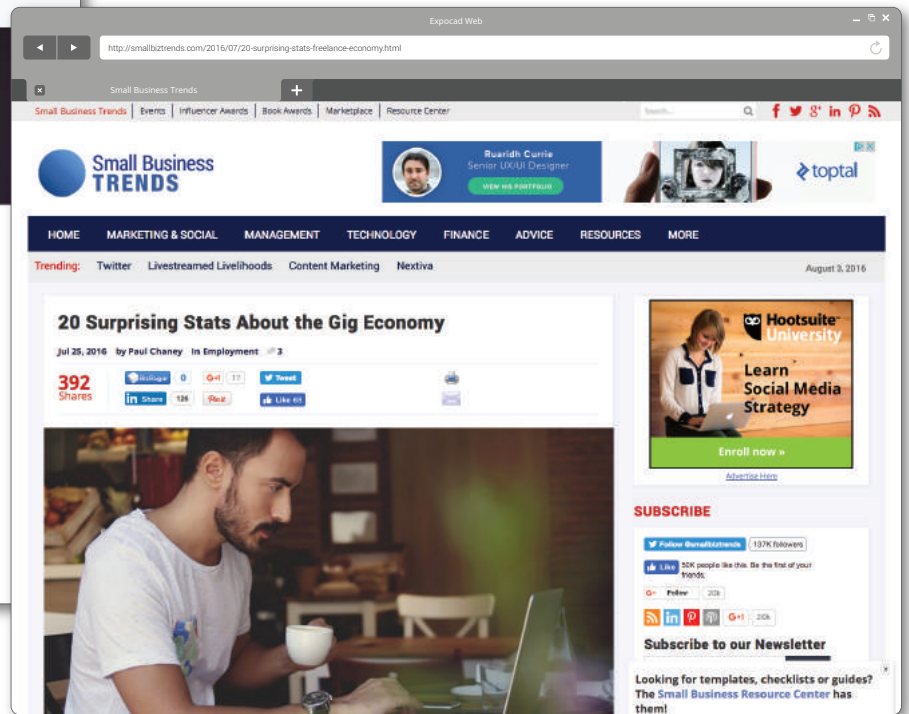
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# Candidate experience has evolved.



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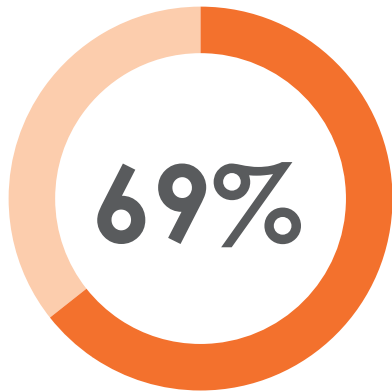
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# Candidate experience has evolved.



**You can't provide a bad experience and not pay for it.**

**69%** of job seekers are less likely to buy from companies who provided a negative candidate experience.



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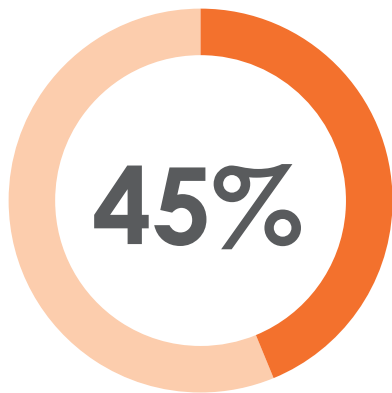
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# Candidate experience has evolved.



**You can't provide poor compensation and not get called out.**

**45%** of job seekers said they are less likely to buy from companies who give them low-ball offer letters.



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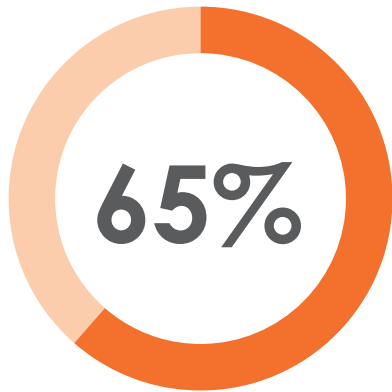


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# Candidate experience has evolved.



**You can't ignore those you don't select because it's hard.**

**65%** of job seekers said they are less likely to buy from companies when they don't hear back from an employer after an interview.



