



# The Candidate Experience Playbook

# HOW IT AFFECTS YOUR BUSINESS

## ✓ IMPROVES STAFF LOYALTY

A candidate who feels valued through the recruitment process will have a stronger connection with the business and is more likely to a stronger sense of loyalty.

## ✓ HELPS YOU LAND THE BEST TALENT

Candidates who feel satisfied with their experience throughout the recruitment process will be more likely to accept the job offer.

## ✓ IMPROVED REPUTATION IN THE CANDIDATE MARKET

A candidate who has had a positive experience during the recruitment process is more likely to speak highly of the business when speaking with other potential candidates.

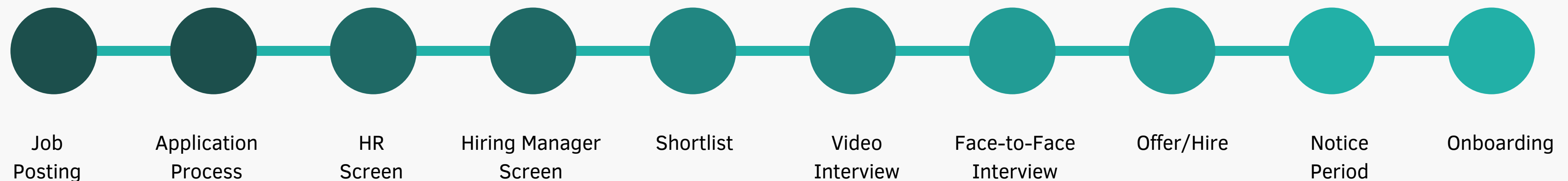
## ✓ IMPROVES THE DEPTH OF YOUR TALENT POOL

Candidates who are happy with their experience in the recruitment process are more likely to recommend your company to others.



# THE HIRING PROCESS

DOES IT SHOW YOUR BUSINESS IN A POSITIVE LIGHT?



With a traditional hiring process, most candidates are expected to wait weeks or months before a final decision is made. When addressing candidate experience, companies often fall into the trap of just adding additional tech to their process. The best candidate experience outcomes rely on reimagining recruiting, not just increasing your tech stack..



# YOUR 3 PILLARS

## YOUR BRAND

Candidates do more research than ever before when looking for a new opportunity. To improve your candidate attraction, it is paramount your digital presence showcases the company in the best light.

## UNDERSTANDING YOUR WHY

This needs to be evident throughout the process 'why would a happily employed worker join your company?' If you can't answer this question, how are you ever going to sell the opportunity to the best active and passive candidates.

## YOUR COMPANIES REPUTATION

Your reputation precedes you in the candidate market. Culture is a growing importance for nearly all job-seekers. To improve your reputation you need to improve the working environment so your current and ex-employees become your advocates.



# JOB POSTING

A job post is your opportunity to sell the opportunity, the company and the future.



- Highlight career advancement opportunities
- Emphasize why someone would want to work for your company
- Focus on the benefits to the candidate
- Highlight the exciting work and projects they will be apart of



- Do not display a long list of duties
- Do not overemphasize the importance of credentials
- Do not use company jargon that does not make sense to external candidates

## THINK OUTSIDE THE BOX

Do not stop after you have posted on some job boards you have paid for. Your candidate attraction strategy needs to go further. Think social media posts, email your candidate database (that we will keep your details on file email), paid social media ads, PPC campaigns, PR, advertsiign space, build a referral scheme. If you want the best, then you need to find them, don't rely on them finding you.

## HOW TO STAY TOP ON ANY JOB BOARD

### 1. Treat the job title like a keyword

A job board works like a search engine, whatever the job-seeker enters in to the search bar, the job board search algorithm then scans all job descriptions and ranks them based on their relevance to that search term (the job title). Do you think anyone searches for Chief of Happiness or Warehouse Team Leader - Panama Shift or Area Sales Manager - Amazing OTE? Short answer is they don't.

