

TALKING TALENT WEBINAR

THE HARD TRUTH ABOUT CANDIDATE EXPERIENCE: PART TWO

*INSIDE THE CANDIDATE EXPERIENCE
REPORT*

JANUARY 25, 2023



THE HARD TRUTH ABOUT CANDIDATE EXPERIENCE

PRESENTER



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**GLOBAL HEAD OF TALENT
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HOST



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**HOST, TALKING TALENT PODCAST
AND WEBINARS**

THE IMPORTANCE OF CANDIDATE EXPERIENCE

CANDIDATES AND EMPLOYERS AGREE:



What you learn during the recruitment process is just as important as what they learn about you.

The way in which a candidate is treated through the recruitment process will ultimately affect whether they want the job or not.



THE HARD TRUTH ABOUT CANDIDATE EXPERIENCE: INSIDE THE CANDIDATE EXPERIENCE REPORT 2023

ABOUT THE RESEARCH

PURPOSE

To provide an objective overview of the current state of global candidate experience at some of the world's largest companies

METHODOLOGY

1. Performed our proprietary Candidate Experience Diagnostic on the candidate journey of over 215 organizations across the globe
 - Applied for jobs at each organization and scored the experience, focusing on the pre-interview stages of Awareness, Consideration, Activation, Application and Engagement
 - Each organization was given a score – the Candidate Experience Quotient or CandidateXQ
 - CandidateXQ = calculation taking into account 40 key experience indicators, including 15 critical factors that make or break the candidate experience
2. Global survey of over 2,400 job seekers



WHY THE GAP?

LESS THAN **2 IN 10** CANDIDATES (18%) WOULD RATE THEIR RECENT RECRUITMENT EXPERIENCE AS EXCELLENT



CANDIDATES WHO RATE THEIR CANDIDATE EXPERIENCE AS EXCELLENT (BY REGION):



APAC



N America



EMEA

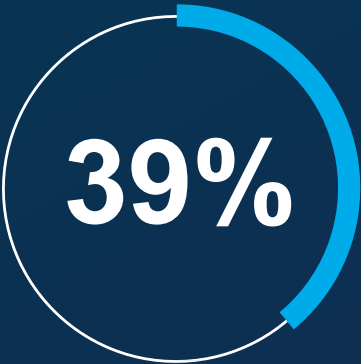


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INDUSTRY RANKING

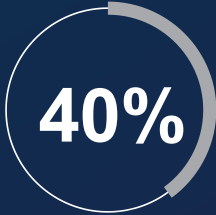
AVERAGE CANDIDATEXQ SCORE
ACROSS ALL SECTORS



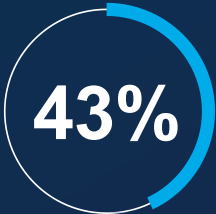
Financial Services
average overall
CandidateXQ score:



Manufacturing & Industrial
average overall
CandidateXQ score:



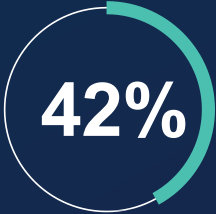
Retail & Consumer Goods
average overall
CandidateXQ score:



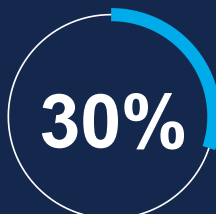
Business & Management Consulting
average overall
CandidateXQ score:



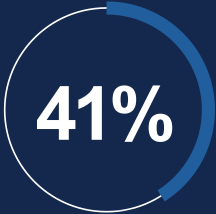
Healthcare & Life Sciences
average overall
CandidateXQ score:



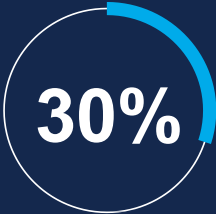
Public Sector
average overall
CandidateXQ score:



Technology
average overall
CandidateXQ score:



Hospitality
average overall
CandidateXQ score:



THE CANDIDATE EXPERIENCE: EXPECTATIONS VS REALITY



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AWARENESS

Is recruitment content relevant and easily available?

Average CandidateXQ score for the Awareness stage:



EXPECTATION:

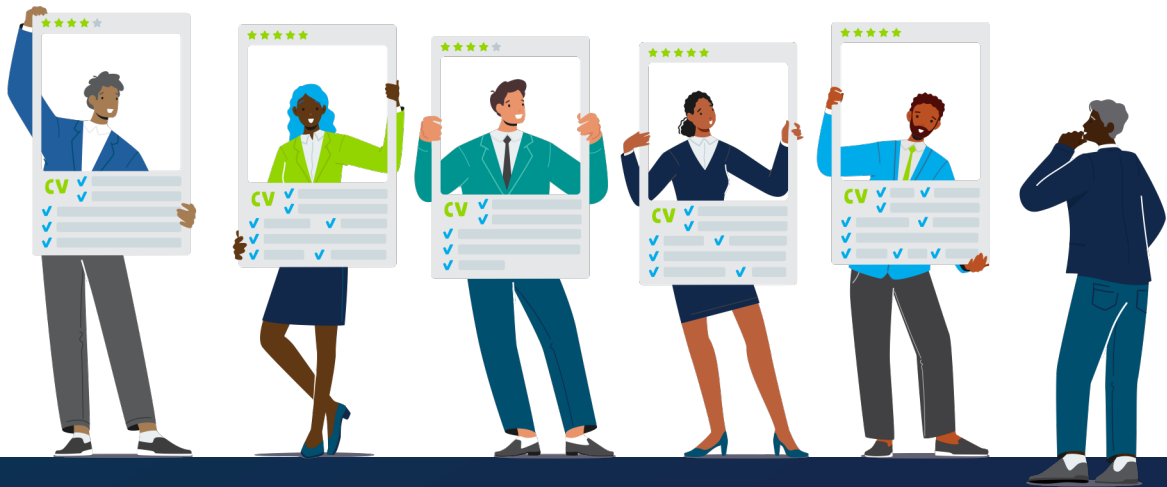
Search engines and social media are the top job search tools used by candidates globally.

REALITY:

1 in 3 companies had not posted career-related content to their social media channels for at least a week

CLOSING THE GAP:

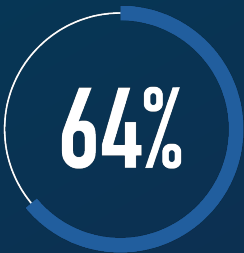
Ensure career and employer branding content are a regular feature on your branded social media channels – at least once per week.



HOW CANDIDATES FIND JOB OPENINGS



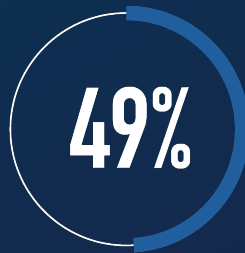
Search engines
(i.e., Google)



Social media
(i.e., LinkedIn)



Job boards
(i.e., Indeed)



Company websites



Personal or professional network



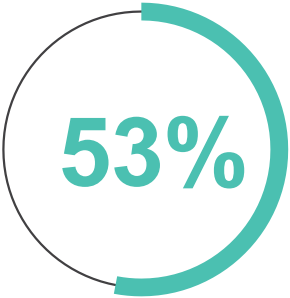
Review sites (i.e., Glassdoor))

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CONSIDERATION

Why should I work here? What does it really feel like to work at you organization?

Average CandidateXQ score
for the Consideration stage:



EXPECTATION:

50% of candidates say an organization’s mission/purpose or values are a key influence on their decision to apply.

	1	2	3
Gen Z 1995 - 2010	Mission and values	Flexible working and work/life balance	D&I; Company culture (tied)
Millennials 1980 - 1994	Flexible working and work/life balance	Mission and values	Rewards and benefits
Gen X 1960 - 1979	Flexible working and work/life balance	Rewards and benefits	Mission and values
Baby Boomers 1940 - 1959	Flexible working and work/life balance	Rewards and benefits	Mission and values

REALITY:

We found details on the mission or purpose of the organization less than half (48%) of the time.

CLOSING THE GAP:

Create an emotional connection with candidates.

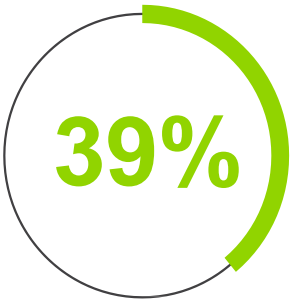


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ACTIVATION

What will the recruitment process look like?

Average CandidateXQ score
for the Activation stage:



EXPECTATION:

Top three reasons candidates don't apply to a job are:

- 1

Lack of information about the role
- 2

Lack of information about the salary
- 3

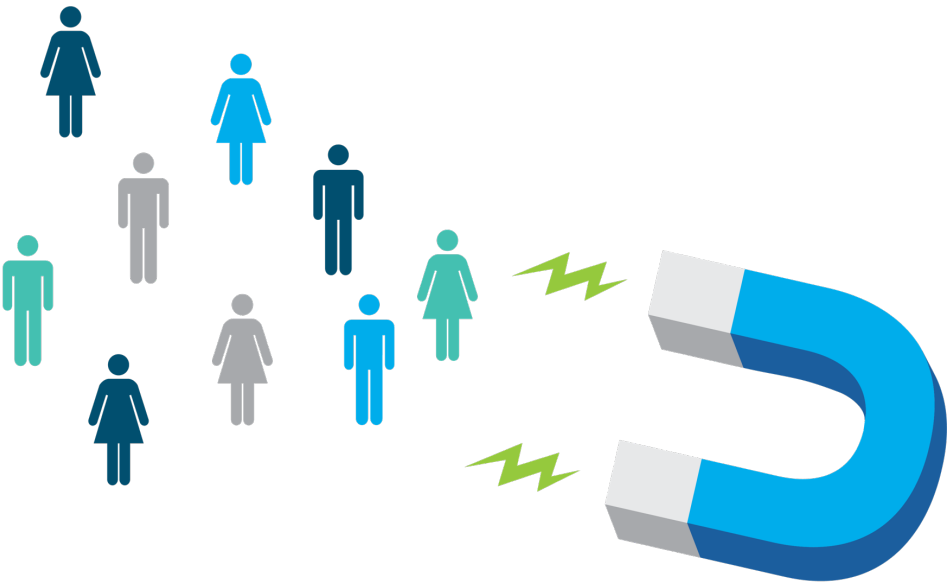
Lack of information about the skills and experience required

REALITY:

Most employers post job descriptions rather than job advertisements.

CLOSING THE GAP:

Update your job postings to showcase your EVP. Consider using video job previews.

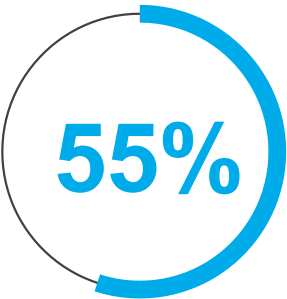


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APPLICATION

How fast and easy is it to apply?

Average CandidateXQ score
for the Application stage:



EXPECTATION:

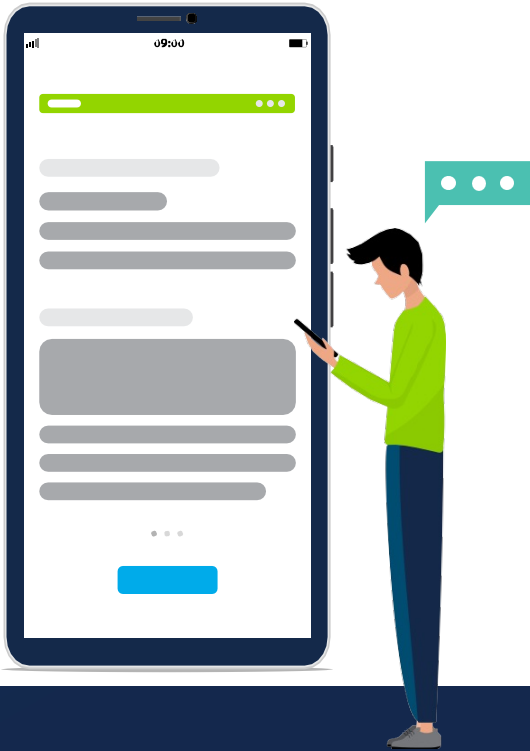
91% of candidates have used a mobile device to apply for a job

REALITY:

- 40% of companies asked candidates to duplicate information that was already contained in their résumé or CV
- Only 30% of organizations gave candidates the opportunity to request reasonable adjustments

CLOSING THE GAP:

Assess your application process and implement technology to streamline it.



CANDIDATES WHO HAVE APPLIED TO A JOB VIA A MOBILE DEVICE



APAC



EMEA



LATAM



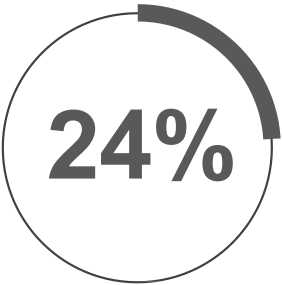
NORTH
AMERICA

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ENGAGEMENT

What happens after I submit my application?

Average CandidateXQ score
for the Engagement stage:



EXPECTATION:

Candidates rate the following as likely to cause them to drop out of the recruitment process:

REALITY:

Next steps were communicated just **16%** of the time.

48% of candidates did not receive feedback on their last application.

Of those who did receive feedback, **38%** said it wasn't helpful

56% say they were asked to provide feedback

CLOSING THE GAP:

Regularly communicating with candidates. Give and ask for feedback.

CANDIDATES RATE THE FOLLOWING AS EXTREMELY OR VERY LIKELY TO CAUSE THEM TO DROP OUT OF THE RECRUITMENT PROCESS AFTER APPLYING



No acknowledgement
of my application



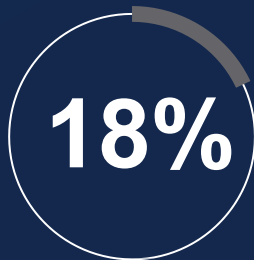
Lack of information on
next steps



Employer was not
responsive to my
questions



Employer took too
long to respond to my
application



Lack of feedback
from employer

YOUR CANDIDATE EXPERIENCE ACTION PLAN





Q&A