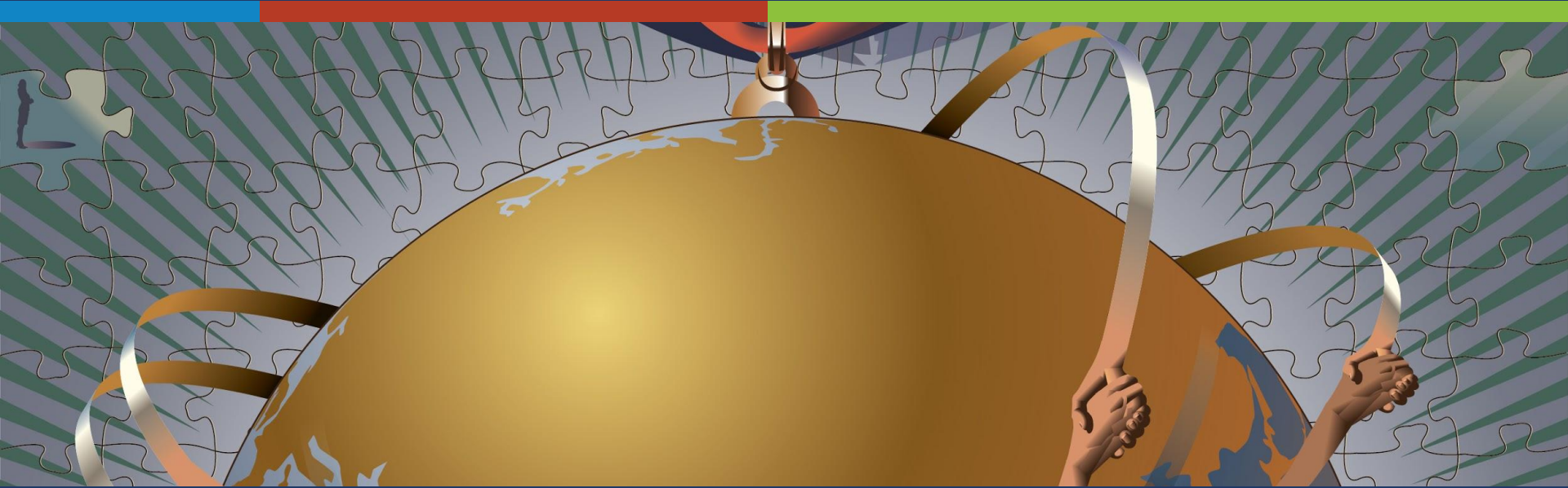


THE BUSINESS IMPACT OF CANDIDATE EXPERIENCE



Welcome!



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Thank You!



YOU ARE WHO YOU HIRE



ugh

strategic task



administrative burden



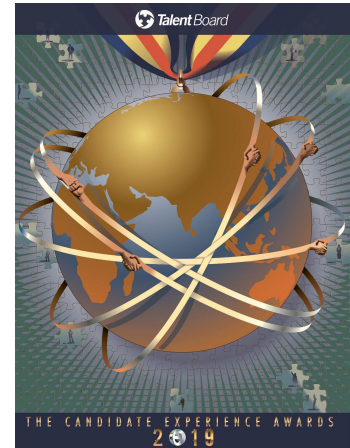
28%

Candidate Experience includes all the interactions 24/7...

...Candidate Engagement includes the heavy lifting over time.

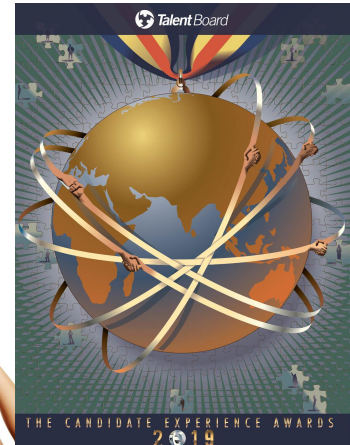


Primary Recruiting Initiatives/Activities	
Candidate Experience	74.1%
Employer Branding	65.0%
Recruitment Marketing	58.0%
Career Site Development	47.6%
Diversity and Inclusion	41.3%
Analytics and Data Management	39.9%
Employee Referrals	39.2%
Social Recruiting	37.1%
Onboarding	35.7%
Targeted Sourcing	35.7%



Over the past 8 years of the Talent Board Benchmark Research program, here are some **clear competitive differentiators**:

- *Listen more and communicate often*
- *Set better expectations about the recruiting process*
- *Ask for feedback and provide feedback more often*
- *Employers that hold themselves more accountable*
- *Be perceived by candidates as having a “fairer” process*



Quick Hits – Attraction

The background of the infographic features a grid of puzzle pieces in shades of green and blue. In the center, a golden globe is partially visible, with a hand holding a white ribbon that loops around it. The overall theme is one of global connectivity and recruitment.

70%

Candidates Said
They Conduct
Their Own
Research

#1

Video Job
Descriptions Are
the Top 2019
Investment

44%

Candidates Said
Company Values
Most Important
Marketing
Content

Quick Hits – Application

The background of the infographic features a large, golden globe in the center. The globe is surrounded by several flowing, ribbon-like shapes in shades of gold and silver. The background is composed of a grid of puzzle pieces, with some pieces highlighted in green and blue. The overall theme is one of global connectivity and digital technology.

