

Candidate Experience Tips

for Better Recruitment

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THE CANDIDATE EXPERIENCE AND WHY IT MATTERS

Candidate experience is more essential than ever.

Why?

Recruitment is consumer-facing and at the top of the HR funnel—it's too important to break.

In fact, a 2016 Talent Board survey states that 41% of applicants who gave their candidate experience a negative, one-star rating said they would take their alliances, product purchases, and brand allegiance somewhere else.

Ultimately, your candidate experience is a reflection of your employer brand. If you value your business success and realize the implications at stake, it may be time to prioritize your recruitment with a candidate experience that's second-to-none.



YOUR APPLICATION IS YOUR FIRST IMPRESSION...

...Make it a good one.

According to Talent Board, 55% of candidates said their average applications took over 30 minutes to complete. Yet, 60% of job seekers abandon their job application halfway because of length and complexity.¹

Some employers might think a longer application will help find more qualified talent, when in fact, it will just deter interested candidates from applying. A powerful applicant tracking system, can help create candidate experiences that are as attractive as they are effective. By creating a user-friendly career site and leveraging resume data parsing and easy-to-use pre-screening questions, your candidates can easily to apply to open positions, faster.

Did you know?

73% of job seekers start their search on Google.²

The iCIMS Talent Cloud was the first TA provider to partner with Google for an improved search experience. This collaboration ensures Google can detect and display available jobs as soon as they're posted—so candidates can apply more efficiently.

1. Talent Board, Candidate Experience Awards, 2016
2. CareerBuilder, Candidate Behavior Study, 2015

MAKE IT MOBILE

Meet your candidates on-the-go.

Today's job seekers are more mobile than ever, with 78% of millennials, 73% of Gen Xers, and 57% of baby boomers across the globe actively searching for jobs from their mobile devices.³

The candidate job search is on-the-go—so it's vital you go with them. Among those who currently use an ATS, 100% agreed that their company needs to do a better job of integrating mobile recruitment technology.⁴

A dedicated talent acquisition provider that knows mobile recruitment will allow you to...



Ensure your company website is mobile-responsive with no resizing or scrolling.



Let candidates apply using their cloud of choice to upload their resumes.



Send communications regarding their status directly to their mobile devices.

3. Pew Research Center, Global Fact Sheet, 2018

4. Hiring Insights, 2016

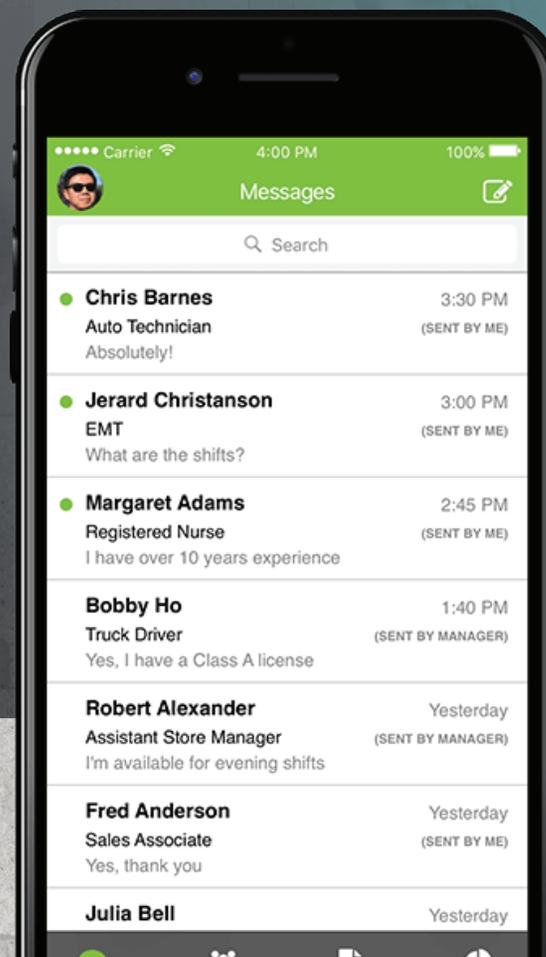
5. Adobe, Email Consumer Survey, 2017

Did you know?

