

Candidates are Consumers, Too

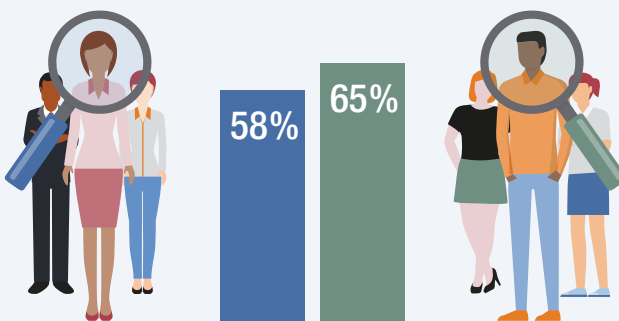
In an era of growing talent shortages, it is essential to understand candidates, how to attract them and what drives their decision-making in order to build a successful recruiting and retention strategy.



United States Insights

Companies should devote equal energy and resources toward the **candidate experience** as they do to the **consumer experience**.

58% of candidates say that a negative experience makes them less likely to buy a company's products or services.

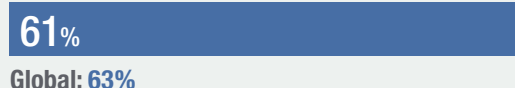


65% of candidates say they are more likely to work for a company whose products they buy or use.

Most Impactful Negative Candidate Experiences on Purchase Behavior



Lack of transparency on salary or job description



Global: 63%

Negative interview experience



Global: 59%

No employer follow up after initial interview



Global: 57%

No response to a submitted job application



Global: 59%

Response to a job application 6-8 weeks after submittal



Global: 52%

Failure to address poor feedback on employer review sites



Global: 49%

Most Impactful Aspects of Employer Brand on Purchase Behavior

Lack of employer-employee trust



Global: 42%

Lack of consistency in words or actions



Global: 40%

Lack of employer-employee communication



Global: 36%

Lack of transparency



Global: 43%

Negative review on employer review site (e.g., Glassdoor)



Global: 30%

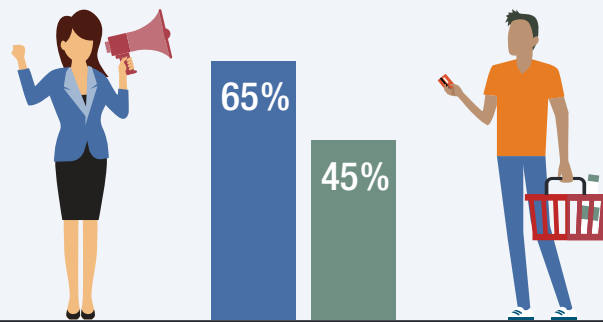
Lack of clear mission/vision



Global: 25%

The ripple effects of a negative candidate experience extend far beyond the candidate who experienced it.

65% of candidates say they would tell others about a negative experience.



45% of candidates say the negative candidate experience of a friend would make them less likely to buy a product or service.

5 Practical Suggestions to Strengthen Your Employer Brand



1 Make a Case for Investment

Proper investment in human resources, the candidate experience and employer brand will have a positive return on investment in the form of both human capital and revenue.

2 Relieve Overwhelmed Recruiters

Reposition the HR function as a de facto customer service experience to help transform recruiting into an employer brand and consumer brand building function.

3 Be Transparent

Transparency is a key value for candidates so there is no substitution for cultivating stronger relationships with candidates and employees.

4 Cultivate the Consumer Talent Pool

Consumers are a valuable talent pool. In many cases, they already understand and share many of the core values of an organization.

5 Pose as a Secret Shopper

Experience firsthand what candidates experience in the hiring process.