Edge Out the Competition with **Superior Candidate Experiences**

Meet candidate expectations with personalized touchpoints

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Competition for talent is fierce

There's a new race to attract top talent for open positions. Job seekers have more power than ever to choose, and TA teams need to work smarter to stand out.

In this ebook, we'll explore candidate behaviors and expectations, plus four steps to deliver personalized touchpoints that lead to superior candidate experiences.

How to meet candidate expectations:

1 Understand what candidates (actually) want

2 Create seamless experiences

3 Keep candidates in the loop

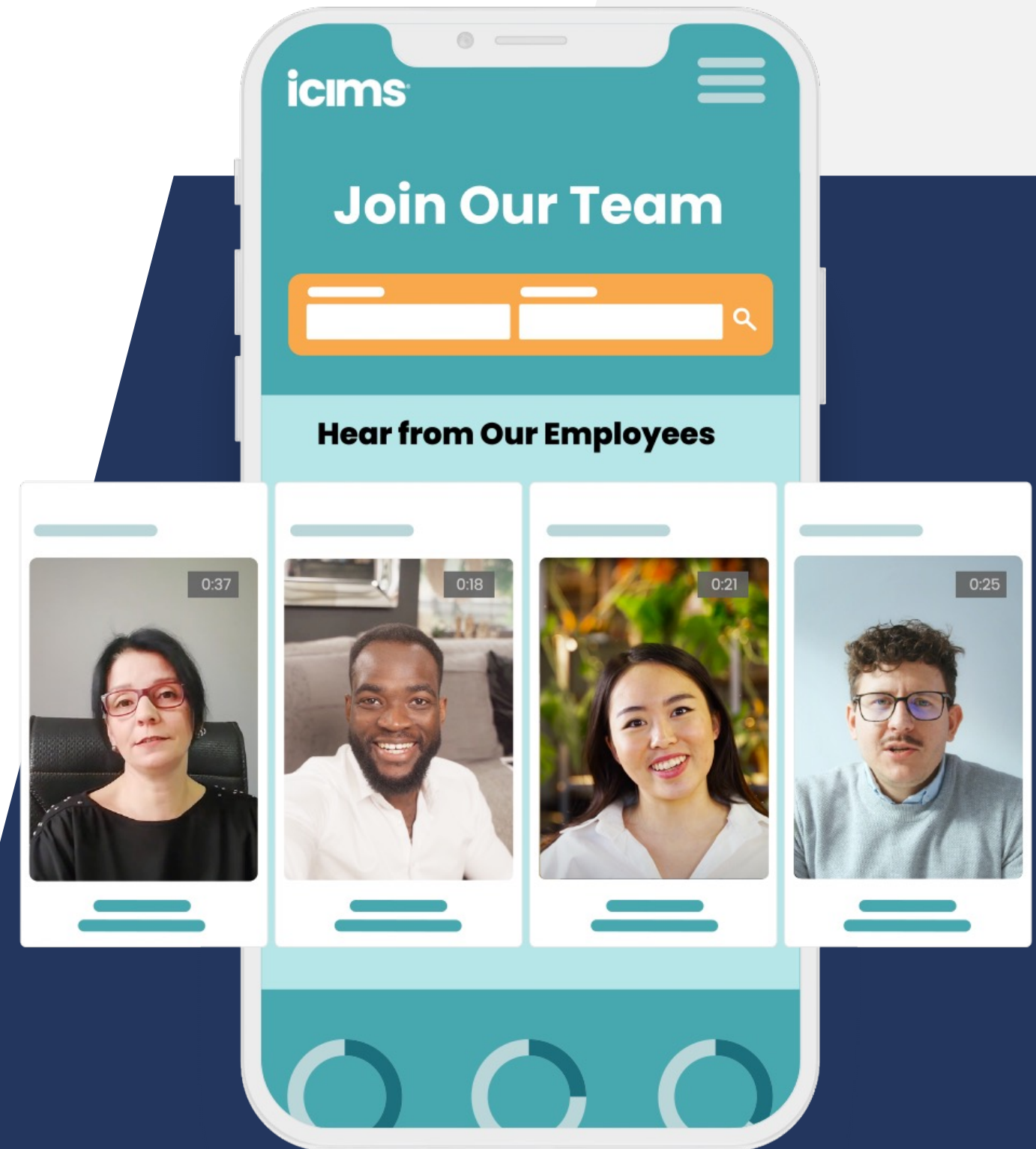**4** Consider the candidate's experience from first touch to first day

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1 Understand what candidates (actually) want

It's not always about the money. 75% of job seekers consider an employer's brand before even applying for a job.[1] Candidates want to know what it's like to work for your company and align your mission to their personal values.