18%

Candidates Said
They Applied Via
Mobile Device

37%

Candidates Said
It took Less Than
15 Minutes to
Apply

29%

Candidates Said
They Received
Reminder About
Next Steps

Quick Hits – Screening and Interviewing

The background of the infographic features a large, golden globe in the center. The globe is surrounded by several colorful ribbons (blue, red, green, and gold) that appear to be flowing around it. The background is composed of a grid of puzzle pieces, with some pieces missing, creating a pattern of light and dark green and blue. The overall theme is related to recruitment and hiring.

54%

Candidates Said
Interview
Questions Were
Professional and
Fair

48%

Recruiters Said
They're Required
to Respond to
Every Rejected
Candidate

13%

Candidates Said
They Had Video
Interviews

Quick Hits – Offer and Onboarding



53%

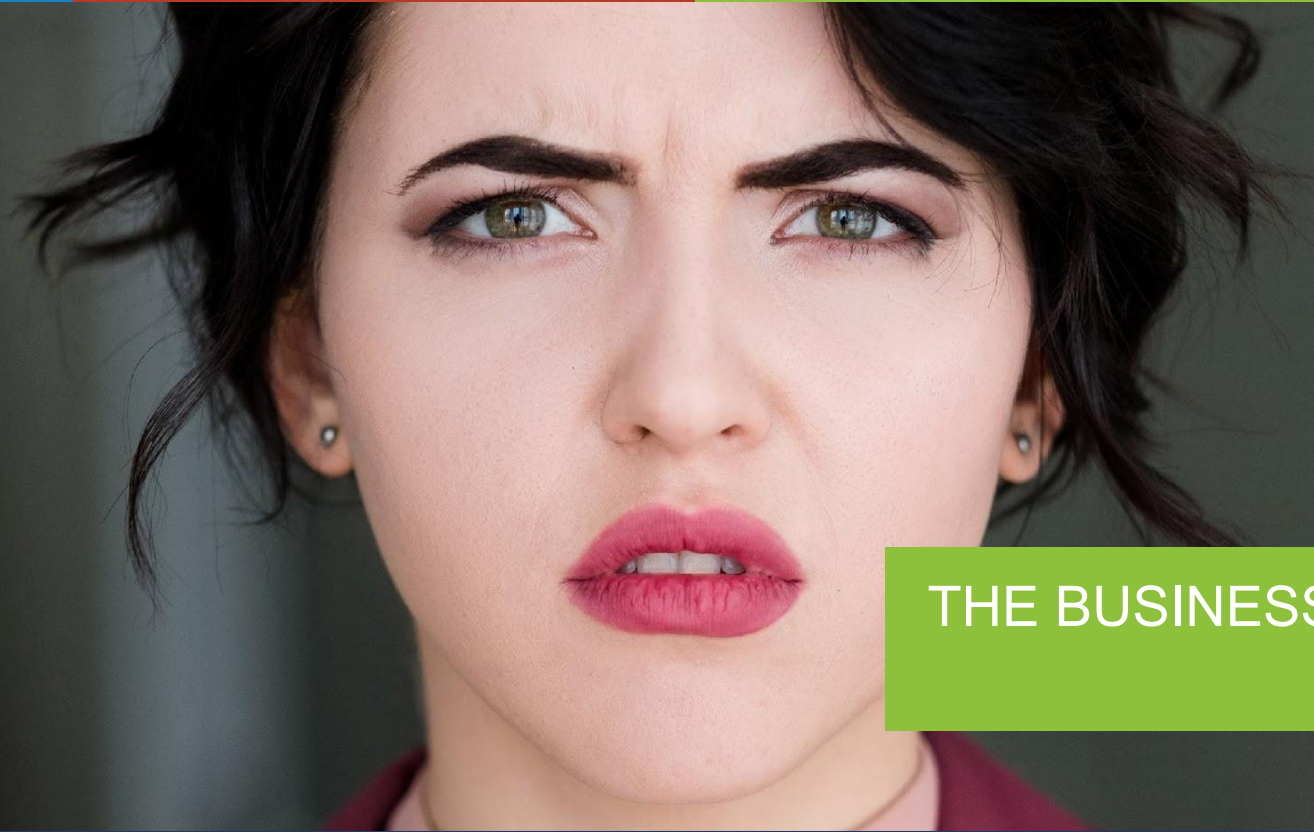
Candidates Said
Less Than One
Week Elapsed
Between Last
Interview and
Offer