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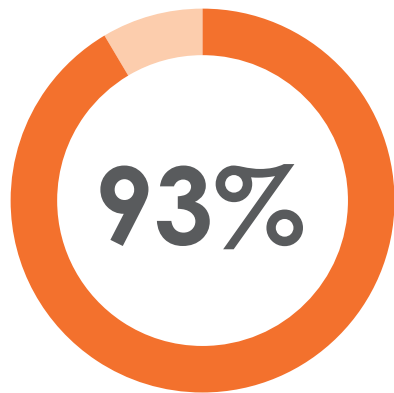


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# Candidate experience has evolved.



**You can't build a system that drives candidates crazy and wash your hands of it any longer.**

**93%** of job seekers cite unclear application instructions as the primary cause for a bad candidate experience.



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# Candidate experience has evolved.

The first step to understand your  
candidates' frustrations and experience...  
is the one rarely taken.



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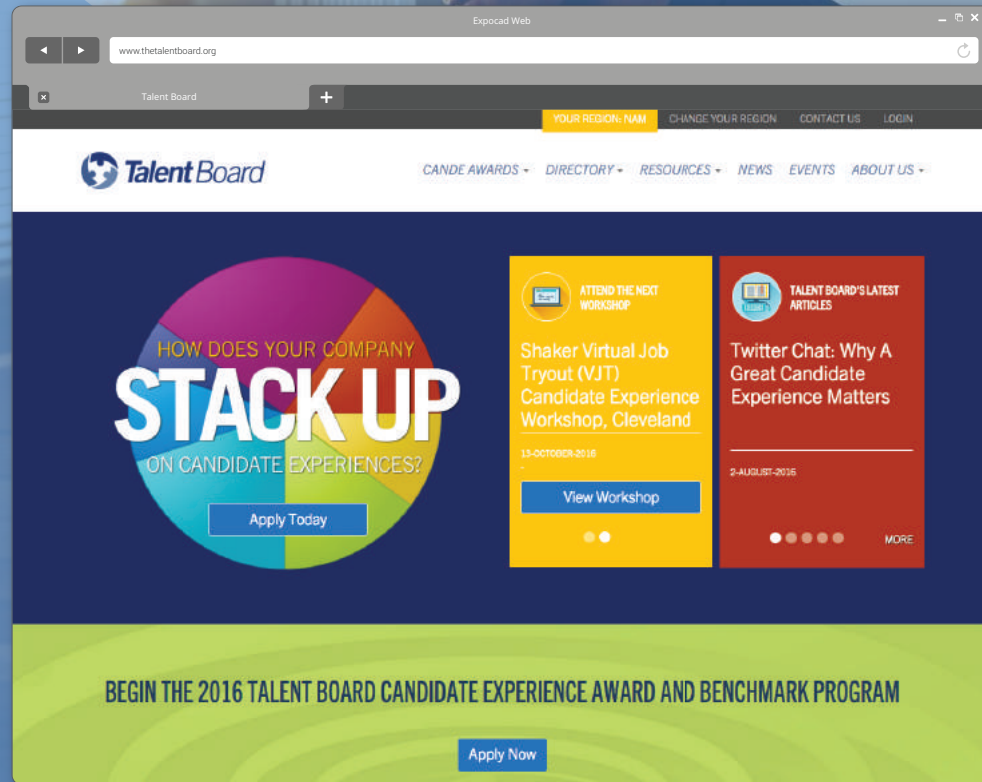
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A man with curly hair, wearing a dark blazer over a striped shirt, is standing and looking down at a tablet device. He is in an office environment with large windows in the background. A blue diagonal overlay covers the left side of the image. In the foreground, a desk is visible with a laptop, a white mug, and a pair of glasses.

**Auditing your candidate experience.**

# Auditing your candidate experience.



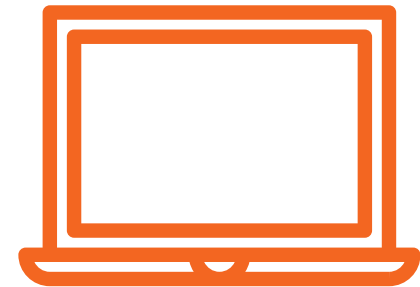


# **The Job Search Process**



# The Job Search Process

What recruitment channels  
are you currently using?



