

# A Guide to Candidate Experience

# Impellam Group

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## Who are we?

We are the 2nd largest staffing business in the UK and 6th worldwide\*. Our vision is to be the world's most trusted staffing company – trusted by our people, our customers and our investors in equal measure.

## What do we do?

We provide managed services and specialist staff across the UK, North America, Asia Pacific and mainland Europe. We have over 3,100 Impellam people throughout our network of 21 market-leading brands across 220 worldwide locations.

## Our brands



## Russell Beck

This whitepaper is based on a seminar delivered by Russell Beck. Russell is Head of Consulting at Impellam Group plc and regularly delivers seminars on the most pressing recruitment issues. Widely acknowledged as a thought leader in Talent Management, Russell brings an unrivalled level of passion and insight to everything he does. Highly qualified and with an unrivalled depth of experience across industries and geographies, he thinks differently, challenges norms and envisages better ways of working. He is as comfortable working strategically on end-to-end Talent Management solutions as he is focusing on discrete aspects of the process. Russell is currently delivering this seminar to businesses all over the UK and it can be booked and tailored to suit the specific needs of your business. If you are interested in learning more please contact Russell Beck - Head of Consulting, Impellam Group on

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# A Guide to Candidate Experience

## Introduction

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What your candidates think of your business, whether they end up working for you or not, is hugely significant for a number of reasons. This guide examines what candidate experience means, why it matters, and what you can do to ensure yours is as good as it can be.

## What is Candidate Experience?

Candidate experience is a popular term in HR circles, but its specific definition is difficult to locate. Possibly, many businesses don't really know what it means, which may explain why they don't do it well. But with some research, we have decided on the following definition:

“Candidate experience is the attitude towards a business that an individual has, based on aspiring to work for them or going through their recruitment process.”

## Why does it matter?

Bad candidate experience costs you money. Here's why:

- When a good candidate has a bad experience, they won't recommend you to other desirable candidates
- Candidates who have a bad experience will resent your brand. They won't buy your products or services, and they'll encourage others to avoid you too
- Suitable candidates won't apply for other positions in the future after an initial bad experience

The consequences of bad candidate experience really can be damaging.

An analysis was conducted to work out how much money Pepsi Co was losing due to

bad candidate experience. They took into account:

- How many applicants were rejected for every hire
- How many hires they made each year
- How much a customer was worth
- How many of the rejected candidates had a bad experience

Based on this, they concluded that bad candidate experience was costing them \$1.6 million per year.

## What can you do?

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### Start thinking about the candidates you don't hire

The Pepsi Co example not only proves the importance of candidate experience, but also the importance of pleasing the candidates you don't hire.

You need to research and understand how unsuccessful candidates perceive your application and recruitment process, and what would make it more positive.

### Consider when candidate experience starts

59.5% of candidates claim to have a relationship with the hiring organisation prior to applying, and often stay connected with brands for several months before they are recruited. That means you need a plan for engaging candidates who know you, as well as those who don't. It also means your engagement may have to be about more than simply the roles you're offering. If you can build a positive relationship with a candidate long before they apply, your chances of their experience of the recruitment process being positive are much higher.

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## Be honest and transparent about your business

43% of candidates encounter discrepancies between job descriptions and their actual versions.

There's also no denying that many businesses try to cover up their flaws, despite the fact that consumers embrace brands that are open about them. Hide nothing from candidates; show and tell them everything. This will prevent rejected candidates feeling like they've been misled.

## Make candidates' lives as easy as possible

74% of data collected by companies on candidates is not even used in the selection process.

And despite all the hassle, only 25% of candidates are ever suitable for the job. Businesses are wasting their own time, and their candidates' time. Work harder to refine your recruitment process and make it as simple as possible.

## Offer feedback to rejected candidates

75% of rejected candidates don't receive any feedback; they're left feeling uneasy and with no explanation at hand. After a lengthy application process, a generic rejection, and no feedback, it's hardly surprising that candidates feel resentful. The solution to this problem is clear: offer an honest explanation of why they didn't get the job, even if that honesty might offend them.

## Keep supporting candidates after they get the job

90% of candidates 'mentally resign' on their first day in a job. Only 4% actually resign, but this still illustrates the strain of starting a new role. Keep supporting your

candidates and ensure that everything about the role and the company is what they expected.

If you'd like expert support on improving candidate experience at your business, get in touch.

*Chadwick Nott*

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