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 people 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:

- **DEVELOP** your people from the very beginning with clear and easy to follow application processes.
- **LEAD** a new generation of employees with onboarding systems that promote and encourage retention.
- **ACHIEVE** the ultimate goal: employees that work with, rather than for, your organization.

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2. Workplace Trends, Candidate Experience Study
3. Allegis Group, Applicant Quality Continues to Plague Employers

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Ready to learn more? Our SumTotal experts work with organizations around the globe to improve organizational performance through people strategies – and we’re ready to share our expertise with you.

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