“Poor Candidate Experience Limits In Future Job Applications”

Author/Institution: Future Workplace and Career Arc

June 2016
KEY TAKE-AWAYS

- Nearly 60 percent of job seekers have had a poor candidate experience.
- Of those job seekers, 72 percent reported having shared that experience on an employer review website, such as Glassdoor, on a social networking site, or directly with a colleague or friend.
- Furthermore, while only 61 percent of employers say they notify declined candidates about their decision, 65 percent of job seekers say they never or rarely receive notice from employers.
- 80 percent of job seekers say they would be discouraged to consider other relevant job openings at a company that failed to notify them of their application status.
  - Yet, they would be 3.5 times more likely to re-apply to a company if they were notified.
- Fewer than half of employers re-engage declined candidates, yet nearly all (99%) believe re-engaging will help them build their talent community and protect their employer brand.

WHAT YOU WILL LEARN IN THIS RESEARCH DIGEST

1) Why are job seekers having poor candidate experiences?
2) What changes should employers make to not miss out on an important talent pool?

SUMMARY

Future Workplace—a research firm preparing leaders for disruptions in recruiting, development, and employee engagement—and CareerArc—a global HR technology provider of social recruiting and outplacement services—recently released the results of a June 2016 study entitled, “The Candidate Experience Study.”

Following a national survey of 1,200 total respondents, including 826 job seekers and 374 employers, the study revealed that nearly 60 percent of job seekers have had a poor candidate experience. Of those job seekers, 72 percent report having shared that experience on an employer review website, such as Glassdoor, on a social networking site, or directly with a colleague or friend. Furthermore, while only 61 percent of employers say they notify declined candidates about their decision, 65 percent of job seekers say they never or rarely receive notice from employers.

Because of a poor candidate experience, employers are missing out on an important talent pool. 80 percent of job seekers say they would be discouraged to consider other relevant job openings at a company that failed to notify them of their application status. Yet, they would be 3.5 times more likely to re-apply to a company if they were notified. Fewer than half of employers re-engage declined candidates, yet nearly all (99%) believe re-engaging will help them build their talent community and protect their employer brand.
ADDITIONAL HIGHLIGHTS FROM THE REPORT INCLUDE:

**EMPLOYERS UNDERESTIMATE THE AMOUNT OF TIME IT TAKES CANDIDATES TO SUBMIT ONE JOB APPLICATION.**

While the typical job seeker spends about 3 to 4 hours preparing and submitting one job application, the typical employer spends less than 15 minutes reviewing that application. About 70 percent of employers believe job seekers spend only 1 hour or less in researching, preparing for, and submitting their job application. On the other hand, nearly 60 percent of job seekers already spend at least 1 hour on researching the opportunity and preparing their resume before even starting the online application process.

**JOB SEEKERS DON’T BELIEVE THEIR RESUMES ARE BEING REVIEWED.**

Nearly 40 percent of employers rely on technology that pre-screens or pre-selects candidates based on the data they’ve submitted (i.e. uploaded resume, cover letter, etc.). Sixty-two percent of employers admit that it’s likely that this tool may have overlooked a qualified candidate. When they don’t hear back from employers, 85 percent of job seekers doubt that a human being has even reviewed their application.

**EMPLOYERS PLAN TO INVEST MORE IN THEIR CANDIDATE EXPERIENCE.**

Seventy percent of employers have invested, or plan to invest, more resources to improving the candidate experience in the next year. 60 percent of job seekers say that the one area that would improve their experience the most is better employer communication with candidates throughout and after the applicant process. Moreover, candidates rated “Timely Follow Up on Application Status” more important to their experience than a “Well-Designed Career Site” or a “Mobile-Supported Online Experience.”

**JOB SEEKERS ARE LEAVING NEGATIVE FEEDBACK ONLINE ABOUT THEIR EXPERIENCE BUT EMPLOYERS ARE IGNORING IT.**

Nearly 60 percent of employers have read at least one piece of online negative feedback about their applicant process. However, 70 percent of the employers who have yet to see negative reviews from candidates admit to never searching online to check if any exist. Only 25 percent of employers regularly request feedback.
directly from candidates on their experience and 78 percent of job seekers report never having been asked to give feedback on their candidate experience”.

SUBJECT MATTER EXPERT QUOTES:

“Companies need to start humanizing their candidate experience because job seekers can easily share their negative experiences online and decide never to apply to that company again. Treat your candidates like you would your employees or customers because they have the power to refer strong candidates even if they don’t get hired.”

– Dan Schawbel, Research Director at Future Workplace and New York Times bestselling author of Promote Yourself

“This survey reveals a critical blind spot employers have when it comes to candidate experience, and that is the experience of the declined candidate. In this tightening labor market, companies can no longer afford to overlook this vocal majority of applicants who didn’t get the job, but simply expect to be acknowledged. This presents a tremendous opportunity for employers who recognize the need to reframe the rejection process, improve on candidate care, and prioritize the needs of all applicants today so they return to reapply tomorrow.”

– Robin D. Richards, CEO, CareerArc

RESEARCH REFLECTIONS:

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<th>For Myself</th>
<th>For My Team</th>
<th>For My Organization</th>
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<td>Have I been seeing the candidate experience for myself by going through the application submission system?</td>
<td>Are we reading through online reviews about our company to see if we can capture feedback from unsatisfied job seekers?</td>
<td>Are we letting job candidates know about their application status through our online career platform so they know where they stand?</td>
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About Career Arc:

Career Arc is the leading HR technology company helping business leaders recruit and transition the modern workforce. Our social recruiting and modern outplacement solutions help thousands of organizations, including many of the Fortune 500, maximize their return on employer branding. By leveraging the cloud, running on world-class infrastructure, and combining web, mobile and social media applications, we help companies gain a competitive edge in recruitment, employment branding, and benefits. [Visit CareerArc](#)

About Future Workplace:

Future Workplace is an executive development firm dedicated to rethinking and re-imagining the workplace. Future Workplace works with heads of talent management, human resources, corporate learning, and diversity to prepare for the changes impacting recruitment, employee development and engagement. Future Workplace is host to the 2020 Workplace Network, our Executive Council includes 50 plus heads of Corporate Learning, Talent & Human Resources who come together to discuss debate and share “next” practices impacting the workplace and workforce of the future. Visit [www.Futureworkplace.com](http://www.Futureworkplace.com).