59%

Candidates Said
They Completed
Online Forms
During
Onboarding

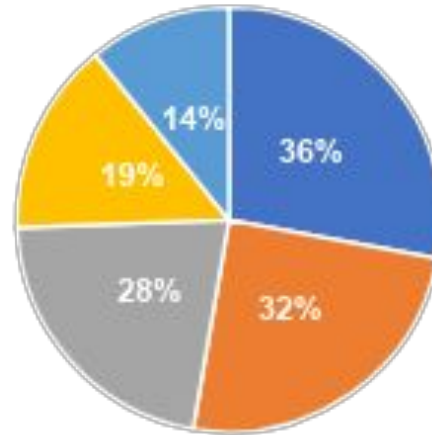
46%

Candidates Said
They Received
Call from Hiring
Manager Before
Start Date



THE BUSINESS IMPACT

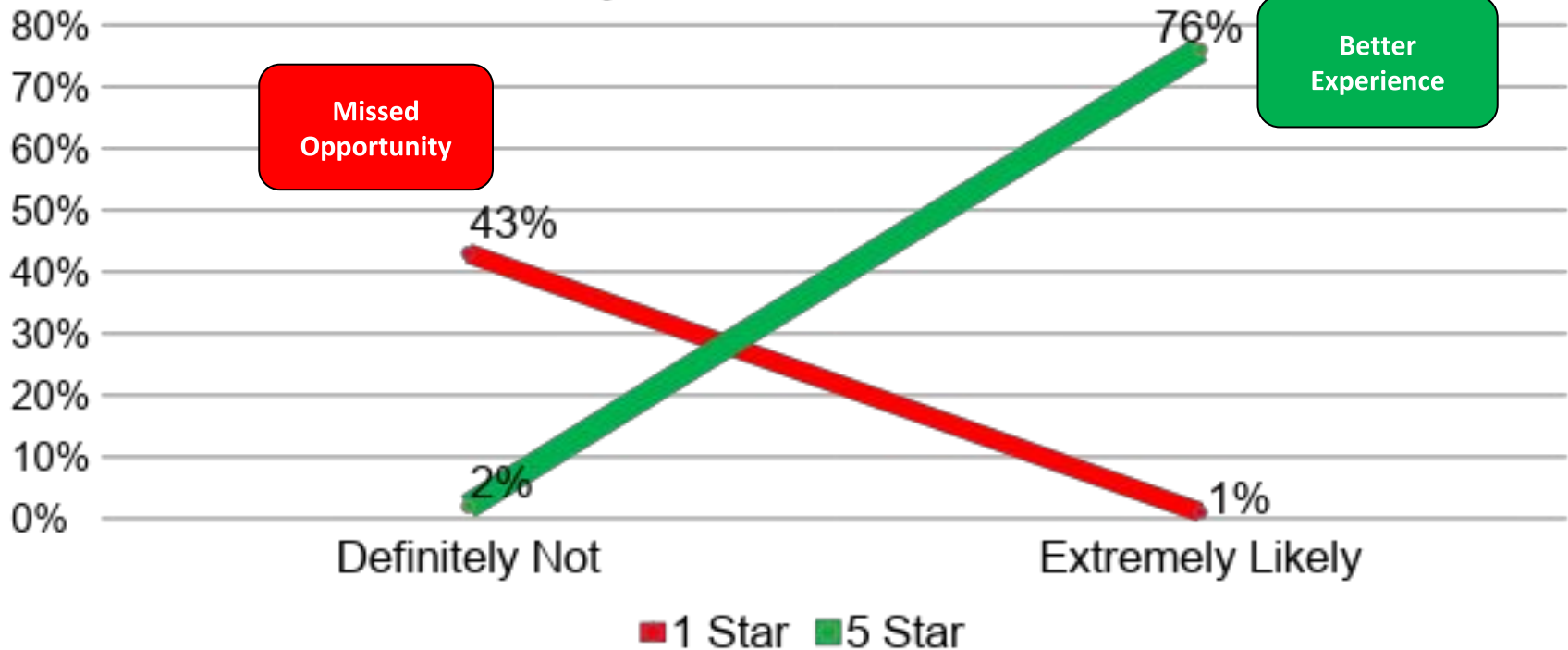




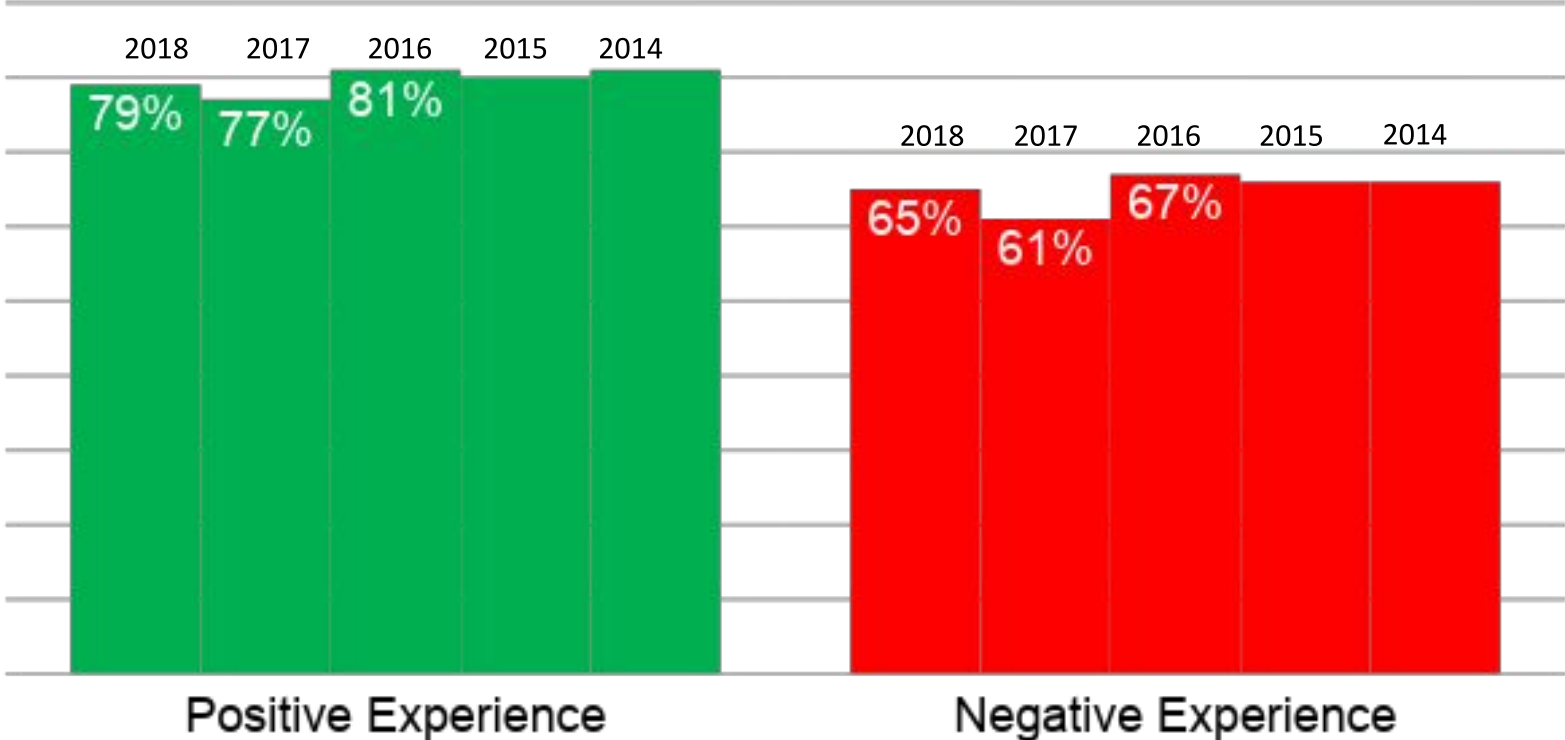
- Time Disrespected During Interviews and Appointments
- Poor Rapport with Sourcer, Recruiter or Other Staffing Personnel
- Process Took Too Long
- Poor Communication with Hiring Manager
- Company Culture Not a Fit