Over **83%** of millennials report opening a text within 90 seconds of receiving it?⁵

iCIMS' Text Engagement, is the leading text message live chat and artificial intelligence platform.

This powerful integration will allow job seekers to apply for jobs and engage with company recruiters directly over text message and live chat for an even better candidate experience.



GET SERIOUS ABOUT SOCIAL...

... Your candidates certainly are.

Today's candidates are posting, tweeting, and pinning their ways into new positions. In fact, job seekers agree that social and professional networks are the most useful resources in their job search compared to job boards, job ads, recruiting agencies, and recruiting events.⁶

If you want to win top talent, you need to become a social butterfly. Here's how:



Post open roles to your corporate social profiles to encourage followers to apply.



Use an ATS that allows candidates to apply directly from their social profiles.



Access social recruiting tools that are also mobile-friendly, during the entire TA lifecycle.

Req.#	Job Title	Location	Posted	Publish Now	Schedule
3310	Accounts Receivable Analyst - College Grads! (View Job)	US-NJ-Holmdel	Jan 12, 2018	[Social Icons]	[Schedule]
3426	Communications Planner III (View Job)	US-NJ-Holmdel	Jan 30, 2018	[Social Icons]	[Schedule]
3381	Content Strategy Associate I (View Job)	US-NJ-Holmdel	Dec 12, 2017	[Social Icons]	[Schedule]
3404	Content Strategy Associate III (View Job)	US-NJ-Holmdel	Jan 14, 2018	[Social Icons]	[Schedule]
3373	Corporate Privacy and Regulatory Counsel (View Job)	US-NJ-Holmdel	Dec 11, 2017	[Social Icons]	[Schedule]
3452	Customer Support Associate - Overnight Shift (View Job)	US-NJ-Holmdel	Feb 12, 2018	[Social Icons]	[Schedule]
3309	Customer Support Specialist - College Grads! (View Job)	US-NJ-Holmdel	Oct 13, 2017	[Social Icons]	[Schedule]
3406	Data Steward I (View Job)	US-NJ-Holmdel	Jan 16, 2018	[Social Icons]	[Schedule]

Empower Your Employees

32% of companies report employee referral programs serve as their top source of quality hire.⁷

iCIMS automatically publishes openings to participating employee social networks, without any effort after initial setup.

6. CareerArc, Future of Recruiting Study, 2017

7. LinkedIn, Global Recruiting Trends, 2016

COMMUNICATE EFFICIENTLY AND OFTEN...

...Keep applicants in the loop.

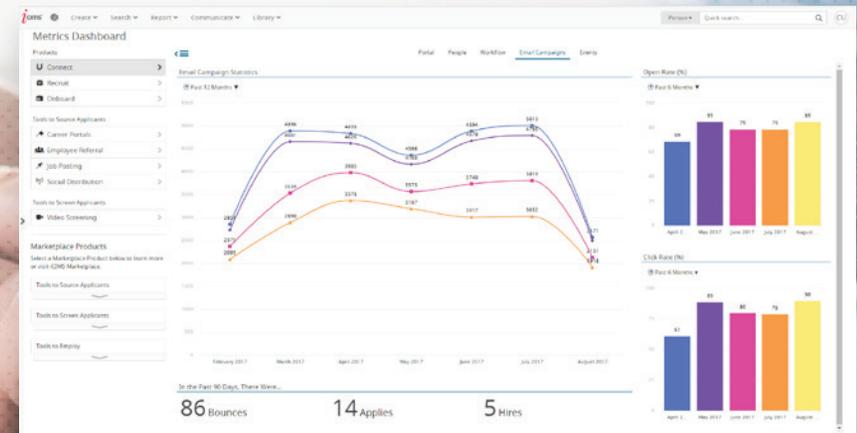
Talent Board states that 61% of candidates can view their progress or status of their application. Although this is an 18% increase from 2015, it should be a basic component and unfortunately, is still not standardized throughout all application processes.