Connect on culture

- **Send a newsletter to your talent pools** with exclusive event invitations, career tips, or employee quotes about the culture. Further customize the experience with campaigns personalized by lead score and candidate activity.

- **Leverage employee video testimonials** to convey what it's really like to work for your company. You can use them on career sites, recruiting chatbots, and in newsletters to capture job seekers' attention and deliver information from a source they'll trust.

- **Invite employee brand ambassadors to the interview panel** to give candidates an open forum to ask questions and learn about your company culture and values.

[1] LinkedIn, The Ultimate List of Employer Brand Statistics

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2 Create seamless experiences

Most candidates expect a quick, frictionless process like they experience with their favorite consumer brands. TA leaders should think mobile-first and design experiences that are accessible from a phone or tablet.

Streamline the application process

- **Test your hiring process firsthand.** Would you complete your own application process? Only 1 in 3 employers have applied to one of their companies' jobs, and just 46% report a "very good" experience.[2] Put yourself in the candidate's shoes to identify areas for improvement.

- **Use artificial intelligence. AI never sleeps.** Leverage AI-driven recruiting chatbots to create an experience similar to texting. Conversational AI can answer FAQs, schedule interviews, and engage global candidates in their native language.
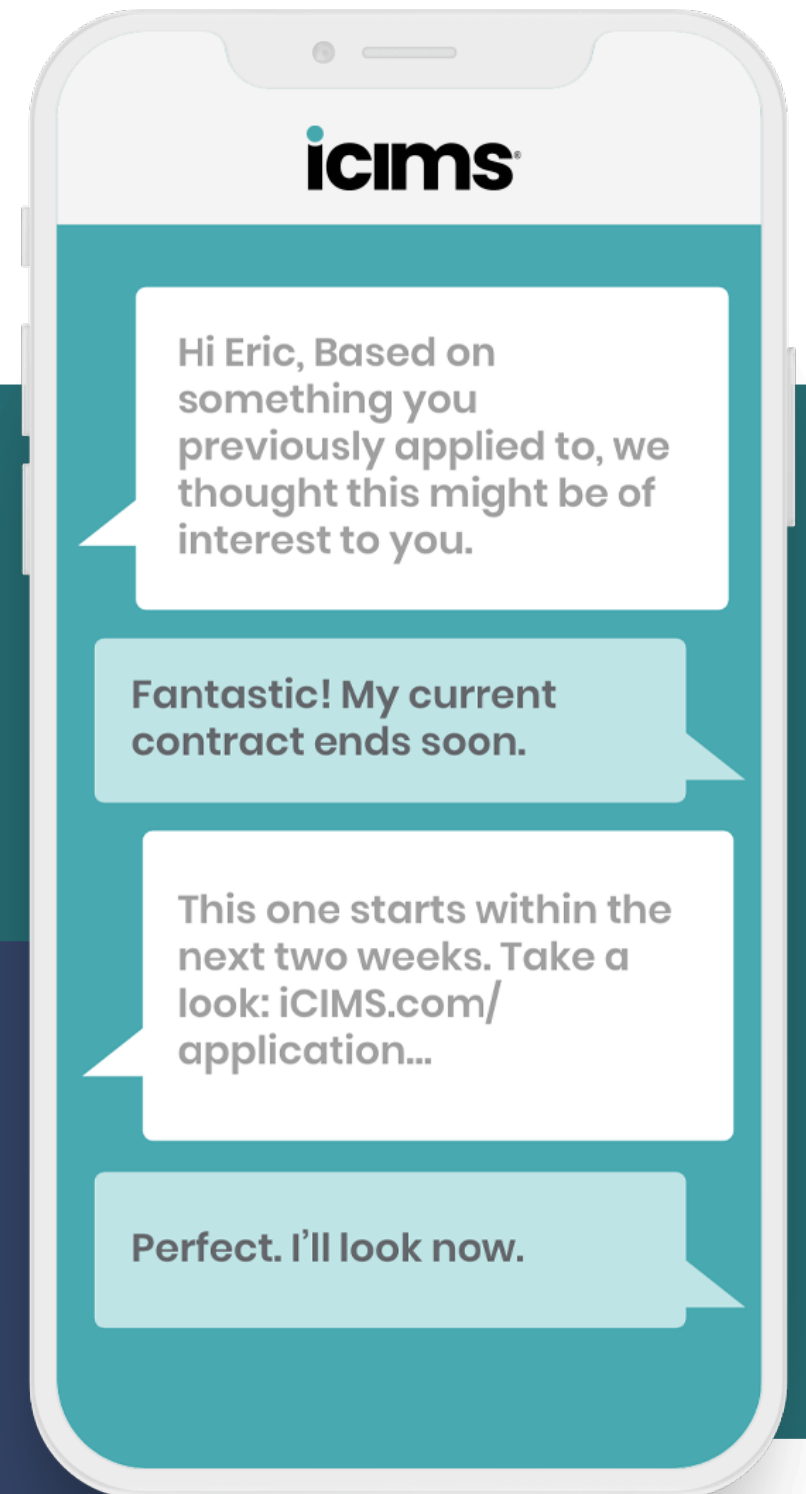
[2] CareerBuilder, Candidate Experience Guide, 2017
[3] Appcast, Recruitment Marketing Benchmark Report, 2021