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# The Job Search Process

Have an external audit team share:

- **The sites** they went to
- **How they searched** (search engine, on a mobile device, etc.)
- **The specific postings** they found
- **How these postings** were classified (if applicable)



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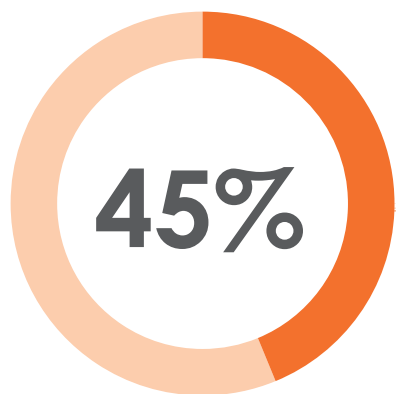


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# The Job Search Process



**45%** of job seekers expect to be able to apply for a job from their mobile device.



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# The Candidate Sourcing Process

# The Candidate Sourcing Process



Do your job  
advertisements resonate?



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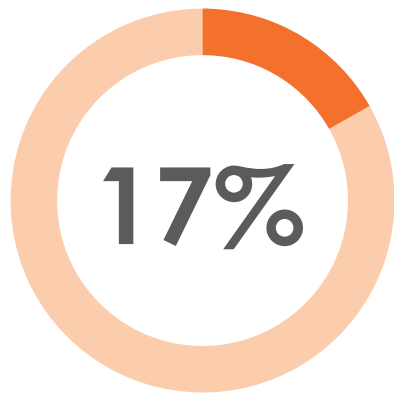
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# The Candidate Sourcing Process



On average, supervisors spend **17%** of their time – nearly one day per week – managing poorly performing employees.



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# The Candidate Sourcing Process

Make sure your job ads include between 5-10 responsibilities and 2-3 ways the job ties into organizational goals.



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# The Candidate Sourcing Process

Does your candidate sourcing process  
leave a bad impression?



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**When communicating with passive candidates, remember they already have a job.**





# The Candidate Sourcing Process

During outreach to passive candidates, remember :

- **A lateral transfer** may be uninteresting to them
- **You might have to disclose** a salary range
- **Don't focus too much on compensation**, focus on potential growth and challenges
- **Find out what drives them**... don't ask!
- **Foster** a networking relationship



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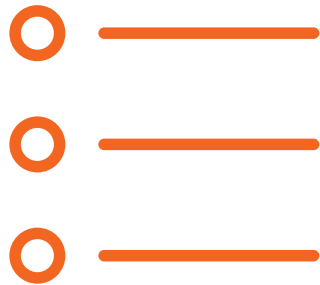


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A woman with short brown hair, wearing glasses and a floral patterned shirt, is seated at a desk. She is looking down at a laptop, with her hands on the keyboard. The background is slightly blurred, showing an office environment with shelves and other items. A large blue diagonal overlay covers the left side of the image, and the title text is centered over this area.

# The Applicant Screening Process

# The Applicant Screening Process



Is your candidate screening process too lengthy?



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# The Applicant Screening Process

An ATS should be able to:

- **Run a report** detailing applicant drop-off
- **Be mobile** optimized
- **Segment** long screening/application stages
- **Integrate** (or include) video interviewing



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# The Interviewing Process



# The Interviewing Process

How effective  
are your interview questions?



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# The Interviewing Process

To do:

- **Use** predictive performance tools
- **Use** interview scorecards
- **Include** role and company-based competencies



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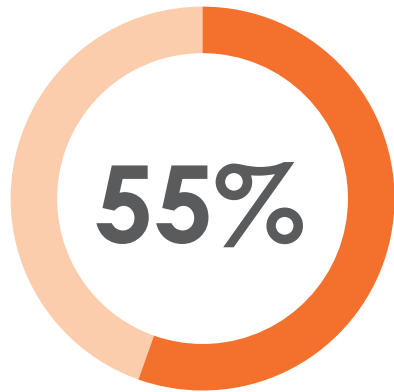


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# The Interviewing Process



Behavioral-based interviewing questions are **55%** predictive of future on-the-job behavior compared to traditional questions (10%).



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# **The Selection & Notification Process**

# The Selection & Notification Process

Are you putting your interviewees through a waiting game?



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# The Selection & Notification Process

Some easy ways to personalize this process are to:

- **Tell the candidate** what happens with their application... exactly.
- **Let your candidates know**, kindly, if they are not being considered anymore for the job as soon as you can.
- **Use video interviews** to let the candidate know if they have been selected or are going on to the next round!



