The candidate strikes back
How to improve the recruitment process for your candidates

What is the most important improvement that employers could make?

11% of workers: “Improve the job related content that’s available to applicants.”
34% of workers: “Provide feedback for unsuccessful candidates.”
12% of workers: “Reduce average time between interview and decision.”
8% of workers: “Tighten the screening questions to reduce number of applications.”
22% of workers: “Provide more feedback throughout the application process.”

Recommendations for employers

Be explicit about what candidates can expect as a job applicant and measure yourself against your stated expectations.
Provide clear and concise job descriptions which set out tasks and describe a typical day in the job.
Set out the culture of an organisation, describe the specific benefits and features.
Be clear on timescales.
Give candidates an opportunity to discuss and demonstrate their skills and capabilities.
Show candidates the office environment to gauge the culture.
Provide training in interviewing skills for hiring and line managers; monitor impact.
Provide clear, specific and personalised feedback for successful and unsuccessful candidates. Agree who does this at the outset: manager, HR or recruitment agency.
Ensure line manager contacts successful candidate before start date.

Recommendations for recruiters

Be clear about the job description. Be open and transparent about the candidate’s ability.
Provide clear feedback to successful and unsuccessful candidates.

20% of workers in Great Britain say they will leave their jobs in the next year.
58% of workers and recent retirees applied for at least one job in the last five years.
19% of these people found out about their last role by word of mouth.
11% of respondents describe their candidate experience as ‘bad’.
80% of respondents were not asked for feedback on the application/job interview.
20% of people who elected to withdraw from the process did so because they felt the process took too long.

www.rec.uk.com/candidateexperience