

A woman with blonde hair, wearing a blue blazer over a white shirt, is looking thoughtfully to the right. She is in a meeting with other people, whose faces are partially visible in the background. The image has a dark green overlay.

IMPROVING THE CANDIDATE EXPERIENCE

***Verified*First**

PEOPLE ARE YOUR GREATEST ASSETS

To build a strong company, everything starts with your people. Employees can be your greatest resource, but in a tightening labor market, top talent is becoming increasingly difficult to find and lock down. In these conditions, one of the most important things a company can do is focus on the candidate experience.

The candidate experience covers all parts of the application process, including applying and interviewing, placement, onboarding, and even being rejected. A positive candidate experience can bolster a company's reputation, make it easier to recruit top talent, and lower hiring costs. In contrast, a negative candidate experience harms a company's reputation and brand, increasing the costs of recruiting.

A study from Talent Board revealed that 65% of candidates with negative experiences would share their stories with their inner circle and 50% would speak out on social media.

Aside from negative publicity, a poor candidate experience can have far reaching consequences. For example, more than 130,000 candidates applied for jobs at Virgin Media in 2014 and 18% of candidates were existing customers. Because of a poor candidate experience, more than 7,500 candidates switched to a competitor, costing the company more than \$5.4 million.

With this in mind, it's not surprising that recruitment was ranked as the HR function with the highest impact on revenue and profit margins by the Boston Consulting Group. Because the stakes are high, many companies have chosen to improve the candidate experience.



BEST PRACTICES TO IMPROVE THE CANDIDATE EXPERIENCE

EASE OF USE

Creating a streamlined application process will help you get candidates through your hiring funnel more quickly. Remove any laborious and redundant fields, such as work history, that will already be included on a candidate's resume. Allowing your candidate to easily complete their application forms will make a good first impression and give you a larger pool of candidates to choose from.

LEVERAGE EMAIL AND TEXT MESSAGING

If a candidate is kept waiting on the status of their application, they will likely assume the employer is disinterested and develop a negative perception of the company. Providing email and text updates to candidates will alleviate the anxiety of the hiring process and help them view the experience and company favorably.

MOBILE-READY

According to LinkedIn, 72% of candidates have viewed a company's career site with a mobile device and 64% look for opportunities on professional and social networks. If candidates are unable to apply from a mobile device, they may look for opportunities elsewhere.

BRANDING AND AESTHETICS

To attract and engage new candidates, companies must promote their brand and company culture through all interactions with candidates. This includes career sites, collateral materials, videos, and face-to-face interactions.



SPEED OF HIRING

Top candidates usually receive more than one job offer, so companies with a slow recruitment process may fail to lock down top talent. In fact, a study from the Robert Walters Whitepaper Series revealed that 40% of organizations have lost a preferred candidate because of a lengthy recruitment process. Improving the speed of hiring helps companies acquire top candidates.



TIME IS EVERYTHING

Although there are many factors that create a strong candidate experience, improving the speed of hiring is paramount. Companies have many factors that influence their time to hire, but one factor is universal—the speed that a candidate can be vetted for an open position. An efficient background screening process can reduce hiring bottlenecks, allowing you to lock down the best candidates.

A skilled background screening company recognizes how improving the time to hire allows your company to create a strong candidate experience, enabling you to acquire top talent and strengthen your brand. Through our proprietary technology, Verified First's pre-employment screening solutions quickly and accurately vet candidates. Increased efficiency from integration with your HR software buys you more time to focus on recruitment and retention.

FAST FORWARD

If you would like to explore how improving the speed of your background screening could improve your candidate experience, we can help. Contact us today for a free audit of your background screening program.

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