



7 QUESTIONS FOR EVALUATING YOUR CANDIDATE EXPERIENCE

Did you know, 60% of candidates talk about their experience with others? Not only do you want an ideal experience to get more applicants in your system, you also want to ensure you're making a good impression to get more referrals. If you haven't taken the time to evaluate your candidate experience, it's not too late!

Here are seven simple questions to help you think through the candidate experience, how you can make positive changes and improve the overall candidate experience.

1. IS THE CANDIDATE EXPERIENCE PART OF YOUR BRAND?

The moment a potential candidate interacts with your brand, whether on social media or your website, you are already making an impression. That's why it's crucial that your brand strategy takes user experience into consideration.

- Are you representing your company and culture well?
- Are you making it easy for potential candidates to find new job opportunities?

Take a step back and view your company from a candidates perspective. What would they see?

2. DO YOU HAVE A PROCESS THAT MOVES TOP CANDIDATES ALONG QUICKLY?

When the best come knocking at your door, you better have a plan in place! In such a competitive market, you can't afford to lose top talent due to a poor candidate experience. Have a quick and easy way to evaluate candidates and communicate the process and progress. You should [establish an evaluation process with a set of specific criteria](#) to use as a basis for decisions. This will ensure the process goes quickly without losing the candidate due to a bad experience.

3. ARE YOU ACTING AS A RESOURCE FOR YOUR CANDIDATES?

What better way to improve the candidate experience than by evaluating how you provide actual value to your candidates? How can you be more involved with your candidates? How can you show them you care? To truly excel at providing a [great candidate experience](#), you must factor in every part of the candidate's journey with you. By giving resume advice, interview tips or referrals, you can immediately make yourself stand out from the competition. At the end of the day, it comes down to building a relationship and treating candidates the way you would want to be treated.

4. DO YOU SKIP ON THE DETAILS?

Ere.net reports that candidates say lack of detail in job posts can negatively impact an application experience. Aside from the basics of company name, job title, and location, you should consider adding: Starting date range, salary range, benefits/perks of the job, required/recommended skills and experience, a general, day-to-day job description and a timeline for the interview/hiring process. Additionally, you should [make your job posts stand out](#) from the rest by writing an interesting, empowering job description that gives candidates an idea of how they can make an impact at the company in that specific role. Tell them the value of the position and why they would want to apply.

5. IS YOUR APPLY PROCESS SHORT ENOUGH?

[55% of job seekers](#) say a long application process contributes to a negative candidate experience. It's true, the shorter your application, the more likely candidates will complete your entire application. Determine how you can [simplify the application](#) to ensure an ideal candidate experience. Of course, there might be a qualifying question or two you want to ask, including pre-screen questions, but only ask what you need to get from talent up front. Remember, the most important thing is to get them through the application process. As needed, you can always follow up with [additional qualifying questions and requests](#).

6. DO YOU HAVE A SMOOTH APPLY PROCESS?

Is it a smooth process? Is the next step in the process obvious? Is it easy to fill out on any device? Gather your team's mobile phones and make sure it works well across multiple types of phones. Then test it on various tablet devices. After testing on multiple devices, re-evaluate your application to see if you can make the application more concise or easier to complete. Is there information you can easily collect later on in your onboarding process?

7. ARE YOU USING TECHNOLOGY TO ENHANCE YOUR CANDIDATE EXPERIENCE?

According to CareerBuilder's annual Candidate Behavior survey, only 14 percent consider recruiters to be responsive. In fact, [60% of candidates](#) said that better communication throughout and after the application process would make a positive impact on their experience. Software platforms allow for automatic responses to be sent whenever an application is received, or a position gets filled. Online interactions can lack a [human touch](#), which is why it is so important to simplify communication and be accessible to talent. Staffing and recruiting software can help you easily stay in touch with talent to ensure a simplified and ideal experience all the way from [applicant to revenue-generating employee](#).

By evaluating your candidate experience, you can ensure you are optimizing every step of a candidate's journey. This ensures you are providing the best experience possible to help with candidate engagement and communication. A better candidate user experience means more placements and a more engaged, successful workforce.