

# Revitalize Your Candidate Experience with a Full Hiring Process Audit



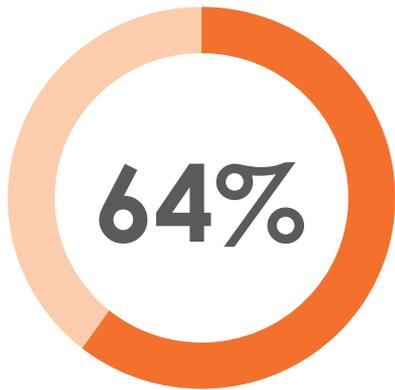


**Sara Pollock**  
**Head of Marketing | ClearCompany**



**Candidate experience has evolved.**

# Candidate experience has evolved.



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



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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



# Candidate experience has evolved.

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



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# Candidate experience has evolved.

Exopcad Web  
https://contently.com/strategist/2016/08/03/infographic-gig-economy-growing-ridiculous-pace/

Contently  
The Content Strategist | Brands | Media | Social | ROI | Voices

## BRANDS

### Infographic: The Gig Economy Is Growing at a Ridiculous Pace

By Nicole Dawker  
August 3rd, 2016

When's the last time you stood on a street corner, squinting and waving at passing taxis? A lot of us would prefer to stay inside, tap our smartphones, and book an Uber or a Lyft. Every time we make that decision, the gig economy grows.

How much growth are we talking about? If you've ever wanted to see a graph that shows an industry truly taking off, now's your chance. A new infographic from *Jobvite*, a recruiting software company, and *Column Five*, a content marketing agency, looks at the growth of Uber, Airbnb, and Postmates. The infographic uses data from The Aspen Institute, BI Intelligence, a Jobvite study, and internal data from Uber and Airbnb.

Each graph follows the same general shape: a slow, steady increase until 2013 or 2014, and then a rocket to the top of the chart.

MUST-READS

- Brands Are Kind of Like Teenagers, So Instagram Copied Snapchat
- The Top 10 Free Content Analytics Tools
- The Best Branded Content of July: Advertising's McConaissance Continues

FEATURED CONTENT

Exopcad Web  
http://smallbiztrends.com/2016/07/20-surprising-stats-freelance-economy.html

Small Business Trends

## Small Business TRENDS

HOME | MARKETING & SOCIAL | MANAGEMENT | TECHNOLOGY | FINANCE | ADVICE | RESOURCES | MORE

Trending: Twitter | Livestreamed Livelihoods | Content Marketing | Nextiva

### 20 Surprising Stats About the Gig Economy

Jul 26, 2016 by Paul Chaney | In Employment | 3

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Looking for templates, checklists or guides? The Small Business Resource Center has them!





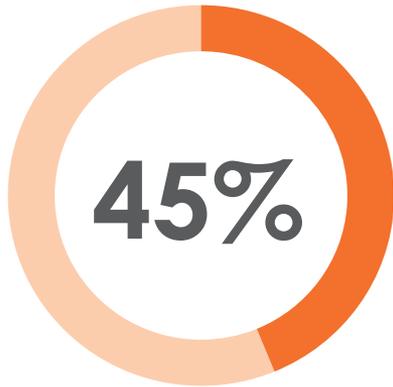
# Candidate experience has evolved.



**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.

# 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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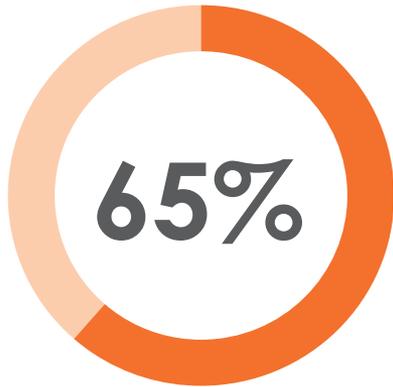


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# Candidate experience has evolved.



**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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# 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.



