The Candidate Experience Playbook

Thought Leadership

an eBook by

iCIMS®
Hire Expectations™

A Positive Employment Brand:
The Candidate Experience

The War for Talent is going to have winners and losers, and we all want to hire a winning team. In such a competitive environment, an outstanding employment brand is required to attract the best and brightest. While most talent acquisition professionals know in theory that a company's employment brand is key, few really analyze the candidate experience as the most important element of your brand.

Here's what you need to know: 46% of candidates rate their candidate experience applying for jobs as poor to very poor. And worse, 64% said that they share information about their candidate experience via social media[1]. With this in mind, you definitely want your company to be perceived as candidate-friendly.

Just a few negative candidate reviews can dissuade candidates from applying to your company. Even if you have more positive feedback than negative, critical reviews tend to stick in candidates' minds longer than good reviews. And make no mistake - critical reviews are being spread far and wide with the help of social media[2].

Source: http://blog.interviewstream.com/wp-content/uploads/2013/07/candidate-experience-infographic.jpg

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From a competitive perspective, the difference between a good and a great company all comes down to people.

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> "At Enterprise Holdings, we realize that if you want the best talent, you have to treat candidates with respect. Respect the candidates, and they will respect your organization in return."
>
> - Marie Artim, VP Talent Acquisition

What Candidates Want from Their Candidate Experience

Companies who are serious about creating a positive candidate experience need expert guidance to execute their strategy. In this eBook, iCIMS and 2013 CandE Award Winner Enterprise Holdings have teamed up to help you create an amazing candidate experience.

Based on iCIMS proprietary candidate surveys, we have determined that a great candidate experience is one that is accessible, fast & easy, engaging, and personal.

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The pages that follow deep-dive into these elements while providing expert best practice tips for execution.
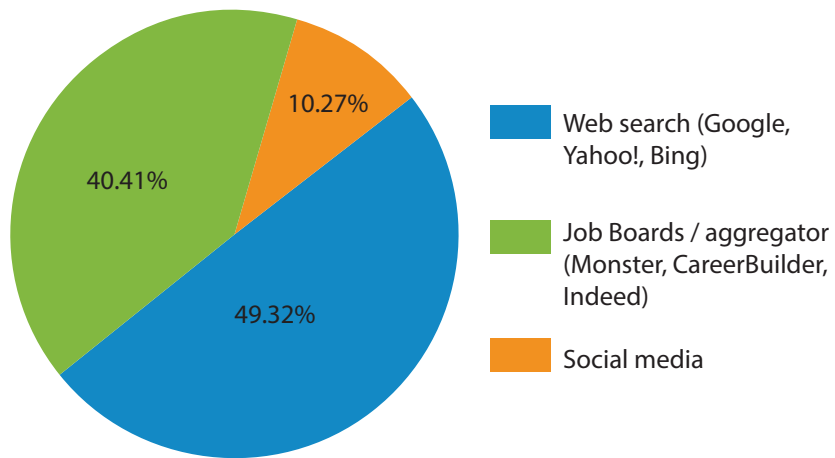
Accessible

Fast & Easy

Engaging

Personal

Web Technology Candidates Prefer to Use for Their Job Hunt

- **Web search (Google, Yahoo!, Bing)** — 49.32%
- **Job Boards / aggregator (Monster, CareerBuilder, Indeed)** — 40.41%
- **Social media** — 10.27%

With more than 49% of candidates performing web searches to find job openings, search engine optimization is an important priority for all employers.
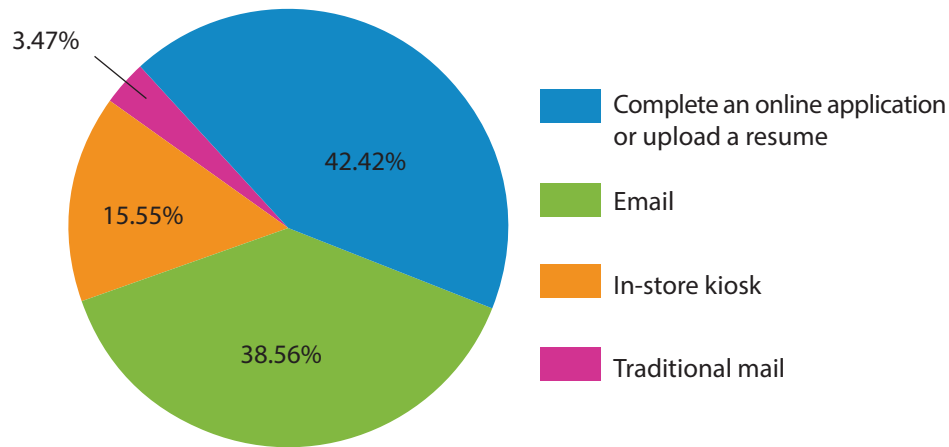
Make your open positions accessible by advertising where candidates are looking.