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Did you know?

60.7%
of job applications in 2020 were completed on mobile devices.

This represents a **21.2% increase** in mobile apply rates compared with 2019.[3]

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> Hi Eric, Based on something you previously applied to, we thought this might be of interest to you.

> Fantastic! My current contract ends soon.

> This one starts within the next two weeks. Take a look: iCIMS.com/ application...

> Perfect. I'll look now.

3 **Keep candidates in the loop**

Candidates want to know where they stand. 81% say continuous status updates would greatly improve their experience.[4] In contrast, only 37% of candidates reported hearing back from an employer within one week.[5]

Rethink communication

- **Make it a team effort.** Use internal tools like Microsoft Teams to get recruiters and hiring managers on the same page about what's next for the candidate. When hiring teams can communicate easily amongst themselves, they're able to give the candidate timely answers on where they stand in the process. This can help maintain candidates' excitement about the opportunity.

- **Use purposeful communication methods** that help candidates feel in-the-know without being spammed. In between interview stages, send videos from the hiring manager that explain what happens next. These videos offer an important touchpoint as candidates prepare for the next stage.

[4] CareerBuilder, Candidate Experience Guide, 2017
[5] Indeed, Q&A: How Long Should You Wait To Hear Back About a Job?

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Pro tip

iCIMS Marketing Automation helps customize and personalize the candidate experience with easy, yet advanced automated recruitment marketing campaigns. **Learn more.**