# Candidate experience has evolved.

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



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**Auditing your candidate experience.**

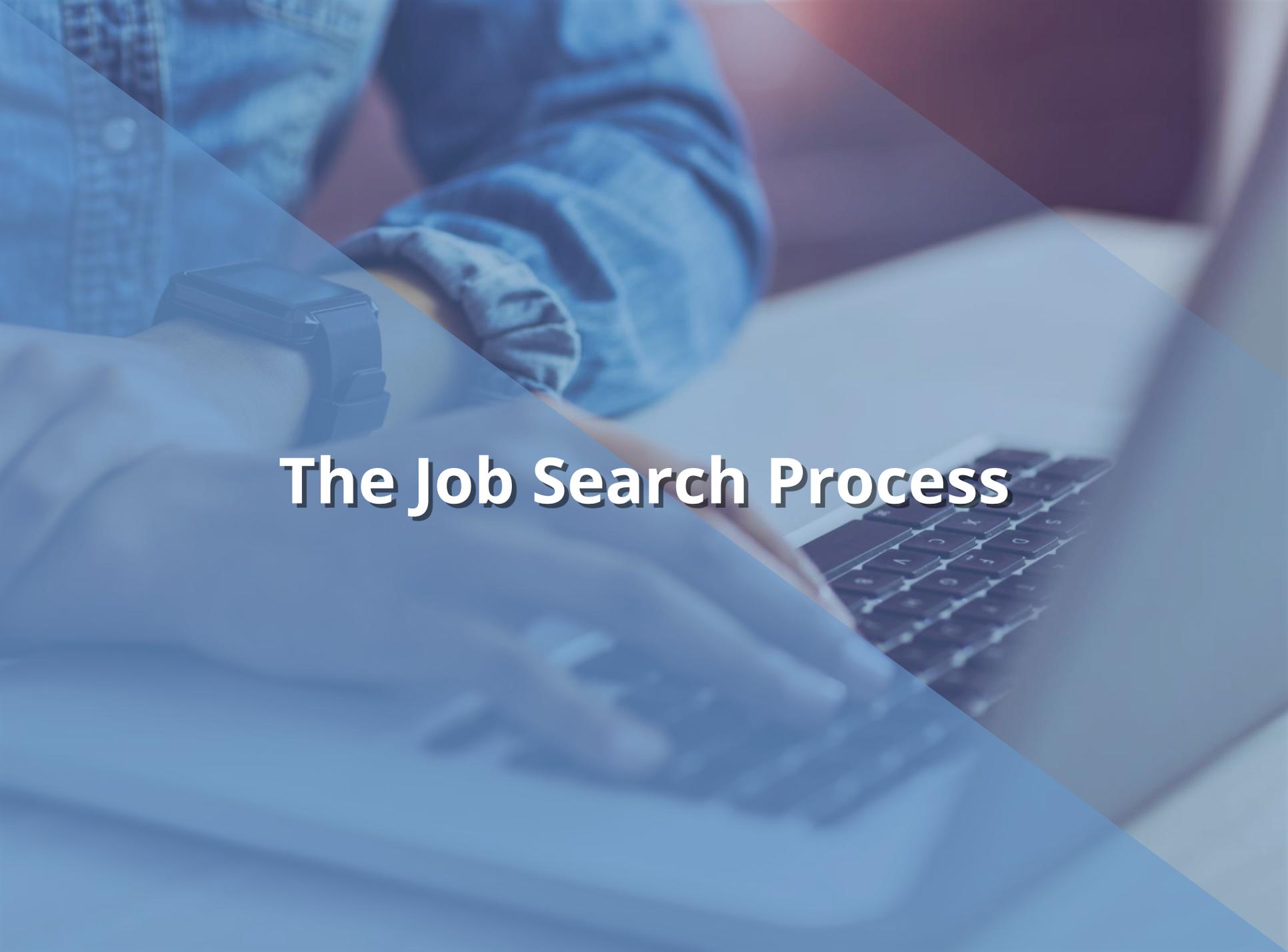
# Auditing your candidate experience.

The screenshot shows a web browser window displaying the Talent Board website. The browser's address bar shows the URL [www.thetalentboard.org](http://www.thetalentboard.org). The website's header includes the Talent Board logo and navigation links: [CANDIDATE AWARDS](#), [DIRECTORY](#), [RESOURCES](#), [NEWS](#), [EVENTS](#), and [ABOUT US](#). A secondary navigation bar contains [YOUR REGION: NAM](#), [CHANGE YOUR REGION](#), [CONTACT US](#), and [LOGIN](#).

