

# What every hiring team should know about CANDIDATE EXPERIENCE

In today's candidate-driven job market, delivering an exceptional candidate experience is a necessity to attract and win over the best candidates. And it's not just a recruiter's job—a great candidate experience requires a collective effort across the entire hiring team.

As part of the hiring team, you have a much greater impact on candidate experience than you may realize. When you prioritize the candidate experience, candidates are far more likely to have a positive impression of your organization—and see your open role as the one they aspire to.

**Check out these eye-opening statistics that underscore the importance of delivering a great candidate experience at every point in the candidate journey.**

## A long application process weeds out even qualified candidates



# 60%

of applicants will abandon the recruitment process if it is too complex.

(SOURCE: ZETY)

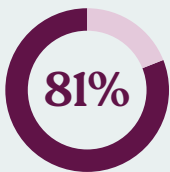


# 47%

of candidates have not applied for a job because of the length of the application.

(SOURCE: SMARTRECRUITERS)

## Communication is key to a better candidate experience



say continuous status updates would result in a better candidate experience.

(SOURCE: CAREERBUILDER)



of candidates are frustrated most by the lack of response from potential employers.

(SOURCE: CAREERBUILDER)



say expectations of timeline would greatly improve the overall experience.

(SOURCE: CAREERBUILDER)

## Candidate experience can make future hiring easier—or harder

# 82%

of job seekers consider employer brand and reputation before applying.

(SOURCE: CAREERARC)

# 72%

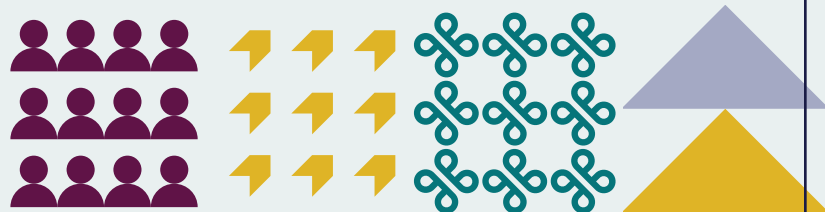
of job seekers share their bad experiences online or with someone directly.

(SOURCE: CAREERARC)



Satisfied applicants are **2x more likely** to recommend your organization to others.

(SOURCE: IBM)



## A great candidate experience relies on a great interview process

**25%** more job seekers prefer live video interviews to in-person interviews.

(SOURCE: FORBES)

**83%** say a negative interview experience can change their mind about a role or company they once liked.

(SOURCE: LINKEDIN)

**46%** of candidates who withdraw from the hiring process say their time has been disrespected during interviews.

(SOURCE: TALENT BOARD)

**87%** say a positive interview experience can change their mind about a role or company they once doubted.

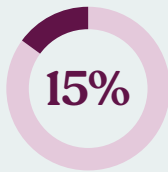
(SOURCE: LINKEDIN)

## Your candidate's experience has a direct business impact



A positive candidate experience makes candidates 38% more likely to accept a job offer.

(SOURCE: IBM)



15% of applicants with a positive hiring experience put more effort into the job.

(SOURCE: OFFICEVIBE)



Companies that deliver a positive candidate experience report a 70% improvement in quality of hires.

(SOURCE: GLASSDOOR)

## Ready to land your top candidate?

Visit Clovers.ai to see how Clovers' intelligent interview platform can help.

VISIT CLOVERS.AI TO LEARN HOW

# How to improve the Candidate Experience

Effective communication is the hallmark of a great candidate experience. When you communicate clearly, transparently, and consistently with candidates during each step of the hiring process, candidates are more likely to see your company as an employer of choice.

## 5 ways recruiters and managers can create a better candidate experience:

1. Communicate expectations early in the candidate journey.
2. Use structured interviews to create a fair, consistent interview process.
3. Speed up the hiring process with video interviews.
4. Be flexible and inclusive with interview schedules and candidate accommodations.
5. Ensure candidates receive post-interview feedback.

## Get your top candidate to say "Yes"

Too often, companies forget that hiring is a two-way street. Companies interview the candidates, but candidates are constantly sizing up the company too. When hiring teams keep candidate experience top of mind, everybody wins. Candidates see that their time and contributions are valued, the company's reputation as an employer gets a boost, and hiring managers increase their odds of landing their top candidate.