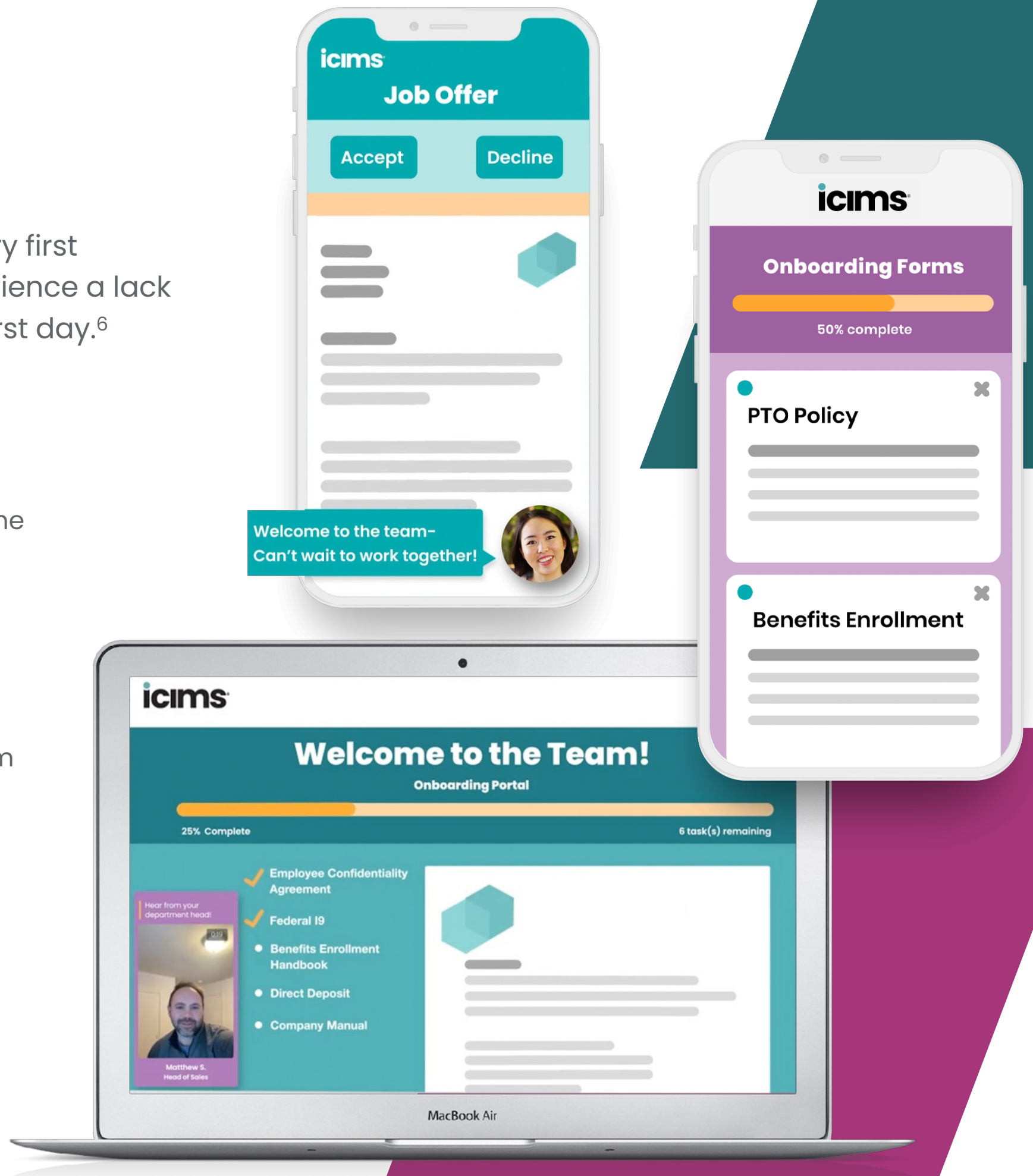
4 Consider the entire experience

Candidates expect a great experience from their very first touchpoint to their first day on the job, yet 40% experience a lack of communication between acceptance and their first day.[6]

Design the entire journey

- **Avoid generic material.** t's easy to fire off a generic welcome, but a branded offer letter can set the right tone from the start. Instead, send candidates a personalized welcome package that lets them know the company values them.

- **Leverage an onboarding portal** that makes it easy for candidates to complete required tasks and training from the device they prefer. Add in welcome videos from managers and coworkers to give candidates a sneak peek into their new work environment.

[2] CareerBuilder, Candidate Experience Guide, 2017
[3] Appcast, Recruitment Marketing Benchmark Report, 2021

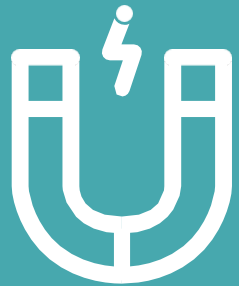iCIMS

Meet candidate expectations in 4 steps

In this candidate-driven market, job seekers can afford to be selective. TA teams can edge out the competition with crafted, personalized touchpoints.

These four steps help create a candidate experience that is engaging from first contact to their first day on the job.

1 Convey company values

2 Create seamless experiences

3 Communicate, communicate, communicate

4 Consider the candidate's experience from first touch to first day

Attract ▶ **Engage** ▶ **Hire** ▶ **Advance**

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iCIMS Talent Cloud is the all-in-one recruiting platform that delivers enterprise hiring solutions and superior candidate experiences across every stage of the talent journey.

Want to learn more about continuous talent engagement?

Download infographic