The main content area features a large circular graphic with the text "HOW DOES YOUR COMPANY STACK UP ON CANDIDATE EXPERIENCES?" and an "Apply Today" button. To the right, there are two featured articles:

- ATTEND THE NEXT WORKSHOP**: Shaker Virtual Job Tryout (VJT) Candidate Experience Workshop, Cleveland. 15-OCTOBER-2016. [View Workshop](#)
- TALENT BOARD'S LATEST ARTICLES**: Twitter Chat: Why A Great Candidate Experience Matters. 2-AUGUST-2016. [MORE](#)

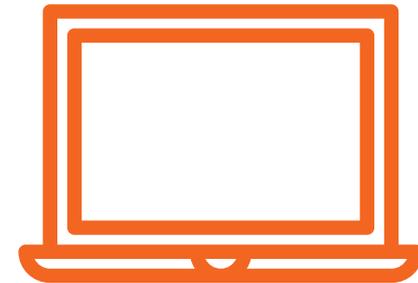
A green banner at the bottom of the page reads: "BEGIN THE 2016 TALENT BOARD CANDIDATE EXPERIENCE AWARD AND BENCHMARK PROGRAM" with an "Apply Now" button.



# 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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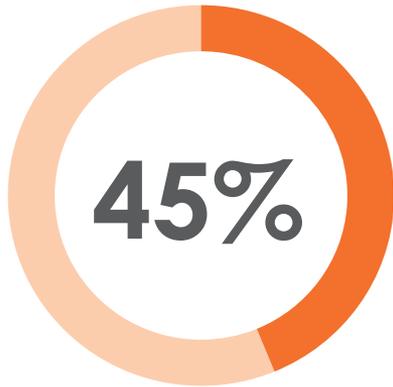


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# The Job Search Process



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



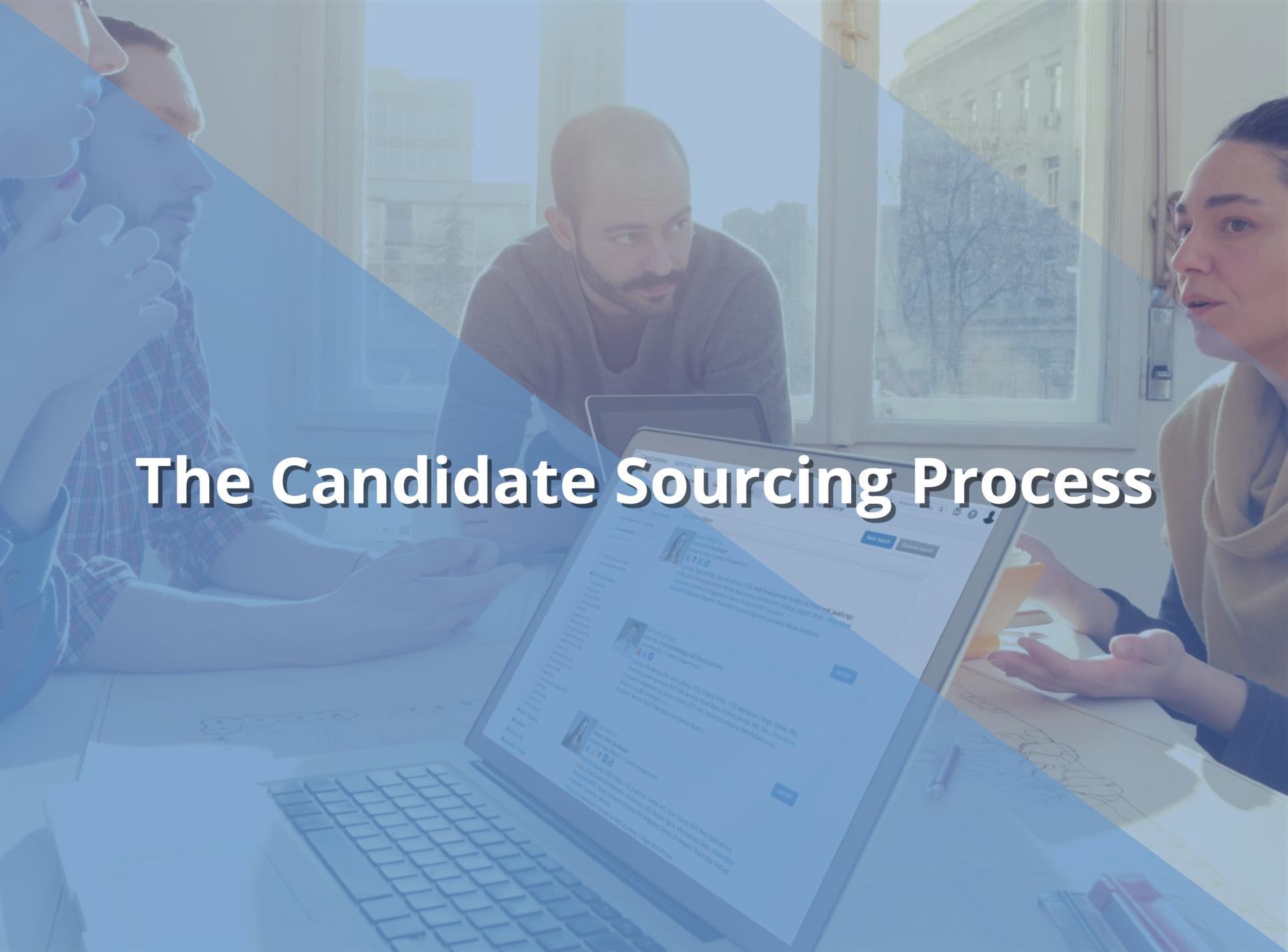
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# The Candidate Sourcing Process