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# The Onboarding Process



NAME	DATE
John Carter	May 18, 2014
Sam Baker	May 18, 2014
Samuel Graham	May 18, 2014
David Jones	May 18, 2014
David Thompson	May 18, 2014
David Brown	May 18, 2014
David Green	May 18, 2014

Onboarding: Office Caller

Office:    
 Department:    
 Supervisor:    
 Coordinator:    
 Employee ID:    
 Start Date:



# The Onboarding Process



Does your onboarding process live up to the expectations your candidates may have from the hiring process?



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# The Onboarding Process

Incorporate these points:

- **The company's mission** statement
- **Corporate** social responsibility
- **Basic outline** of company's goal (in terms of expanding)
- **How this role aligns** with corporate goals
- **The story** of how/why the company started



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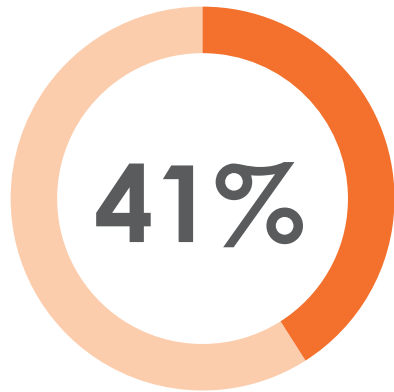


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# The Onboarding Process



Only **41%** of employees know what makes their company and their brand stand out from competitors.



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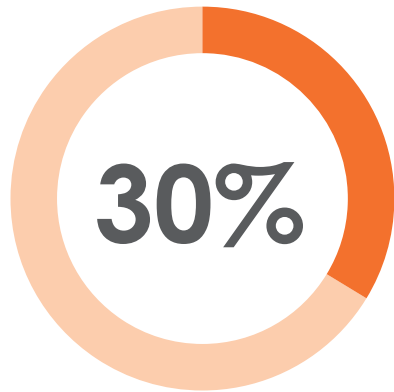


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# The Onboarding Process



**30%** of employers use a one-week or one-day onboarding process, which is significantly less effective than a longer onboarding process.



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# The Onboarding Process

Last minute points of discussion:

- **Let your new hire ask** questions
- **Set new hires up with a mentor** (who is not their manager)
- **Report** on Quality of Onboarding



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# The Onboarding Process

Last minute points of discussion:

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# The Onboarding Process

Key Phrase: “Discovering the inefficiencies in the process.”

- **Job search**
- **Candidate sourcing**
- **Interviewing**
- **Selection & Notification**
- **Onboarding**



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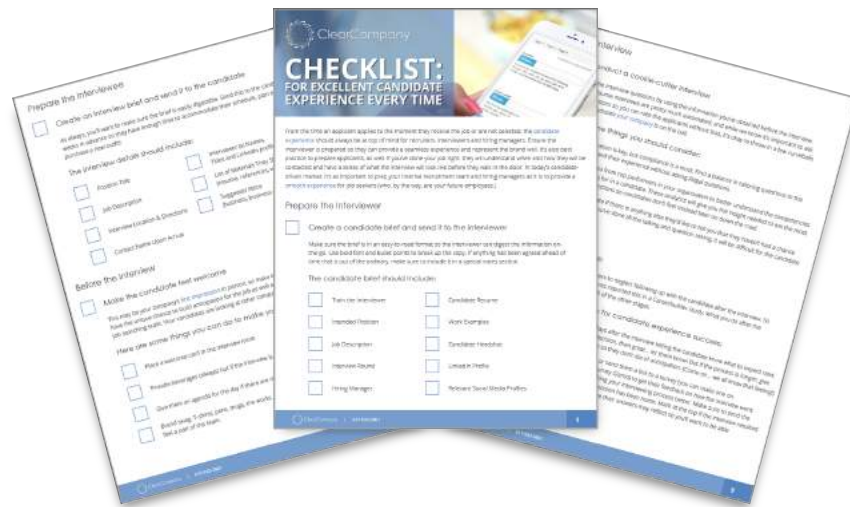


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# The Onboarding Process



**[Checklist]**  
For Excellent  
Candidate Experience  
Every Time

Download at:  
[bit.ly/cx-checklist](https://bit.ly/cx-checklist)



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