

THE BIG IMPACT

— *of Authentic* —

CANDIDATE COMMUNICATION



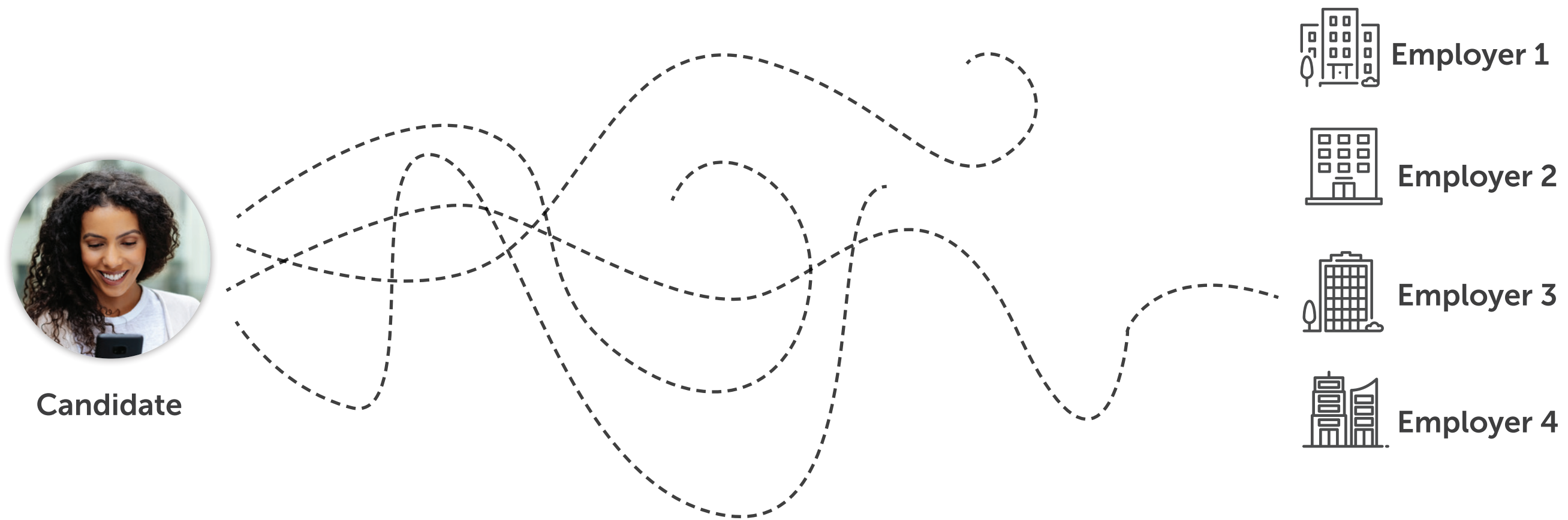
You just hit send to officially extend an offer to fill your most challenging requisition with a perfect fit candidate. After a week of radio silence and a quick LinkedIn scroll, anxiety hits. Not only have you been ghosted, but the candidate took a job with your competitor.

Now, you're on the line to inform a relieved hiring manager that their team's productivity is delayed further while you start the process over again.

This type of scenario is reality for
83% OF EMPLOYERS IN THE LAST TWO YEARS.

Too often, we assume a candidate
is only on one journey – **yours**.

It's their journey, and it's
even more complex than we thought.



We know candidate engagement is **critical**.

The employers who show candidates they are understood however, gain passionate new hires.

Differentiate yourself with
AUTHENTIC ENGAGEMENT.



You only get one chance to make a first impression; **make it strong.**

COMMON APPROACH

Candidates are most enthusiastic during the first few weeks of their job search, and employers who engage them too late in the process or come on too strong often push them in the competition's direction.

OPPORTUNITY

Hook job seekers early on with memorable and genuine outreach while they are flexible to more opportunities and looking for connection.

48% OF RECENT JOB CANDIDATES
had a relationship or interaction with the hiring
organization before applying.

Be a breath of **fresh air** in a painful job search.

COMMON APPROACH

Job seekers visit several career sites a day with high expectations of employers. If relevant positions and information are not available quickly, they won't hesitate to move on.

OPPORTUNITY

Pleasantly surprise any visitor with your career site. Offer an opt-in for updates if they aren't ready to apply, show relevant job matches when they are, build confidence with clear job descriptions, and provide chatbot assistance the entire time.

**CANDIDATES SPEND
60% OF THEIR TIME**
browsing employer websites
while searching for jobs.

Remain authentic from first glance to first day on the job.

COMMON APPROACH

The candidate journey has both highs and lows. The same person waiting on your screening results may find out they got an interview somewhere else. With more options, outreach that lacks a human touch eliminates employers from consideration .

OPPORTUNITY

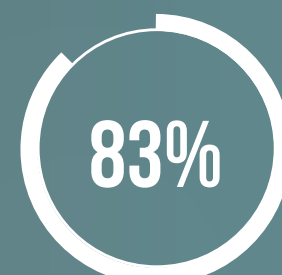
As candidates constantly check for updates, let your thoughtful communications shine through as a constant reminder that you value them and their time, even after an offer is extended.

When new hires are given multiple options to communicate goals, meet key team members, and answer questions prior to their start date, they are **72% MORE LIKELY TO HAVE A STRONGER EMPLOYER RELATIONSHIP.**

Companies that keep candidates informed with **genuine outreach** improve:



Quality
of hire



The overall candidate
experience



Time
to fill

YET, ONLY 22% OF COMPANIES DO SO.

By understanding that a candidate's journey is not as linear as your hiring process, you will fuel authentic and enthusiastic engagement to emerge as the employer of choice.