Recruitment technology can help manage high volumes of candidate applications and automate time-sensitive follow-up messages to send once they've applied. This assures their application will be reviewed and helps to avoid the "candidate black hole."

Be Proactive

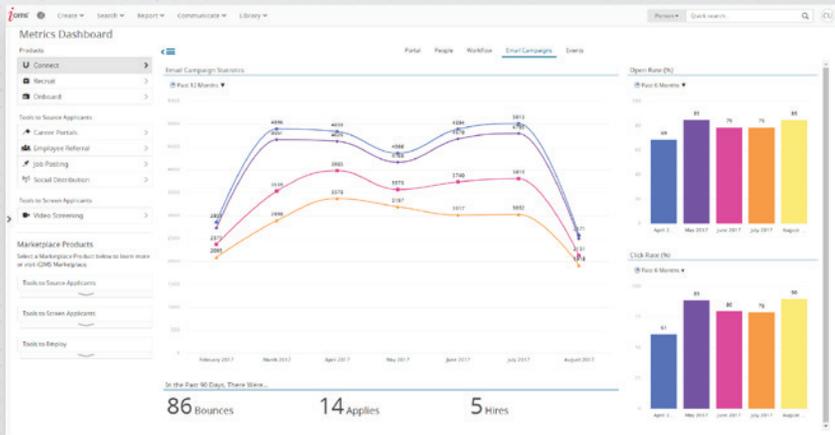
Not all your candidates might be ready to apply for a job—that's okay. A robust candidate relationship software (CRM), can empower your recruitment marketing strategy.

By harnessing the power of email marketing, you can stay in touch with a talent pool of interested candidates, so when they are ready for a change, they'll know where to apply.



NEVER SETTLE...

...Integrate your solutions for holistic insights.



Did You Know?

87% of candidates who have a one-star experience were never asked for feedback on the hiring process?⁸

While metrics and data are crucial to refining the candidate experience, leverage applicant surveys to gauge their experiences. The best feedback will come straight from the source.

8. iCIMS Hiring Insights, 2016

30% of recruiters say disparate systems resulting in redundant data entry is their biggest technology challenge.⁸ The iCIMS Talent Cloud, integrates your talent technologies into one organized workflow for greater efficiency and more actionable insights.

The Talent Cloud's powerful TA reporting capabilities allow you to run a variety of complex, in-depth, real-time reports to track important KPIs. Any field, whether it is a standard or custom field, can be used for searches and reports.

Some key candidate experience metrics to consider:



Career Page Conversion Rate: To measure the success of your career portal and look for areas of improvement.



Applicant Drop-Off Rate (ADR): To help continue trimming down the length and complexity of your applications.



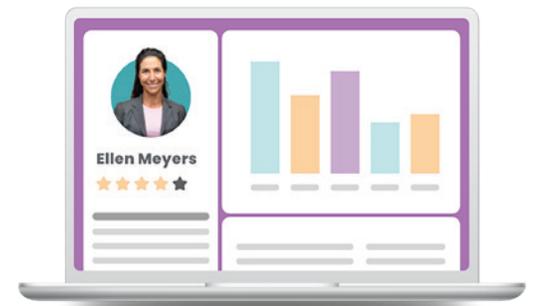
Recruiter Response Times: To see how well your recruiters are engaging with potential candidates and measure in-house productivity.



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The Talent Cloud

Talent Powers Transformation

iCIMS is the talent cloud company that empowers organizations to attract, engage, hire, and advance the right talent that builds a diverse, winning workforce. iCIMS accelerates transformation for a community of more than 4,000 customers, including a third of the Fortune 100, that employ more than 30 million people worldwide.



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