



The Winning Formula for a Stellar

Candidate Experience



Why Candidate Experience Matters

The competition for talent is fierce.

Employers that want to win the war for top talent need to deliver on a candidate experience that treats job seekers like customers.

The bar has been set high. From researching a company's culture on social media to using Google to search for jobs, candidates are increasingly looking for a **candidate experience that mirrors the technology they use everyday** — sites like Netflix, Tinder, Amazon and BuzzFeed.

More often than not, candidates and customers are one and the same. **In fact, a satisfied candidate is 2X as likely to become a customer of the hiring organization than an unsatisfied candidate.**¹

Creating an exceptional candidate experience isn't just a recruiting must — **it's a business imperative.**

1. IBM, The Far-Reaching Impact of the Candidate Experience, 2017.



Table of Contents

Search-Friendly Jobs Are a Game Changer..... Page 4

Give Candidates What They Want..... Page 5

Create No-Sweat Applications Page 6

Keep Them Engaged Page 7

Engage Passive Candidates Page 8

Offer a Smooth Experience End-to-End Page 9

Final Thoughts Page 10



Search-Friendly Jobs Are a Game Changer

For a long time, candidates who began their search with Google were redirected to third-party job boards. These middlemen forced candidates to create profiles, adding an extra, time-intensive step to the application process.

For countless job seekers, **this meant a lousy candidate experience.**

With Google's search feature, candidates can now search for relevant job openings from across the web.

iCIMS' partnership with Google is actively improving the candidate experience by making it easier for job seekers to find and apply for jobs directly — no middleman required.

OVER 70%
of candidates start their
search in Google.²



2. CareerBuilder, Candidate Behavior Research, 2015.

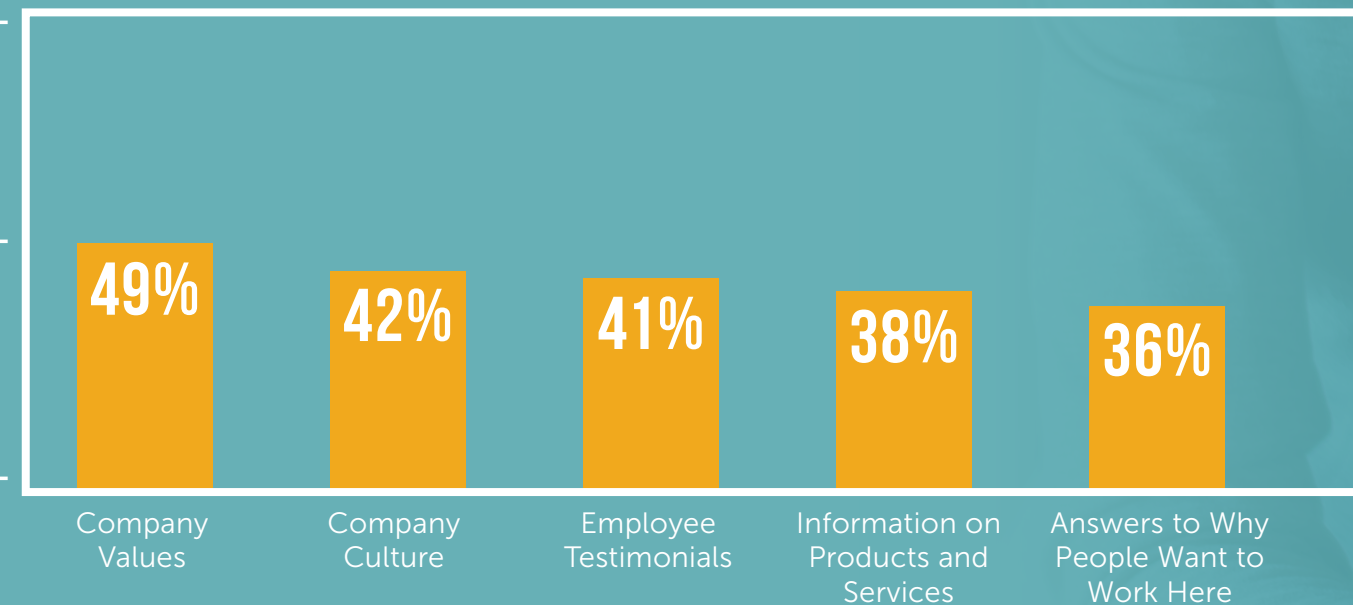
Give Candidates What They Want

Company culture is a huge differentiator when attracting prospective job seekers.

Knowing this, savvy employers shape their social media accounts, career sites and job descriptions around what candidates want to know before they submit an application.

In doing so, recruiters create more opportunities to engage with talent rather than relying solely on the basics — things like salary, location, benefits and job responsibilities.

CANDIDATES WANT TO SEE FROM EMPLOYERS³



3. Talent Board, 2017 Talent Board North American Candidate Experience Research Report, 2017.



Don't shy away from showing off the best aspects of your company's culture.

