CREATING AN AMAZING CANDIDATE EXPERIENCE FOR YOUR STAFFING FIRM

5 TIPS FROM A USER EXPERIENCE DESIGNER

A great candidate experience is simply a fundamental requirement to being successful in the staffing industry. However, the job hunt can often be a stressful time. Searching for an opportunity, engaging with a recruiting agency, applying, interviewing, onboarding, starting a new job: all of these tasks require time and effort and each one of them plays a critical role in the experience of your candidates. If you're falling short in providing an excellent experience in any one of these areas, you run the risk of your candidate leaving the experience altogether, decreasing your applicant pool. So, what can YOU do to improve the entire experience of your candidates?

Check out these five tips from our own User Experience Designer:

1. GET FEEDBACK IN A QUICK, EFFICIENT WAY

Communication with your candidates should be your number one priority. Assumptions and guesses are your worst enemy when it comes to designing your candidate experience. Working in a short survey about their experience is an efficient way to gather valuable information.

Another option is as simple as sitting down with multiple applicants while they go through the application process to observe pain points and confusion to provide helpful information.

2. ASK WHY!

Many people find this difficult, but a little inquiring can go a long way. If a candidate thinks a certain part of their experience is confusing or troubling, ask them why! You may have a quick solution or work-around if you understand the root of the problem. Ask your candidates to elaborate!

3. COLLABORATE WITH YOUR ENTIRE TEAM

Documenting and centralizing candidate feedback will help immensely in finding patterns and major pain points in the candidate experience. Take some time to schedule a meeting with your entire team to review feedback, and collaboratively brainstorm ideas on how to improve the candidate experience. If time allows, perform an activity called an Affinity Diagram; the activity is meant to see both big-picture problems, while seeing detailed feedback from the candidate themselves.

Stay organized: collaborating on feedback that is written on post-its or multiple pages of paper could be hazardous! If your staffing software allows, attach feedback to each candidate and create reports that allow for easy access to candidate feedback. If this is not a possibility, use existing technology such as Trello or GoogleDocs for organizational purposes.

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4. DON'T JUST SIT ON YOUR FEEDBACK; TAKE ACTION!

If your candidate experience is not great, do something about it! A big piece of advice: You are not your user. Don't just change things because YOU think it's a great idea; use your candidate feedback! This action may also involve relaying candidate feedback to whomever creates your software.

Avionté solicits feedback from our users about how to improve the Avionté software experience! Our goal is to make your lives easier, and give everyone who interacts with our solutions an exceptional experience.

5. ATTEND A CRASH COURSE ON USER EXPERIENCE!

User experience design is a growing field that provides learning opportunities in all walks of life! Many design aspects translate quite well into improving the candidate experience. One example of this would be, in general, people dislike reading big blocks of text. If you have vital information inside a big block of text, there is a very high chance that the user will miss this information. It's just bad design!

If you have time, attend a basic course about user experience principles, or do some quick research. The Nielson Norman Group is renowned in the UX community as a great online resource for all things UX.

The user experience community is a great group of people. If you need more advice on how to improve the candidate experience, grab some coffee with a UXer; we love to help people!

We are all working for a common goal: to obtain the best candidates possible in the most efficient way that gives them an experience they will continue to come back for. Easier application and onboarding processes = more candidates = better candidates = happier us.

Looking from a User Experience Designer perspective, we can achieve this by taking ourselves completely out of the equation, and creating processes with the user in mind. You will be a giant step closer to achieving your ultimate goal if you remember these five words: You are not your candidate.