



Candidate Experience... how good is yours?

The Candidate Experience – creating positive recruitment PR

In the fight for talent, the recruitment experience you provide to applicants looking to join your organisation can be a real deciding factor in securing them. Even where applicant numbers are on the rise, the perception you leave with candidates – whether you employ them or not – will have a significant impact on your hiring activity now and, importantly, in the future.

You might be asking, why is it important to present candidates with a good recruitment experience, especially as you will be rejecting most of them? Well, just like your customers (and *potential customers*), candidates in the recruitment process form their perceptions of you based on their knowledge of, and contact with, your business. Also, just like your customers, these perceptions will influence their actions and will quickly spread to their network of contacts, thus having a magnified effect.

Essentially, a good recruitment experience is free PR for your organisation and will positively influence the recruitment market dynamic, making it easier to generate interest when you do need to recruit and easier to maintain contact with good people for possible future requirements (your external 'talent pool') even if you chose not to hire them there and then. On the other hand, a negative experience will damage your employer brand and make it more difficult to attract and maintain contact with the best. Even your recruitment suppliers will be affected by their experience working with you, which, if it's a poor experience, will in turn work against you. A poor experience will travel fast!

At Artis we've spent the last 8 years at the forefront of candidate attraction and understand the candidate journey and what makes a great candidate experience. Our experienced Consultants and Associates offer real insight and practical support to help you improve your candidate experience as part of an enhanced and more effective resourcing process.

Highlights from our Q1 2009 survey can be found below. Further details available on request.

We offer a range of tailored consultancy services to help with:

Candidate Attraction Strategy

Applicant Tracking Systems

Recruitment Process review

Candidate Experience

Employer Brand strategy

Talent Management

Bespoke Assessment Services

What are the key findings?

■ Communication

- A common complaint of many candidates is that client communication is at best incomplete, and at worst incoherent. Over reliance on IT systems, email and 'push' communication (i.e. telling) fail to create a relationship and often leave the candidate chasing for the information they actually want.

■ Timescale

- Although it's perhaps inevitable that client and candidate expect a different pace to the recruitment process, the key here is expectation management. Timelines too often slip with no explanation to the candidate and whilst there are typically business pressures driving this, explanation is minimal.

■ Feedback

- Most candidates surveyed (68%) felt disappointed to some degree with the depth of feedback they received post-interview. Rounding off the process with a proper debrief can be a hugely positive exercise, giving candidates an impression of thoroughness and professionalism, and helping shape a positive impression of the recruitment process which will stay with them long into the future.



To find out more about how we can help with your specific resourcing needs, or to ask us about any of our consultancy services, please contact us:

Artis Consulting Ltd, St Brandon's House, 29 Great George St, Bristol BS1 5QT

Tel: 0117 920 0167 Fax: 0117 920 0072 Email: enquiries@artisconsulting.co.uk