

Where have all the applicants gone?

Creating a GREAT Candidate Experience

Anne Donovan, SPHR, SHRM-SCP
Donovan HR Solutions
Principal Consultant

Agenda

- ▶ Where have all of the good applicants gone?
- ▶ Describe an exceptional candidate experience
- ▶ Explain 3 Strategies to increase candidate response
- ▶ Tips and Tricks on how to create an exceptional candidate experience in your organization

What is YOUR worst (or best) experience when applying for a job?

Cost of Turnover

- \$ Time to offboard an employee leaving the company
- \$ Job posting and advertising
- \$ Time it takes a recruiter to review resumes
- \$ Time it takes to contact candidates and schedule interviews
- \$ Time interviewing candidates
- \$ Making a job offer



More Turnover Costs

- \$ Onboarding the successful candidate
- \$ Sending out rejection notices to unsuccessful candidates
- 🙄 Lost customers because of high turnover
- 🙄 Reputational damage because of high turnover



Picture of an apple turnover, it's more delicious than employee turnover

Turnover can cost anywhere from 2x-6x an employee's annual salary

Changing Workforce

- ▶ Full Employment=4.0%
- ▶ Nationwide Unemployment= 3.8%(March 2024)

Candidate Experience

- ▶ Recruiting
- ▶ Interviewing
- ▶ Hiring
- ▶ Onboarding



Recruiting

• **77% of employers report difficulty finding the skilled talent they need**

- ▶ Crystal Clear Job Descriptions
- ▶ Are you living your core values or just playing pretend
- ▶ Job Crafting or Finding internal talent
- ▶ Alternative Recruiting Sources

64% of global talent professionals predict that the future of recruiting will be more favorable to candidates and employees (as opposed to employers) over the next five years.

- ▶ Flexibility
- ▶ Meaningful work
- ▶ Communication

Interviewing

72% of candidates say the smoothness of an interview process would affect their final decision on whether or not to take the job.

Interview Traps

Unconscious Bias

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Halo/Horns Effect

Recency/Primacy Fallacies

Similarity Bias

Compare/Contrast Effect

Harshness/Leniency Effect

Onboarding

Organizations with a strong onboarding process improve new hire retention by 82% and productivity by more than 70%.

30% of new hires leave within their first 90 days on the job

- ▶ Get leadership buy-in
- ▶ Write clear job descriptions
- ▶ Be open to change and new ideas
- ▶ Write clear Standard Operating Procedures for Candidate Experience
- ▶ Train managers on the procedures

And the elephant in the room...

Artificial Intelligence

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the frame, creating a modern, dynamic feel.

Questions??

Comments

Thank You!!

Anne Donovan, SPHR, SHRM-SCP

<https://donovanhrsolutions.com/>

<https://www.linkedin.com/in/anne-donovan-sphr-shrm-scp/>

Credits

- ▶ Shrm.org
- ▶ <https://www.cronofy.com/reports/candidate-expectations-report-2023>
- ▶ https://go.manpowergroup.com/hubfs/MPG_TS_2023_Infographic_FINAL.pdf
- ▶ <https://business.linkedin.com/talent-solutions/resources/future-of-recruiting>
- ▶ <https://www.southernliving.com/news/history-of-the-dollar-sign>
- ▶ <https://www.smartrecruiters.com/blog/28-recruiting-statistics-on-the-candidate-experience/>