**BUT YOU DON'T HAVE
TO DO IT ALONE.**

HOW TECHNOLOGY BUILDS **robust talent pipelines**

- Surface the most qualified candidates instantly with AI-powered, machine learning algorithms
- Keep candidates warm and informed with content-rich email campaigns





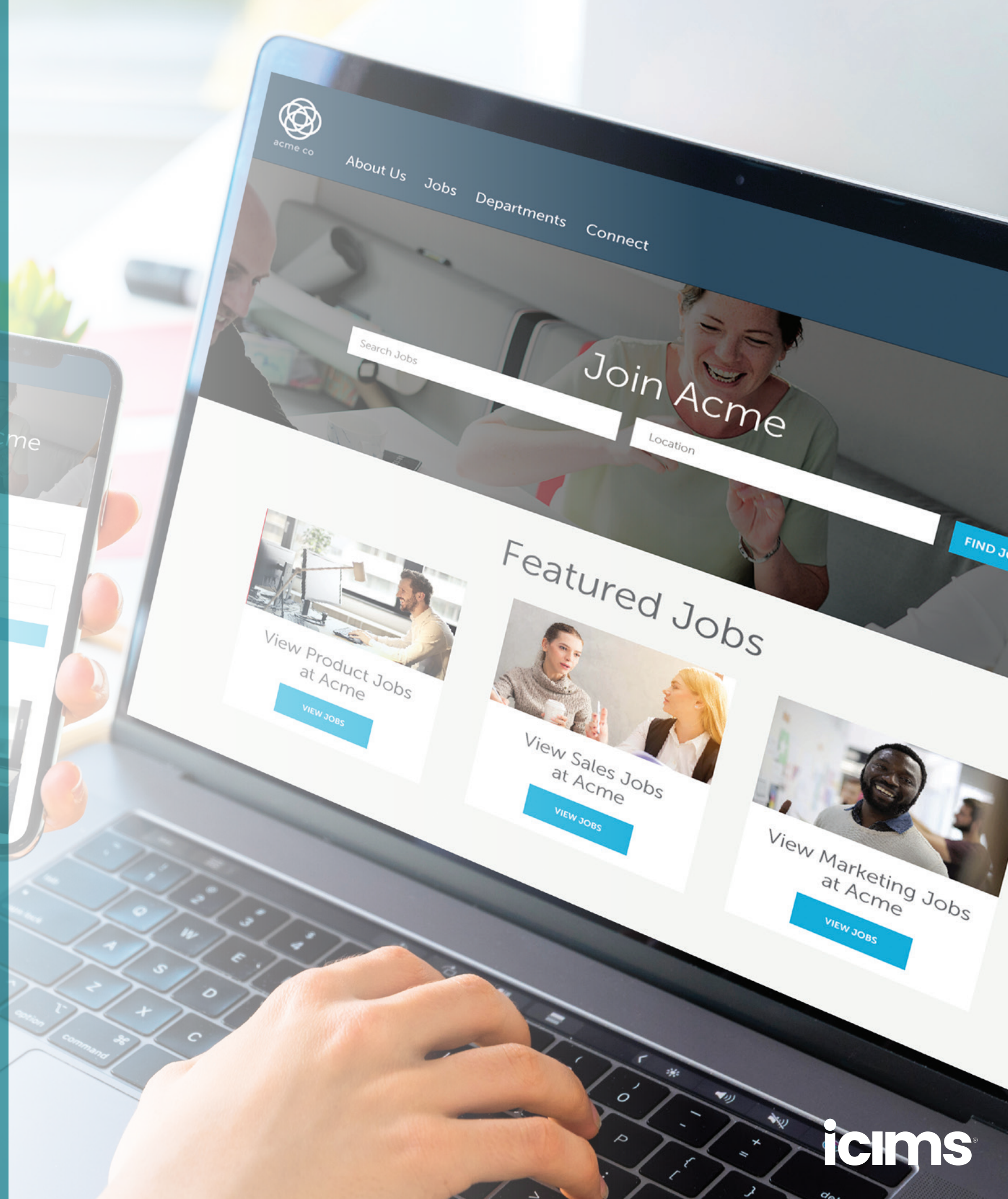
HOW TECHNOLOGY GIVES YOU

a modern approach to communication

- Reach candidates faster through text and chat
- Support career site job search and application from any device
- Capture and centralize communications across your team in one place

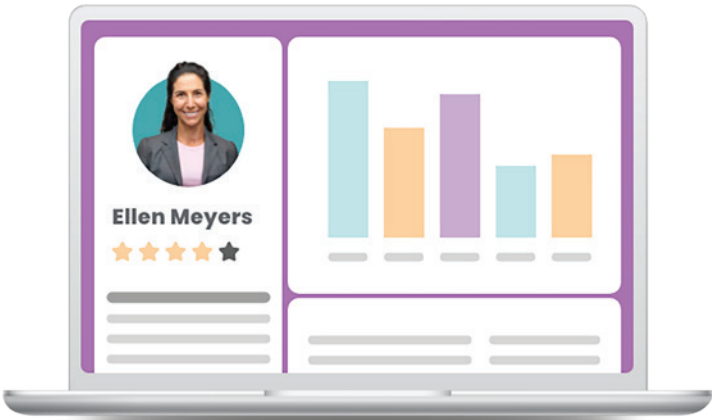
HOW TECHNOLOGY CREATES **impressive career sites**

- Ensure your career site and application processes are accessible through a mobile device
- Use career site and source analytics to track the most efficient and effective recruitment marketing investments and adjust to meet current objectives
- Welcome talent with an authentic employer brand





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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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