The Business Impact – Refer

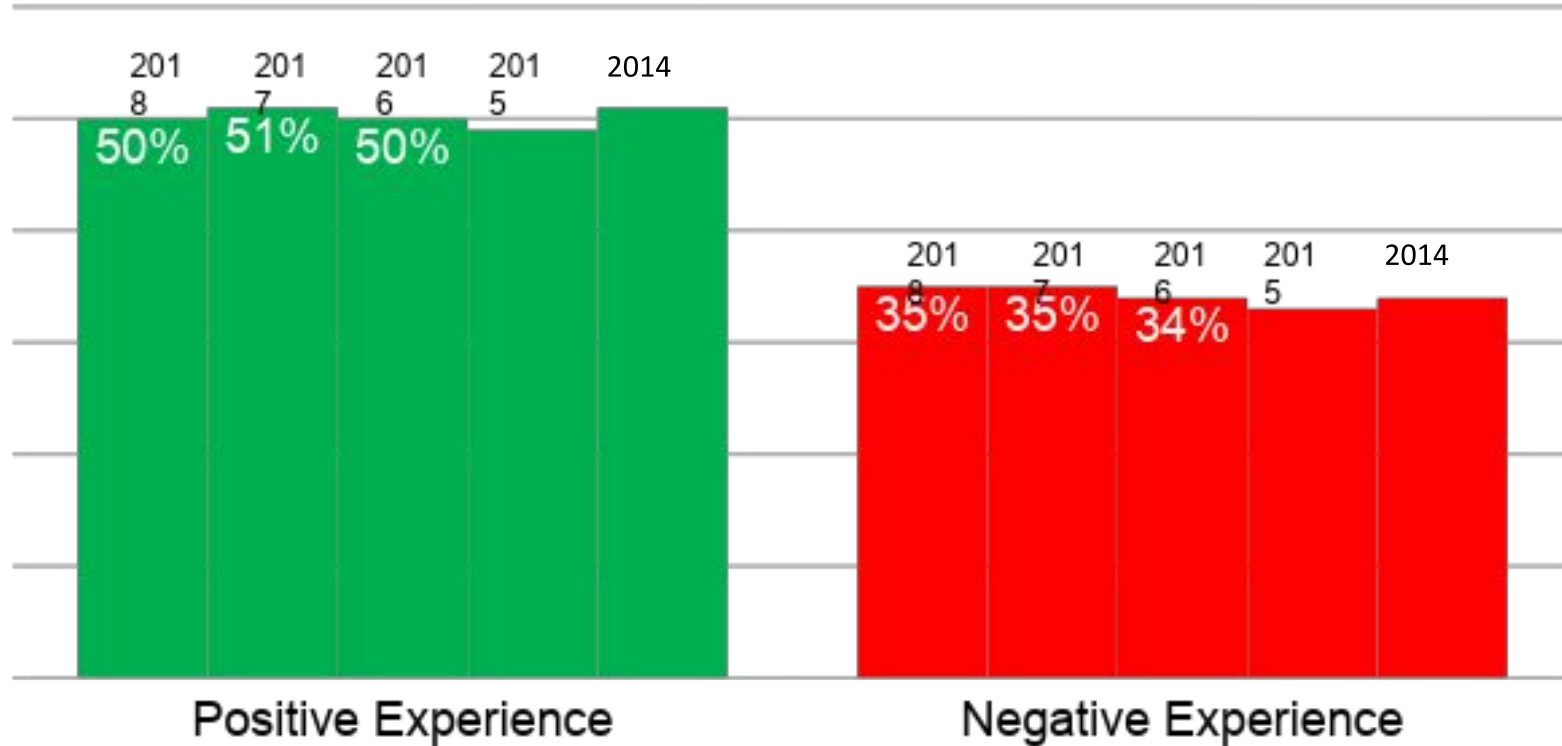
How likely are candidates to refer?