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Do your job  
advertisements resonate?



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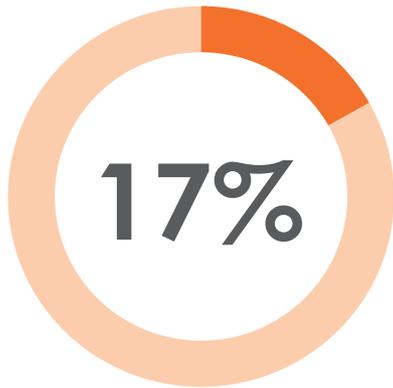


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# The Candidate Sourcing Process



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

# The Candidate Sourcing Process

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





# 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



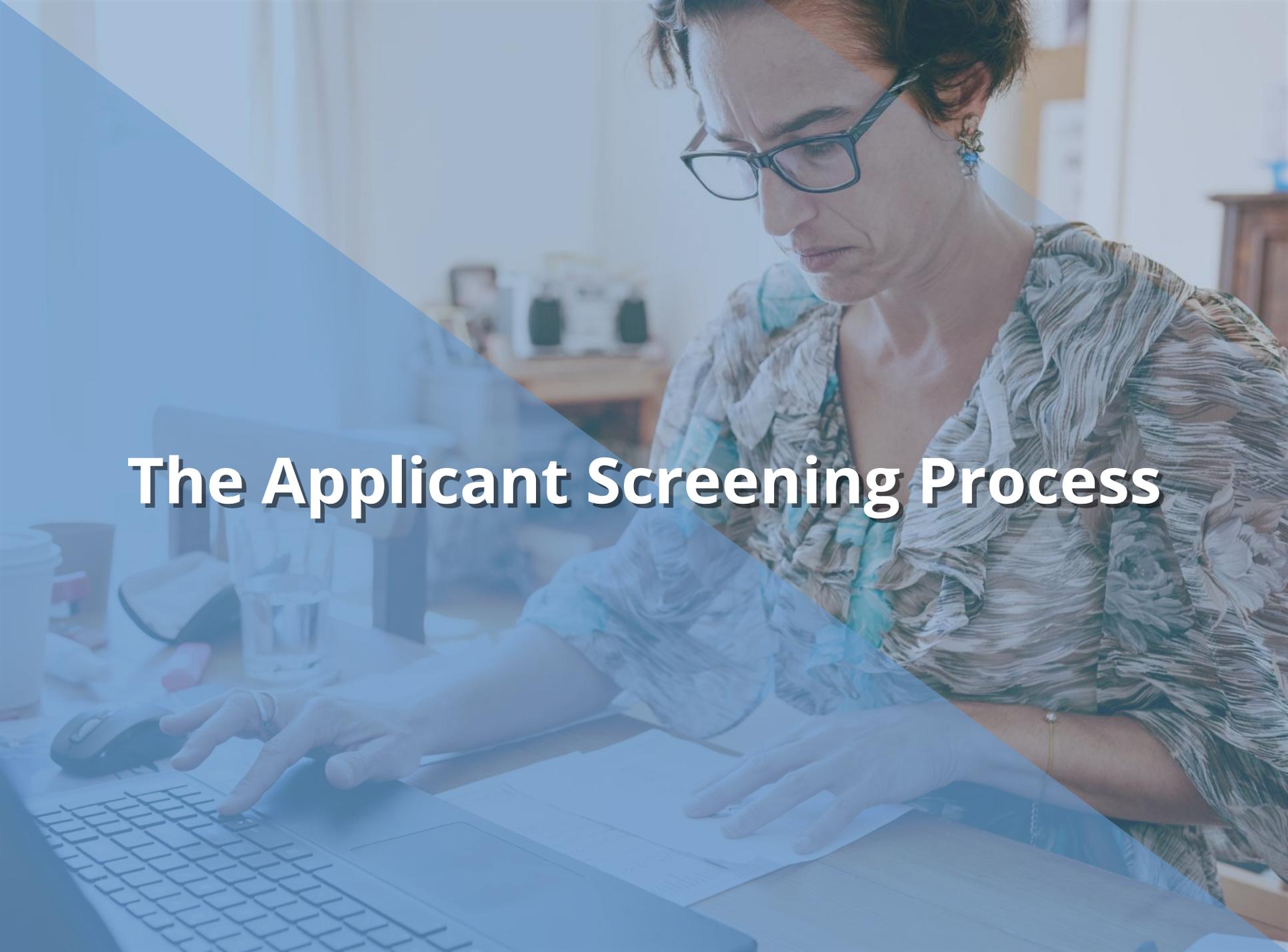
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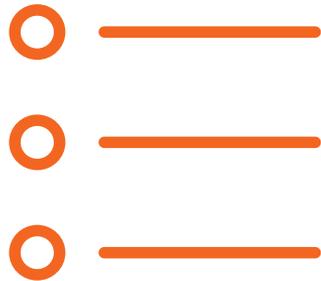


