

2024 Talent Experience Report



With candidate expectations higher than ever, talent acquisition teams can no longer function only as relationship managers — they need to be experience builders. Explore what candidates want right now and how talent acquisition pros are delivering those experiences.

Top findings



63% of Gen Zs say they'd be less likely to be a consumer of a brand after a negative application or interview experience.



Text-to-apply campaigns have helped The Cheesecake Factory generate high-quality applicants. Today, between 60 and 75% of the company's applications come from mobile devices.



44% of survey respondents say that they only expect communication from a recruiter when there are tangible next steps in the interview process. (Hint: email, don't call.)

“Creating a seamless candidate experience is like fishing: the job boards are your bait, casting lines out to attract talent. But getting the candidate's attention is just the beginning. Once they're 'on the line' – intrigued and ready to apply – are you equipped to smoothly bring them on board, or will they slip away?”



Brian Medina

VP Strategy & Talent Acquisition,
Self Opportunity: A Full-Service
Recruitment Advertising and
Staffing Company

READ THE FULL REPORT

Build the experiences candidates demand with more insights from **iCIMS 2024 Talent Experience Report**.

[Read the full report >](#)