

8 Ways to Create a Positive Candidate Experience

In a candidate-driven market, a positive candidate experience is crucial to winning over top talent. Here are some tips to help increase your completion and acceptance rates ...and create referrals.



1 Know the role you need to hire for

Have a clear vision of the role to avoid a lengthy (or confusing) recruitment process. Focus on skills and requirements needed to fill gaps – don't get hung up on job titles.



2 Make the right first impression with an enticing job description

- ✓ Place perks and benefits higher up on the page.
- ✓ Let candidates know *why* you do what you do and what impact their role will have.
- ✓ Create trust by making sure the main duties are accurate and using clear, factual language throughout.

4 Send prompt communication at every stage

Send all applicants a "thank you" message after they apply and set expectations for next steps. As they move through the process, make sure candidates know the status of their application and when they'll hear from you next.



3 Make it easy (and even fun) to apply

- ✓ Only ask ultra-relevant questions and be respectful of time.
- ✓ Make your application process 100% mobile-friendly.
- ✓ Show candidates your personality: add brand colors, videos, and imagery to engage and entertain.



5 Give candidates a choice on how, and when they interview

Use a scheduling platform that allows candidates to pick an interview time and to choose between a live video interview, a pre-recorded video interview, or an in-person interview (where possible).



6 Provide the hiring team with all the resources they need

Provide decision-makers with interview training and use a recruiting platform with built-in tools for support during the interview:

- ✓ Access to the candidate's profile.
- ✓ Pre-set questions.
- ✓ Rating scales and rating guides.



8 Keep in touch between offer acceptance and onboarding

Create a positive transition by sending new hires a "starter pack" to welcome them to your team. This could be anything from an email with useful info and friendly messages from the team, to a kit complete with branded swag.



7 Provide interview feedback

Always be respectful! Whether they got the job or not, provide constructive, clear feedback based on the rating criteria and job description.

Candidates who've received helpful feedback may be more likely to explore future job opportunities with you.

Congrats, you've created a positive candidate experience!