

The Candidate Experience

The candidate experience begins the moment the job search starts and a good candidate experience can lead to better applicants and hires, which will ultimately result in lower costs. So why are so many companies not getting it right?

Candidates see the application process as a reflection of the company

The majority (78%) of candidates say the overall candidate experience they receive indicates how a company values its people¹ and it is a view most are more than willing to share with others.

Candidates repeatedly encounter roadblocks in the application process

Overwhelmingly candidates believe vague job descriptions, extremely time-consuming applications, ambiguous application processes and a lack of communication throughout the process are the main reasons for a poor candidate experience.

Candidates have clear ideas about improving the process

Candidates want employers to invest and build career sites loaded with candidate focused, user friendly content that is optimized for search engines. Furthermore, the rising number of candidates using their mobile device for job search means such sites need to be responsive and mobile- friendly. Then should the candidate be successful, ensure there is a plan for onboarding and stick to it.

With SumTotal you can:



your people from the very beginning with clear and easy to follow application processes.

a new generation of employees with onboarding systems that promote and encourage retention.

the ultimate goal: employees that work with, rather than for, your organization.



Nearly **60%** of job seekers have had a poor candidate experience.²



72% of hiring managers say they provide clear job descriptions, while only **36%** of candidates agree.³

9 out of
10

9/10 candidates felt applications should take **less than 10 minutes** and **80%** felt it should take **no more than 20 mins.**⁴

1, <http://www.careerarc.com/blog/2016/06/candidate-experience-study-infographic/>

2 Workplace Trends, Candidate Experience Study

3 Allegis Group, Applicant Quality Continues to Plague Employers

4 <https://www.bizjournals.com/charlotte/news/2017/05/25/six-tips-for-improving-your-candidate-experience.html>