The Business Impact – Inner Circle

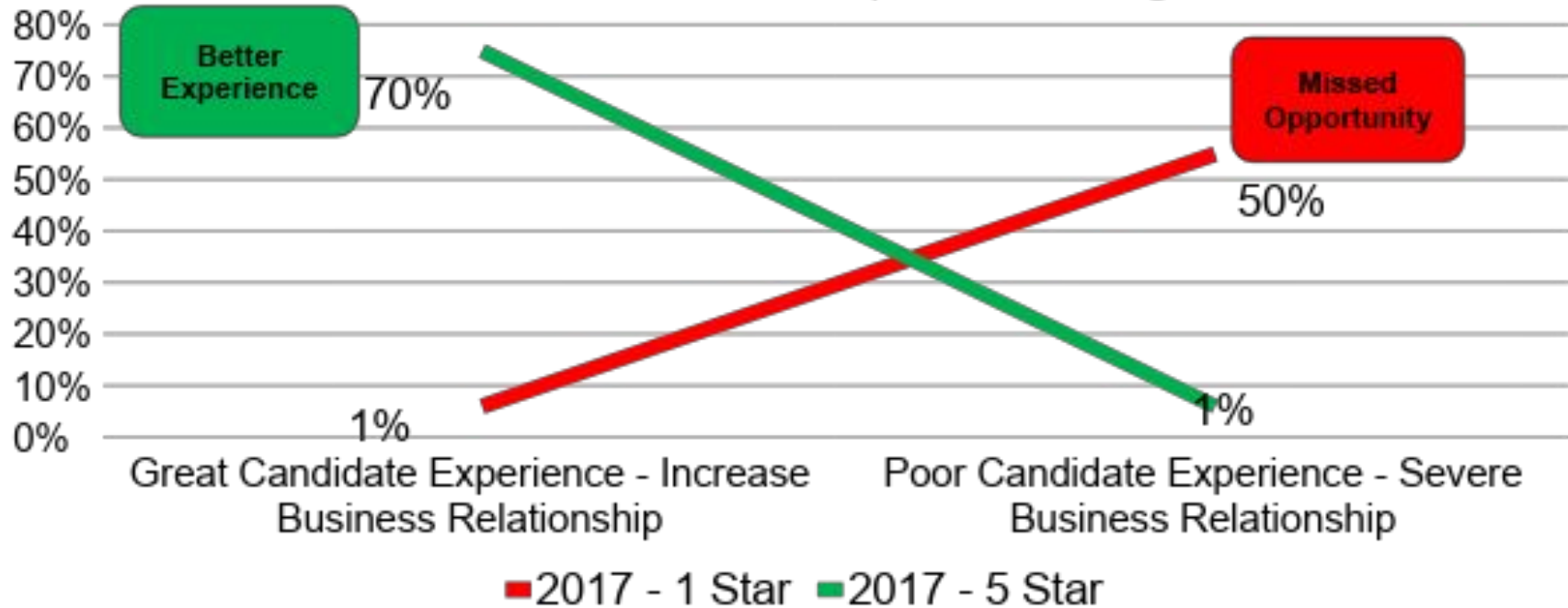


The Business Impact – Online

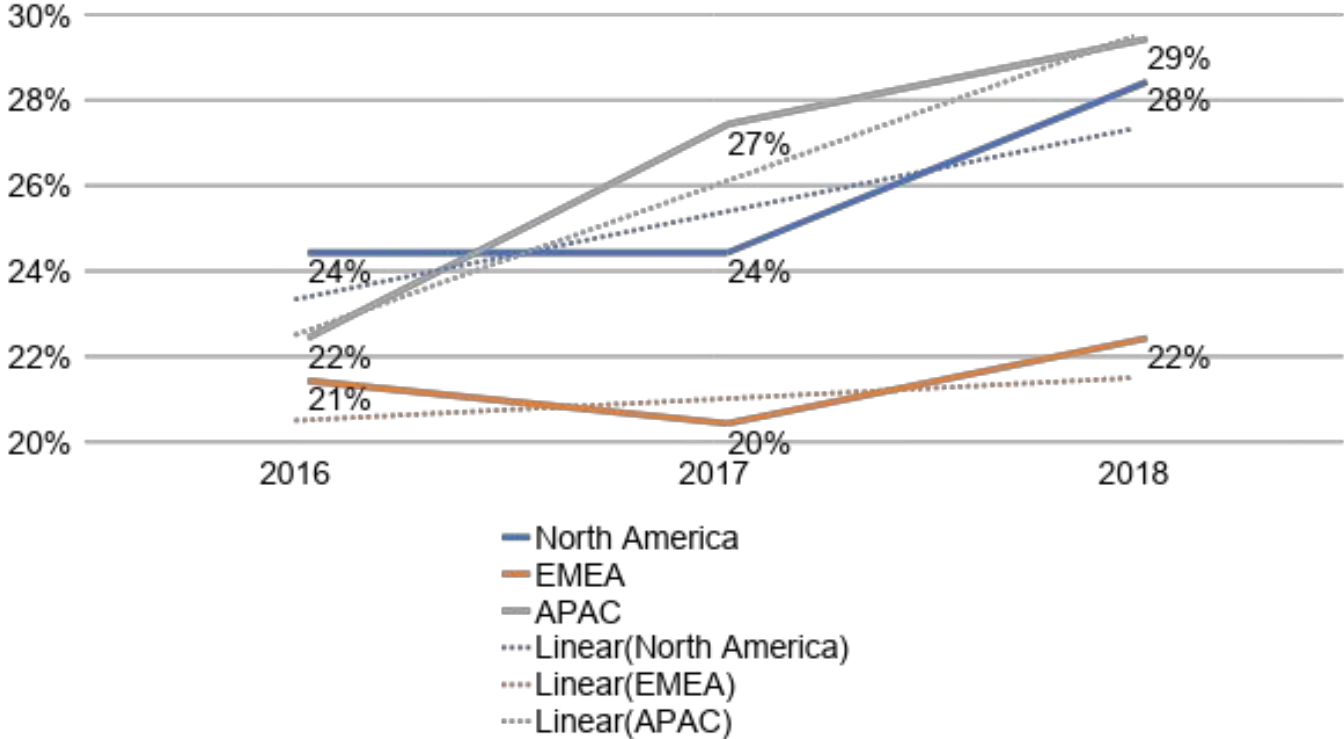


The Business Impact – Relationship

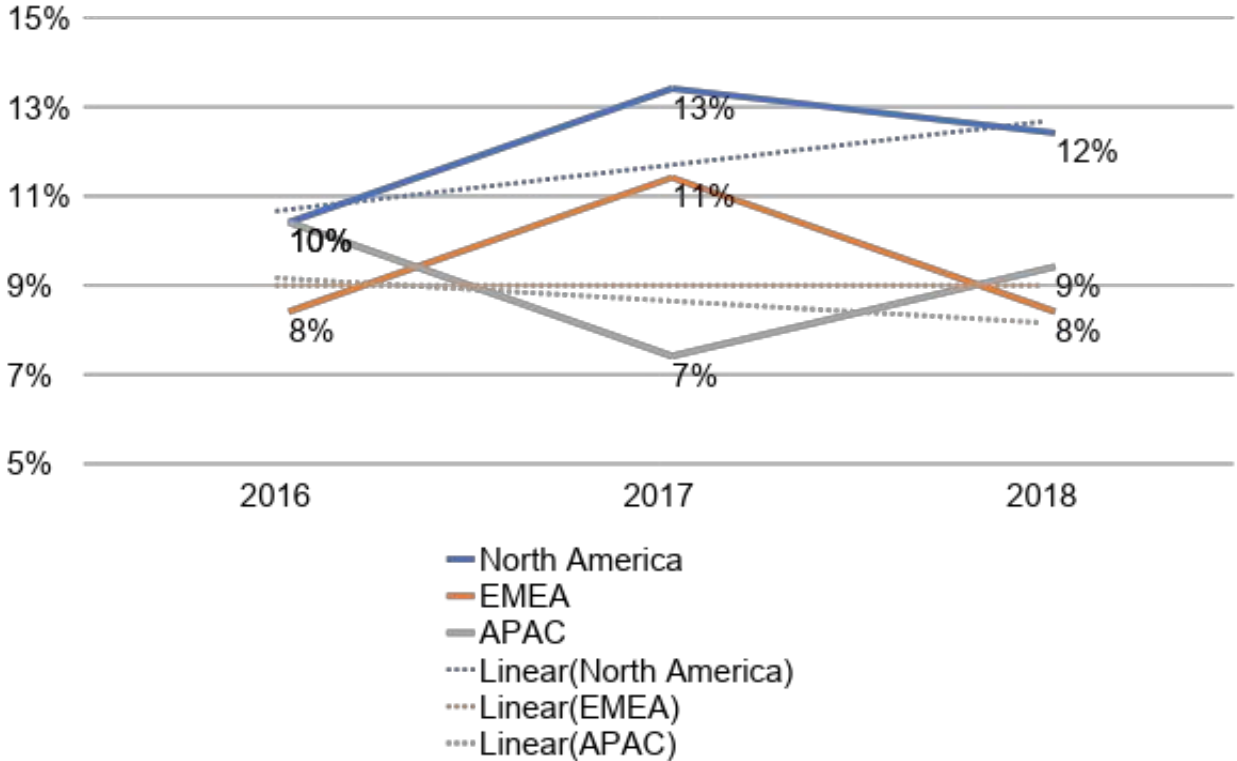
How likely will candidates change relationship status based on their overall candidate experience ratings?



Great Candidate Experience (Increase)



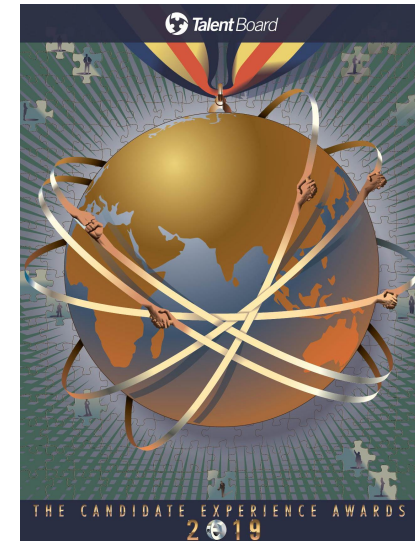
Poor Candidate Experience (Sever)