### 2. Put the keyword in the job description 4 to 6 times

Like I said above, the job board works like a search engine. If you want your job description to be top when a relevant candidate searches for a job like the one your company has, then you need to improve its relevancy to that search term (the job title). Make sure you put the job title in the job description 4 to 6 times to come out on top.



# THE APPLICATION PROCESS

## REDUCE THE APPLICATION TIME

If the time it takes to apply is too long you risk losing great candidates. The ideal time length is under 15 minutes.

## HAVE MULTIPLE SOURCES FOR APPLICATIONS

Your ideal candidates look for jobs in a multitude of places, including websites, job boards and social media. It is key you place your job in multiple locations to improve candidate capture.

### TOP TIP!

Let candidates apply via LinkedIn or another social profile to get the information you need without taking too much of the candidate's time.

79% of job seekers say they are likely to use social media in their job search and this increases to 86% for younger job seekers.

(The Open University, 2019)





# THE REVIEW PROCESS

## HAVE A SET CRITERIA

You need to make the review process fair and unbiased. Have a set criteria which covers the basic requirements to quickly rule out unsuitable candidates.

## BE AWARE OF WHAT IS ESSENTIAL

Look for potential, too often companies rule out great great talent based on an element of the role that can be trained. Base it off what is absolutely essential for success in the role.

## REVIEW AGAINST FUTURE GOALS

Align your decision making with the future goals of the company. This will help recruit for the growth of the business and improve staff retention.



# THE FIRST INTERVIEW



## FIND OUT ABOUT THE CANDIDATE

This is key, find out about their motivations, why are they looking to leave their job, what are they looking for in their next company.

## GO THROUGH THEIR BACKGROUND

Ask about their experience, dig in to what they have done, what skills do they have, what software are they familiar with, what have they achieved.

## SELL THE OPPORTUNITY

I can't stress this enough, you have to sell the job, the opportunity and the company. If you want the best, you have to convince the best to move.

82% of candidates are confident they can successfully articulate their soft skills and personality traits in an interview setting. With video or face to face interviews, you give more candidates that opportunity.

(Hirevue, 2019)



# FACE TO FACE INTERVIEWS

## GO THROUGH ANY DOUBTS YOU HAVE

This is your opportunity to dig in to their background and experience to alleviate any doubts you have regarding the candidate.

## SHOW THEM ROUND

Show them round the company, this will help give the candidate a feel for the environment and a brief insight in to the culture.

## SELL BASED ON THEIR MOTIVATIONS

You already know what motivates them from the 1st interview, if you want to close this candidate, then you need to sell based on their motivations.





# FEEDBACK AND OFFER

## ACCEPTED

Congratulate them, tell them you're so excited for them to start and go through the offer in detail.



## SUITABLE

Make them aware they were in the running and that you will keep them on file should another opportunity arise.



## REJECTED

Give them constructive feedback on why they weren't successful and how could improve.





# NOTICE PERIOD

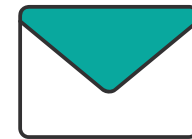
MANAGING THIS PROCESS WILL AVOID COLD FEET AND COMBAT COUNTER OFFERS.



Pre Resignation Call



Post  
Resignation  
Call



Stay in touch



Involve with the  
business (current  
projects or social  
events).



Get in touch  
on their last  
day of work





# ONBOARDING

Your onboarding process should be structured, uniformed and fun.

You need to engage with the candidate and get them onboard with companies mission statement. Whilst training on internal systems and processes.





# HOW WE CAN HELP SUPPORT YOU

WE CAN MANAGE EVERYTHING FROM JOB POSTING TO MANAGING THE  
NOTICE PERIOD

Thorough candidate  
screening

Speed and accuracy

Management of the  
entire process

Arranging interviews

Negotiating the best  
offer for you

Attracting passive  
candidates

Providing feedback



# GIVE YOUR CANDIDATES A GREAT EXPERIENCE

Find out how Recruit Mint can help support you finding the best talent, providing an excellent candidate experience and providing you with valuable insight and knowledge to give you a competitive advantage in your industry.

[BOOK A FREE CONSULTATION](#)