

TALKING TALENT WEBINAR

THE HARD TRUTH ABOUT CANDIDATE EXPERIENCE: PART ONE

DECEMBER 14, 2022



HOW TO GET THE MOST OUT OF YOUR CRM

PRESENTER



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AGENDA

- 01 THE STATE OF THE GLOBAL JOBS MARKET
- 02 CURRENT TRENDS IN JOB SEEKER BEHAVIOR
- 03 THE IMPACT OF CHANGING CONSUMER EXPECTATIONS
- 04 THE COST OF A POOR CANDIDATE EXPERIENCE
- 05 EXPECTATION V. REALITY: OUR FORTHCOMING RESEARCH

THE HARD TRUTH ABOUT CANDIDATE EXPERIENCE: PART ONE

THE STATE OF THE GLOBAL JOBS MARKET

Labor demand exceeds
labor supply by

5 MILLION

jobs in the United States

46%

of recruiting employers have
hard to fill vacancies in the
United Kingdom

Australian jobless rate of

3.5%

at lowest since records
began

108,000

positions added to the
Canadian jobs market in
October

CANDIDATES CONTINUE TO HAVE CHOICE

CURRENT TRENDS IN JOB SEEKER BEHAVIOR

Employers and candidates are haunted by ghosting

Decisions, decisions... the rise of never-ending job interviews

Reneging rates continue to rise

Candidates are on the lookout for something better

CHANGING CONSUMER EXPECTATIONS

68%

of consumers expect personalized experiences

61%

of consumers have higher expectations post-pandemic

30%

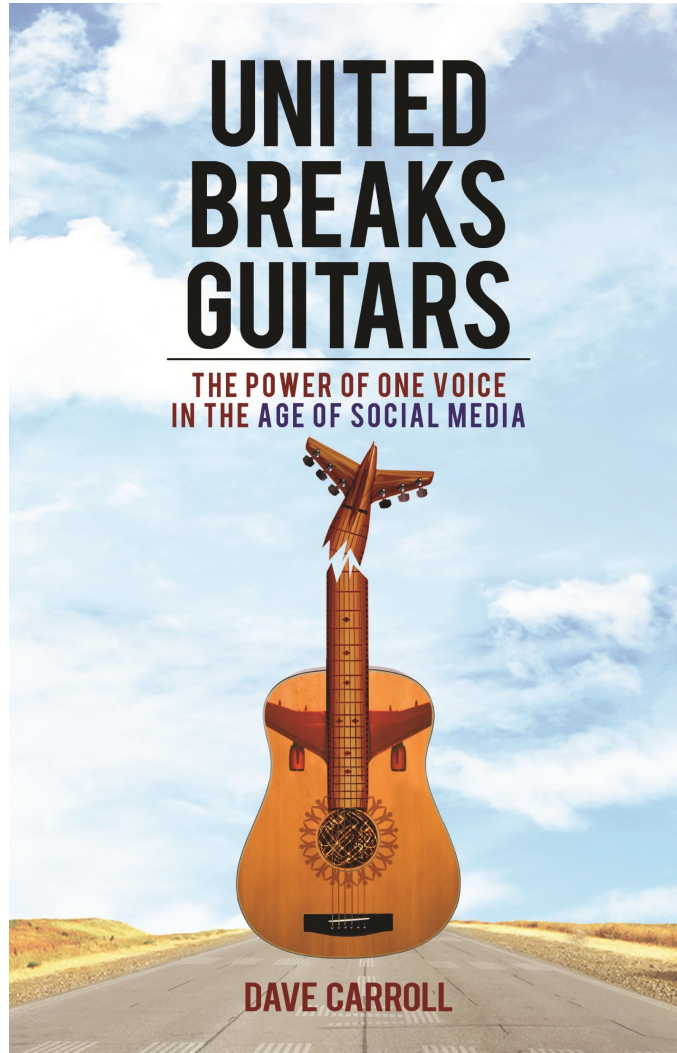
of internet users are using voice search to find products

40%

of customers expect self-service solutions

INVESTMENT IN CUSTOMER EXPERIENCE IS EXPECTED TO INCREASE BY 24% IN 2023

WE WANT TO SHARE OUR EXPERIENCES



- \$3,500 Taylor guitar damaged in transit with United Airlines
- Negotiations with the airline lasted for over nine months
- Dave Carroll wrote a song about his experience and posted on YouTube
- **Over 5 million views of the video within one month**
- The bad PR wiped \$180 million from United Airlines share price

THE HARD TRUTH ABOUT CANDIDATE EXPERIENCE: PART ONE

THE COST OF A POOR CANDIDATE EXPERIENCE

123,000
REJECTED
CANDIDATES

6%
TERMINATED
SERVICE

\$50
MONTHLY
VALUE

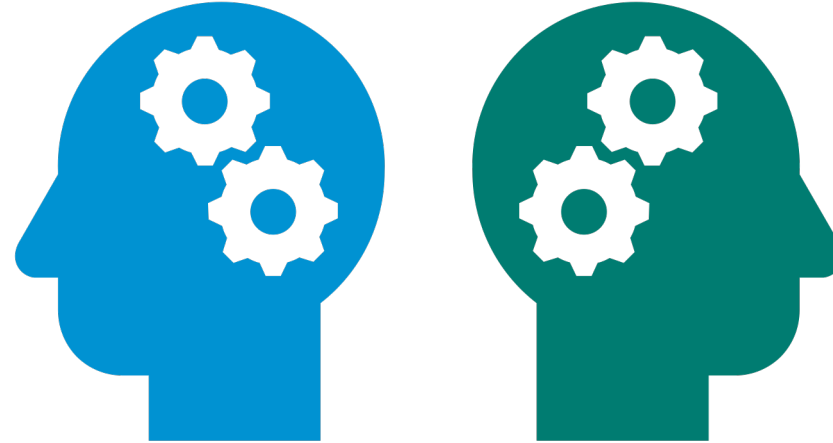
x12
ANNUALLY

\$5.5 MILLION PER ANNUM

BRAND NEW PROPRIETARY RESEARCH

EXPECTATION VERSUS REALITY

BENCHMARK OF
215
EMPLOYERS



INSIGHTS FROM
2400
CANDIDATES





PeopleScout, a TrueBlue company, is the world's largest RPO provider managing talent solutions that span the global economy, with end-to-end MSP and talent advisory capabilities supporting total workforce needs. PeopleScout boasts 97% client retention managing the most complex programs in the industry. The company's thousands of forward-looking talent professionals provide clients with the edge in the people business by consistently delivering now while anticipating what's next. Affinix™, PeopleScout's proprietary talent acquisition platform, empowers faster engagement with the best talent through an AI-driven, consumer-like candidate experience with one-point ATS and VMS integration and single sign-on. Leveraging the power of data gleaned from engaging millions of candidates and contingent associates every year, PeopleScout enhances talent intelligence for clients across more than 70 countries with headquarters in Chicago, London and Sydney and global delivery centers in Charlotte, Toronto, Montreal, Bristol, Krakow, Gurgaon and Bangalore.

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