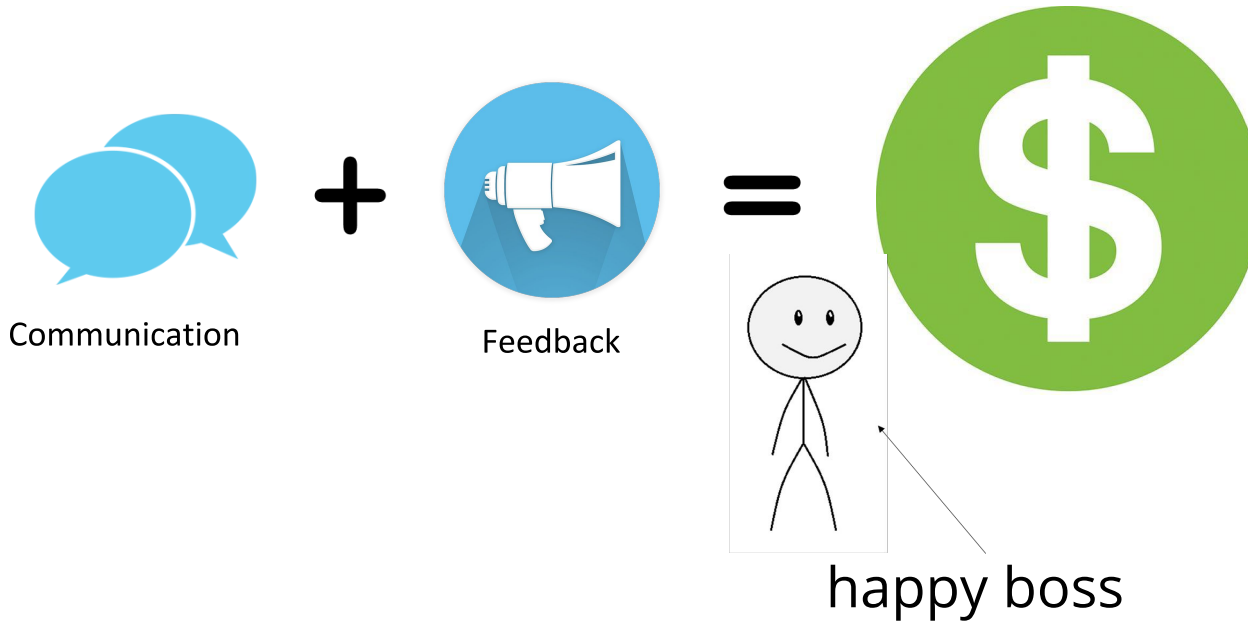


Kimberly-Clark Corporation is a global consumer goods corporation with some of the most recognized brands in world-Huggies, Kleenex, Scott, Cottonelle and Kotex.

- The most important thing – recognize that the candidate is our #1 customer
- Clarify process step timelines and expectations
- Provide coaching tools like interviewing and social media tips
- Send each candidate email after the recruiter screen that contains coupons for our products
- Provide candidates with VIP American Express for booking travel
- Created Candidate Experience Guide for hiring managers with clear roles and responsibilities for everyone involved in the process
- Created easy way for hiring managers to send welcome gift packages to new hires
- Lifetime customer value = \$30,000
- ***If we can get 5% of our annual candidates to be customers, that's another 10,000 customers that could equal \$300 million in revenue***



...it's all about improving the impact on the bottom line.



Talent Board is the first non-profit research organization focused on the elevation and promotion of a quality candidate experience.

Founded in 2011 as a 501(c)(3) corporation, Talent Board, the Candidate Experience Awards benchmark program and its sponsors are dedicated to recognizing the candidate experience offered by companies throughout the entire recruitment cycle and to forever changing the manner in which job candidates are treated globally.



**CANDIDATE
EXPERIENCE
AWARDS**SM

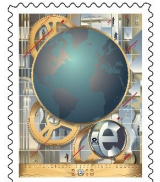
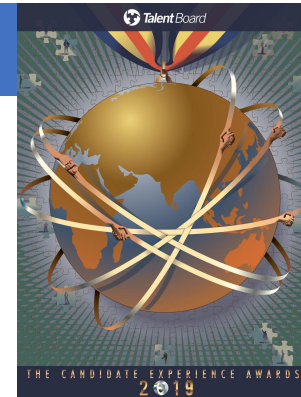
The Talent Board's mission is to create – surveys, data analysis, benchmarking, and research – to better understand and overall improved the global job candidate experience for all involved (candidates, recruiters, managers, etc.)

Employers enjoy the following benchmark benefits:

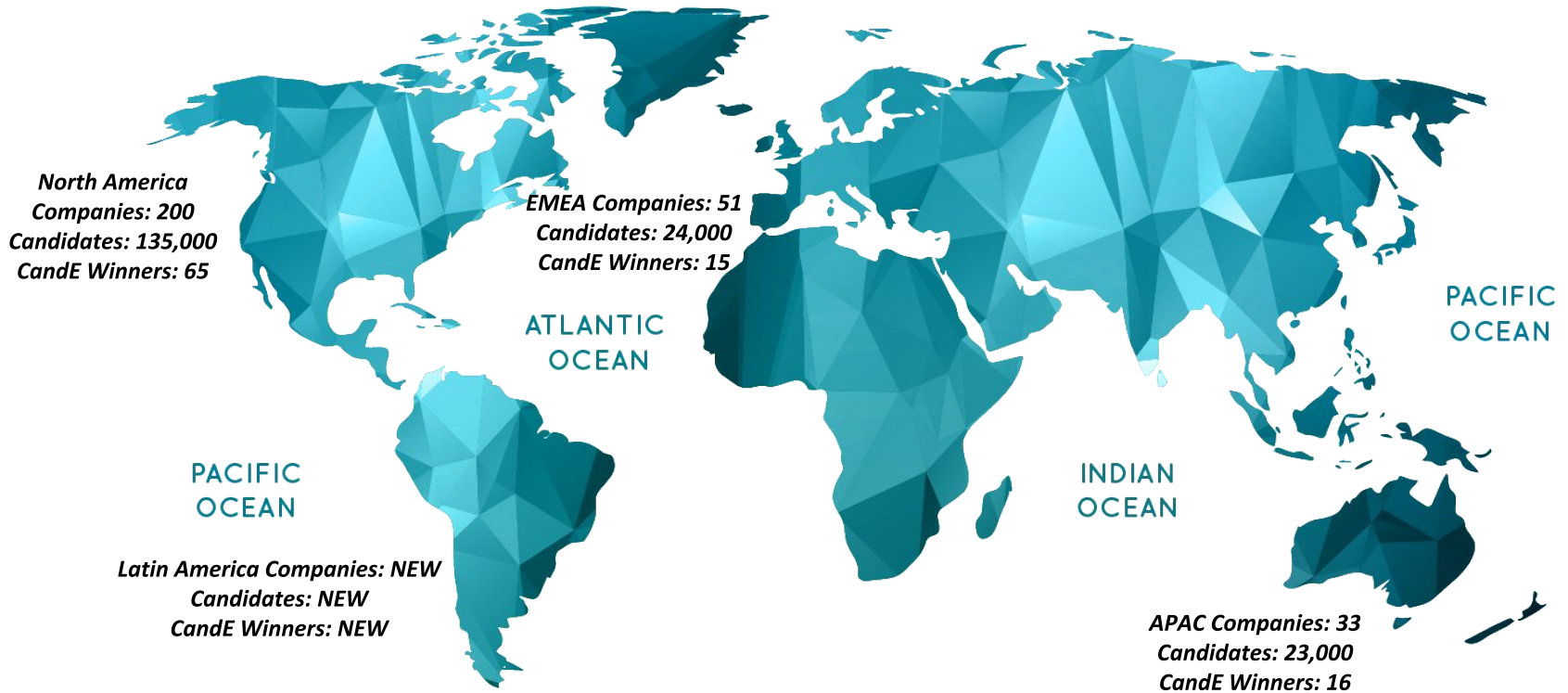
- Confidential research program for employers and candidates
- Methodology resources and best practices provided
- Comprehensive aggregate benchmarking data
- Industry recognition for highest positive candidate ratings
- Access to industry peers and experts on candidate experience

2019 CandE Benchmark Program now open!

- **REGISTER now by visiting:** bit.ly/19CEReg
- Survey Completion Deadlines:
 - **North America: August 30, 2019**
 - **EMEA: November 1, 2019**
 - **APAC: November 1, 2019**
 - **Latin America: November 1, 2019**



2018 Global CandE Winners





Download Today!

bit.ly/2018TBCandEResearch

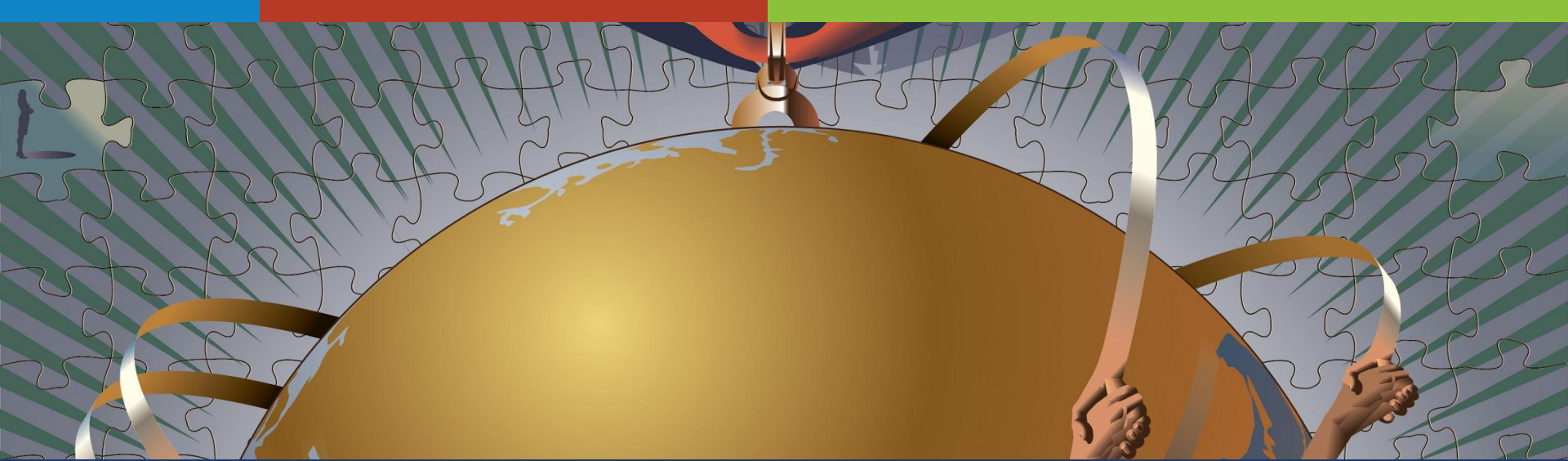
 Talent Board

2019 Candidate Experience Awards Benchmark Program

REGISTER TODAY!

bit.ly/19CEReg

Thank you!



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