Create No-Sweat Applications

Candidates want to search and apply for jobs with an interface that's intuitive and easy to use.

In fact, 66% of workers — and 82% of millennials — expect every company to have a mobile-friendly career site and application process.⁴

Competitive candidates won't waste their time on an application that's cumbersome. They're busy professionals and will abandon tedious processes to take advantage of the next opportunity. This is especially true if the application is difficult to complete on the go.

Streamlined applications are a breath of fresh air for candidates and lead to higher completion rates.

4. iCIMS, The Modern Job Seeker Report, 2017.

Keep Them Engaged

Ongoing communication with candidates is a must. **81% of candidates say continuous updates would improve their overall experience.**⁵

Don't lose out on top-notch talent because it took too long to hear back about next steps.

Personalized communication, like branded email templates or mobile text messages, are just a few ways to make sure your correspondence is consistent,

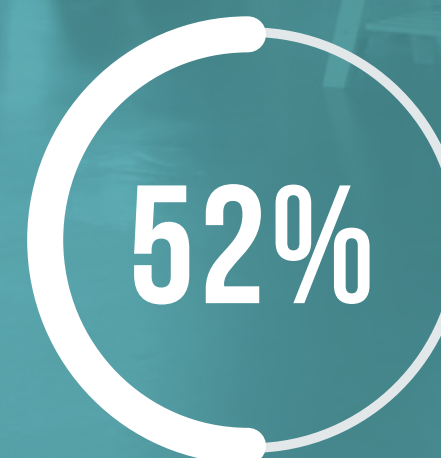
Take your recruitment to the next level with a scalable, best-of-breed candidate relationship management (CRM) tool, and save your team time by automating your recruitment processes.



of candidates receive an email thanking them for their application.



receive a reminder about next steps.



Do not receive any communication 2–3 months after applying.⁶

5. CareerBuilder, Candidate Experience From End-to-End, 2017.

6. Talent Board, 2017 North American Candidate Experience Report, 2017



Engage Passive Candidates

Some of your best potential hires are already employed somewhere else. These candidates take a bit longer to win over than those currently out of work.

The good news? **Workers can be convinced to leave.** Just over 1/2 of current employees say they are open to taking a new job if the right opportunity comes around.⁷

Tap into the power of passive job seekers by starting these conversations today. Building talent pools of interested candidates by using **a CRM gives recruiters the tools to nurture these all-important relationships over time.**

Offer a Smooth Experience End-to-End

An expectational candidate experience starts with building exceptional candidate relationships. **Don't let that hard work go to waste.**

Your recruitment team likely relies on a number of important software solutions in their work. If your team experiences pain with how these integrate, your candidates do too. **Whether it's a broken feature or having to enter the same information twice, poor integrations leak over into the candidate experience.**

Your team needs to know the tools they're using operate in harmony and won't undermine their efforts. **Your talent solutions need to integrate.**

iCIMS Marketplace is a one-stop shop of proven third-party talent-acquisition products and providers that integrate seamlessly with the iCIMS Talent Cloud.

24

The number of talent acquisition and HR technologies businesses use on average. Their number one challenge? Poor integrations.⁸

8. HRWINS, The Future of HR Technology, 2016.

Final Thoughts on the Candidate Experience

Recruiting top talent can be tough.

Fortunately, acquiring and retaining essential hires gets a lot easier when talent acquisition professionals place the **candidate experience front and center on their list of priorities.**

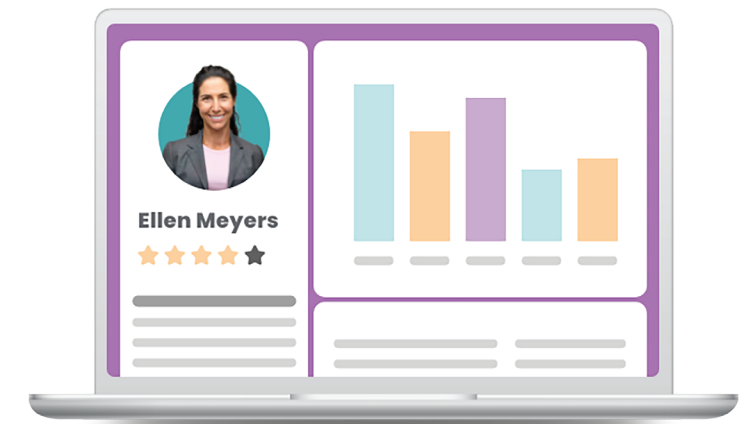
In today's complex hiring landscape, it's not enough to post a job opening on a career board and pray the right people find it and apply.

Job seekers expect the process to be easy and intuitive in addition to exciting them about the opportunity.





icims[®]
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.

See it in action www.icims.com/see-it-in-action