



BACK TO BASICS:

# How to Rethink the Candidate Experience and Make Better Hires



## We Need to Rebuild The Candidate Experience

The recruitment process has become increasingly impersonal — for both candidates and recruiters — and it's obvious both sides aren't satisfied with the experience. The challenge? Each side has very different ideas about what makes the other side tick — and what needs to be done to improve the experience.



## The Current State of Recruitment and Job Search

The recession-era mindset that employees should consider themselves lucky simply to have a job is still prevalent.

**Hint: It's not working anymore.**

We're living in a new economic environment than we were five years ago — even one year ago.

For the 2016 edition of CareerBuilder's Candidate Behavior study, we worked with Inavero to survey 4,505 U.S. job seekers and 505 Canadian job seekers, as well as 1,505 hiring managers and recruiters, about virtually every aspect of the recruitment process.

When it comes to the results of our study, one thing is clear: It's time to get back to basics.



76% of full-time employed workers are either actively looking for or open to new job opportunities.



On average, job seekers use 16 total resources in their job search.





## Getting Back to Basics

At its surface, finding a job or a new employee is a high-touch, personal, and interactive process — much like dating. And akin to the dating world, overcomplicating an interaction between two parties is not always the most effective approach to make a successful match. In fact, simplification is really where connections between candidates and employers begin to happen. After all, employers and candidates are both on the search for the perfect match.

Candidates are looking for answers during their job search:

76%

76% are curious:  
“What would my day-to-day job be?”

57%

57% want to know: “Which skill sets are employers are willing/not willing to negotiate on?”

50%

Half of candidates wonder:  
“Are they looking for someone like me?”





## The 3 Ways to Impress Your Candidates

First impressions count. So do the second and third. To properly court candidates, you need to make every interaction a positive one. Here are three simple ways to get candidates to give you a second glance.



NO. 1

## Put Yourself Out There

Job seekers and employers both agree that job postings can be very impersonal, and they sometimes miss key information about what the role entails. Job seekers try to combat this by using resumes to promote who they are, what they offer and why they are the perfect match for the job. A dialogue is missing from the initial steps in the hiring process, so making it easier to spark a conversation is key.

Listen to what candidates want when it comes to providing the most useful information in your promotional tools. More often than not, they want the same thing you do.

*Once you get the right information on your job description, use CareerBuilder's Job Postings as a proactive advertising solution to give them the most exposure possible to the right candidates.*

81%

81% of applicants want to know the contact information of the person that posted the job;

72%

Before applying, 72% want to talk to a recruiter or hiring manager.

74%

More candidates (74%) want to see salary than any other feature in a job posting.

82%

82% feel seeing the team structure and where the job fits into the organization is important.





NO. 2

## Make Yourself An Open Book

Today, access to information is everywhere—and job seekers and employers often leave no page unturned when researching one another. But once the research is done and applications are submitted, things tend to go awry.

*CareerBuilder knows when, how and where potential candidates are searching for jobs. That intelligence is built into Talentstream Engage. As a career site, Talentstream Engage delivers the most relevant candidate experience, ensures job seekers see the right job at the right time, and reengages them over time to increase your candidate pool and drive more applications.*

36%

Only 36% of candidates say they apply without first doing research.

65%

Location is paramount: 65% say they spend the most time researching the company's location.



On average, job seekers use 16 total resources in their job search.

15

Hiring managers and recruiters use an average of 15 resources to find the right candidate.

38%

Job seekers say 4 out of 10 (38%) of their applications never receive a response or any type of communication.





NO. 3

## Leave a Lasting Impression

A short application process that contains meaningful questions, along with proactively reaching out to candidates who fit your qualifications will actually yield a much better result. Don't be shy – make the first move.

*Proactively source candidates with the skills you need quickly and easily with Recruitment Edge. Search online professional hubs, social networks and CareerBuilder's Resume Database to uncover new candidates, all from one place.*



On average, companies say it takes anywhere from 26-34 days to fill an open position.

33%

33% of employers believe it took too long to fill their last open position.

52%

52% of employers say they wait for candidates to apply.

20%

Missed opportunities: Only 20% of job seekers say they were recruited first.

39%

39 percent of employers say their biggest frustration is when unqualified candidates apply for positions.

45%

Job seekers' biggest frustration: Employers don't respond to them (45%).





Download our Candidate Experience Toolkit to put these findings into action.  
Get it at [corporate.careerbuilder.com/candidate-experience-toolkit](https://corporate.careerbuilder.com/candidate-experience-toolkit)

## About CareerBuilder

As the global leader in human capital solutions, CareerBuilder specializes in cutting-edge HR software as a service to help companies with every step of the recruitment process from acquire to hire. CareerBuilder works with top employers across industries, providing job distribution, sourcing, workflow, CRM, data and analytics in one pre-hire platform. It also operates leading job sites around the world. Owned by TEGNA Inc (NYSE:TGNA), Tribune Media (NYSE:TRCO) and The McClatchy Company (NYSE:MNI), CareerBuilder and its subsidiaries operate in the United States, Europe, South America, Canada and Asia.

---

## Connect with us

 [Facebook.com/CBforEmployers](https://www.facebook.com/CBforEmployers)

 [www.TheHiringSite.com](https://www.TheHiringSite.com)

 [Twitter.com/CBforEmployers](https://twitter.com/CBforEmployers)

 [YouTube.com/CBforEmployers](https://www.youtube.com/CBforEmployers)

 [LinkedIn.com/company/careerbuilder-for-employers](https://www.linkedin.com/company/careerbuilder-for-employers)