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Tips:

- Post your jobs via social media (LinkedIn, Twitter, Facebook) to maximize exposure and social sharing.

- Employ career microsites as a quick and easy way to maximize your career site's search engine ranking.

Means by Which Candidates Prefer to Apply for Jobs

3.47%

42.42% — Complete an online application or upload a resume

15.55%

38.56% — Email

In-store kiosk

Traditional mail

More than 42% of candidates prefer an online application process through a company's career portal over all other means of applying for a job.
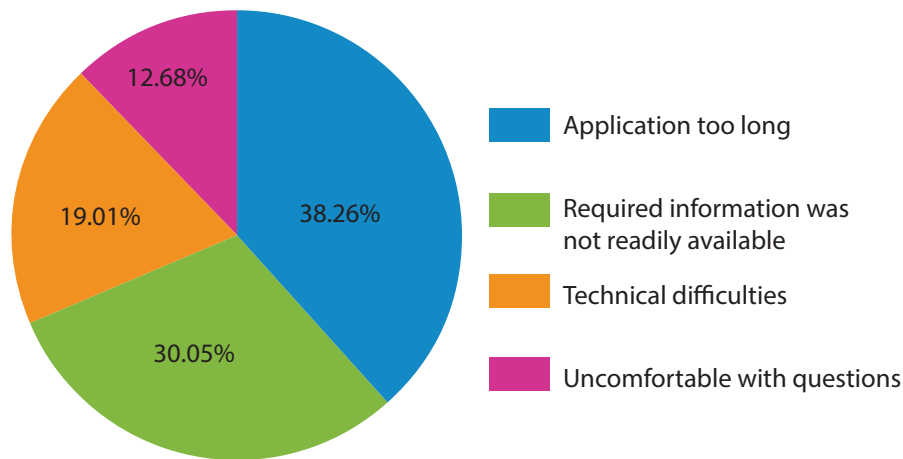
Make your jobs easily accessible by integrating a **fully-branded career portal** into your corporate website.

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Tips:

• A fully-branded career portal engages candidates while immersing them in your employment value proposition.

• Content such as employee testimonials and job seeker resources helps to make your career portal appear more credible.

The Primary Reason Candidates Abandon Job Applications

- **Application too long** — 38.26%
- **Required information was not readily available** — 30.05%
- **Technical difficulties** — 19.01%
- **Uncomfortable with questions** — 12.68%

Over 68% of applicants who have abandoned a job application have done so because the application process was too long or required too much information.

A quick and easy job application will **increase** the **number of applicants** who complete the application.

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Tips:

- Choose an applicant tracking software that automatically parses a candidate's uploaded resume to reduce data entry.

- Allow candidates to apply using a social media profile such as LinkedIn.

- A job application should not take longer than 15 minutes for a candidate to complete!

Engaging

On a Scale of 1 to 10, candidates rated how important the professionalism, look, and feel of a company's career portal is to their decision to apply for a job.
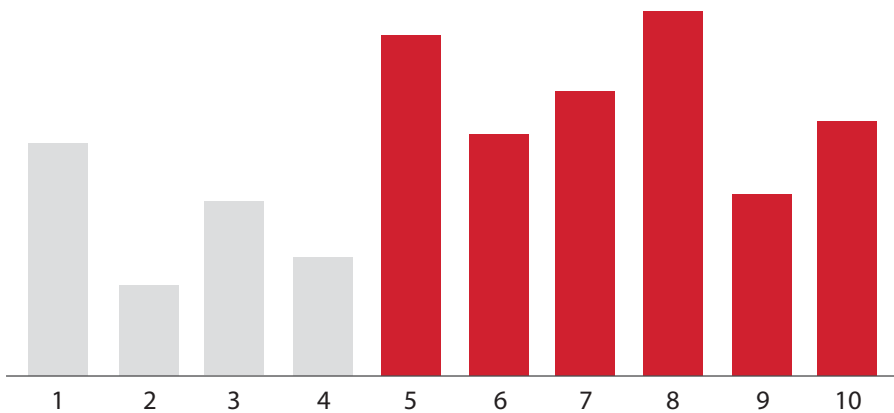
78% of candidates agree that the professionalism of a company's career portal is moderately to highly important to their decision to apply.

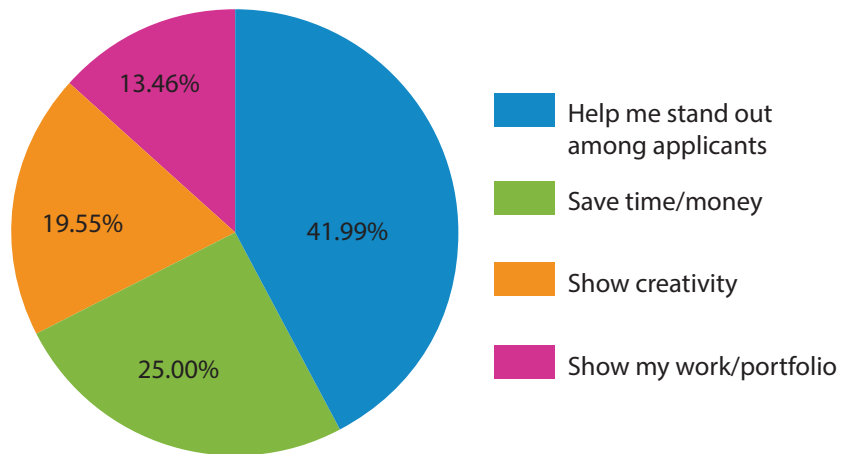Having a well-designed, professional-looking career portal is imperative.