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A woman with glasses and a floral patterned blouse is sitting at a desk, looking down at a laptop. She is typing on the keyboard. The background shows a blurred office environment with a desk, a glass of water, and some papers. A large blue diagonal overlay covers the left side of the image.

# The Applicant Screening Process

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Is your candidate screening process too lengthy?

# 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

# The Interviewing Process



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



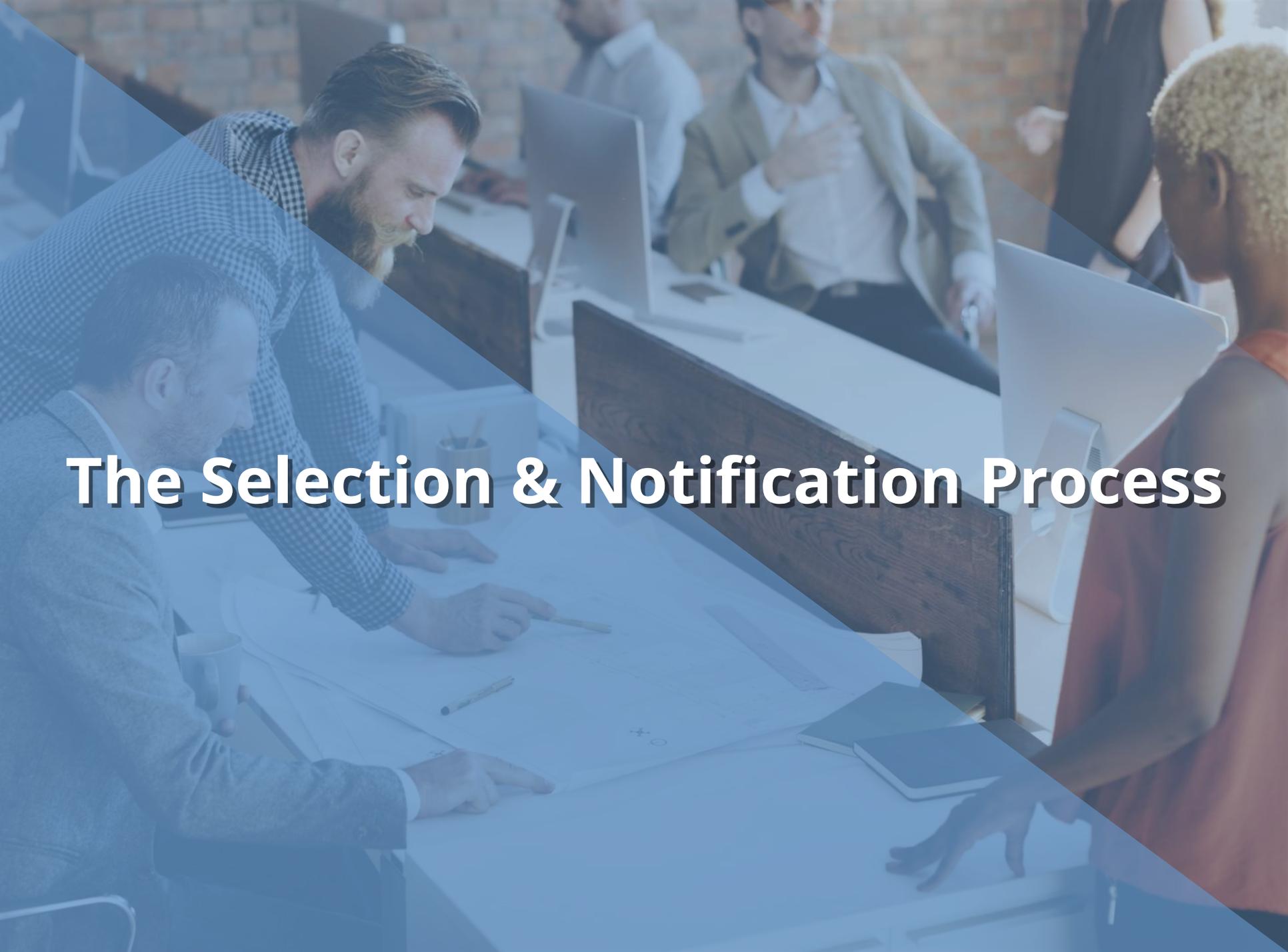
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# The Selection & Notification Process

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Are you putting your interviewees through a waiting game?





