

# Where have all the applicants gone?

Creating a GREAT Candidate Experience

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# 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

Questions??

Comments

# Thank You!!

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# Credits

- ▶ Shrm.org
- ▶ <https://www.cronofy.com/reports/candidate-expectations-report-2023>
- ▶ [https://go.manpowergroup.com/hubfs/MPG\\_TS\\_2023\\_Infographic\\_FINAL.pdf](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/>