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Tips:

• Include quick access to current employees' LinkedIn profiles or Twitter pages to build candidate engagement by letting them get to know your employees.

Candidates' Perception of the Value of Video Technology as Part of the Recruitment Process

- **Help me stand out among applicants** — 41.99%
- **Save time/money** — 25.00%
- **Show creativity** — 19.55%
- **Show my work/portfolio** — 13.46%

Nearly 62% of Candidates Believe Video Technology Will Give Them a Competitive Edge.

Incorporating the latest technology, such as video, into your hiring process engages candidates.

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Tips:

- Use videos to entertain and engage candidates in a way that makes your employment brand memorable and desirable.

- Incorporate video interviews with current employees to give the candidate a sneak peek into your corporate culture.

> "At Enterprise Holdings, we use technology to streamline our efforts, but we do not allow it to replace personal interaction with candidates. For example, candidate rejections are prepared using an email template for ease and consistency. Each template email is tailored to include the reason why the candidate was not qualified, then the email is sent from a real person. That way, candidates can reply and even ask follow up questions."

- Marie Artim, VP Talent Acquisition

As technology has expanded, many companies have abandoned the personal aspects of hiring.
The Golden Rule of the hiring process:
Make it Personal!

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Tips:

- Use email templates to maintain consistent communication.
- Look for an applicant tracking software that lets you send correspondence including variable fields that address each candidate individually by name.

> "At Enterprise Holdings, we try to maintain rules, like a 5 business day follow up with each and every candidate that submits an application."
>
> - Marie Artim, VP Talent Acquisition

From the candidate's perspective, the most frustrating part of the candidate experience can be the **lack of meaningful communication** or feedback to their application or resume.

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Tips:

• Employ automated responses to make sure that your company is responding to each candidate in a reasonable amount of time.

• Use time-delayed automated responses with variable fields that address each candidate by name to create a more personalized experience.

About

ENTERPRISEHOLDINGS™

Enterprise Holdings and its affiliate Enterprise Fleet Management together offer a total transportation solution. Combined, these businesses – which include extensive car rental and car sharing services, commercial truck rental, corporate fleet management, and retail car sales – accounted for $16.4 billion in revenue and operated 1.4 million vehicles throughout the world in fiscal year 2013.

Enterprise Holdings, through its regional subsidiaries, operates the largest fleet of vehicles in the world through a global network of more than 8,100 airport and neighborhood locations under the Enterprise Rent-A-Car, National Car Rental, and Alamo Rent A Car brands. Its affiliate, Enterprise Fleet Management, provides full-service fleet management to companies and organizations with medium-sized fleets. Other transportation services marketed under the Enterprise brand name include Enterprise CarShare, Enterprise Rideshare, Enterprise Car Sales, and Enterprise Commercial Trucks.

As an employer, Enterprise Holdings has earned a reputation as a great place to work, offering an attractive mix of hands-on training, opportunity to advance and a strong, values-based culture. One of 2013 top winners of the 2013 CandE Awards, Enterprise Holdings gives all their candidates a personal experience that mirrors their founder's simple but enduring business philosophy to "Take care of your customers and your employees first, and the profits will follow."

• CandE Award Winner 2013 (Candidate Experience Award).

• Ranked by *BusinessWeek* as one of the "50 Best Places to Launch a Career" year-over-year.

• Consistently named Top College Recruiter by *The Black Collegian* magazine.

• Received prestigious "Secretary of Defense Employer Support of Freedom Award" for support of employees in military service.

How iCIMS Can Help

iCIMS is the leading provider of talent acquisition solutions that help businesses win the war for top talent. iCIMS empowers companies to manage their entire hiring process within the industry's most robust Platform-as-a-Service (PaaS). Built on the foundation of a best-to-market talent acquisition software suite, iCIMS' PaaS framework, UNIFi, allows employers to expand the capabilities of their core talent acquisition technology by integrating with the largest partner ecosystem in talent acquisition to help them attract, find, screen, and manage candidates. Offering scalable, easy-to-use solutions that are backed by award-winning customer service, iCIMS supports more than 3,500 contracted customers and is one of the largest and fastest-growing talent acquisition solution providers.

To learn more about the iCIMS, call 1-800-889-4422 or take a look at our demo at:

www3.icims.com/CandidateManagementDemo/1800/1623

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