# 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





# 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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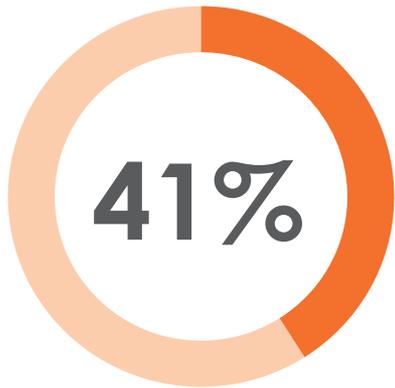


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# The Onboarding Process



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

# 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.



# 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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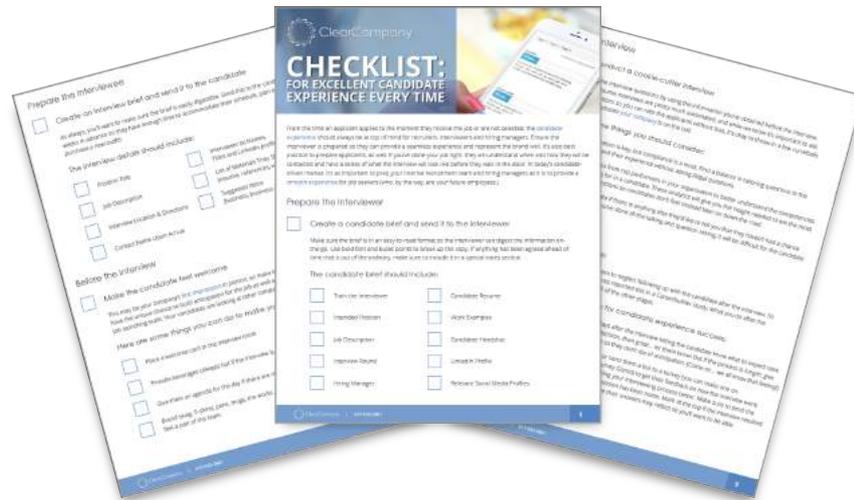


# The Onboarding Process

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

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

# 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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