XX CROSSCHQ

Candidate Experience Scorecard

The Importance of Candidate Experience

Recruiters are in tight competition for top talent. How can you obtain an edge and improve your chances of securing high-quality candidates? The answer is candidate experience.

Today's candidate's experience can impact future candidates. Those who have a positive experience are much more likely to have a high opinion of your organization as a whole and share that opinion with others.

A candidate who endured a negative experience can be vehemently vocal about what they observed, often online. This can impact the organization's ratings, reviews and brand and sometimes the likelihood of attracting future quality candidates.

Delivering a "Wow!" Candidate Experience

Use this scorecard to rate your current company status on each candidate experience factor to determine the priority of your action items.

CANDIDATE EXPERIENCE Take a personal walk through and note areas to improvement	SUCCESS LOOKS LIKE Define what success looks like and the steps to get there	ACTION Outline action items to prioritize next steps
Deliver Consistent, Targeted Communication	Utilize automation and alerts to ensure timely replies. Follow up within 48 hours and never go quiet for one week. Check in and explain unavoidable delays. Set "next step" expectations every time.	
Provide Easy Interview Scheduling	Send clear, automated calendar invitations & follow-ups. Either empower the candidate to schedule or provide multiple options.	
Allow Flexibility Regarding Work Location and Times	Set clear company guidelines with a focus on meeting employee needs, retaining productivity but allowing for flexibility in schedules and location.	

CANDIDATE EXPERIENCE	SUCCESS LOOKS LIKE	ACTION
Engage Efficiently with a Swift, Streamlined Interview Process	Skip duplicative or unnecessary interviews (4-5 max) and use tools to automate scheduling. Utilize candidate data to improve interview conversations. Train your interviewers and use tools to track feedback.	
Provide Transparency About Job Responsibilities and Compensation	Outline your hiring process in the job description. Be clear about role requirements, how success is defined and comp expectations.	
Implement Commitment to Diversity, Equity, Inclusivity, and Belonging	Show real commitment through sourcing, messaging, job descriptions and company initiatives. Set up a checks system to ensure that commitment continues over time.	
Show Respect for Their Time and Their Humanity	Create a humanized, personable candidate experience that showcases the company brand and supports easy two-way communications.	
Limit to Minimal Assessment Demands	Utilize assessments at the right stage (not too early), only when necessary and proven correlation with Quality of Hire.	
Use Automation for Efficiency	Overall, look to tools and other efficiencies to improve processes, communication, tracking and reporting.	
Open a Channel to Feedback	Be open to and provide a method for giving and receiving candidate feedback. Utilize survey tools to gather the candidates' NPS.	
Continue the Good Experience After the Offer	Stay in touch after the offer and smoothly transition their first day into an organized onboarding process.	

Candidate experience metrics to track

Use these metrics to establish a baseline for candidate experience and measure your progress:

- Candidate sources
- Job post bounce rates
- Career site conversion rates
- Drop-off rates across all stages
- Application to interview & application to offer rates
- Interview to offer & offer to acceptance rates
- Candidate satisfaction (NPS)

A successful recruiting strategy includes a powerfully personal and positive candidate experience. **Meeting job candidates' expectations is key to acquiring top talent.**

You can read more here about how to deliver a **"Wow!"** candidate experience and increase **Quality of Hire**

Hiring Intelligence Guides
- Hiring Intelligence 101
- Hiring Intelligence Maturity Curve
- Hiring Intelligence Data Scorecard

SEE FULL LIBRARY

See a Demo

Start tracking your data points today and tie them to results with a **Hiring Intelligence platform.**

SET UP A TIME TO CHAT

KELSEY

Key Attributes	Self	References
Handles stress well	4.0	4.0
Communication skills	3.0	4.0
Consistent delivery of quality work	4.0	3.5
Optimism	4.0	5.0
Willingness to go above and beyond	4.0	4.0
Attention to detail	4.0	4.5
Takes feedback well	3.0	3.0
Enjoyable to work with	5.0	5.0

Reference Avg for Kelsey
4.56 ↑
4.04 — Ref Avg for all Initech candidates

Did Kelsey add to the culture when you worked with her?
- Absolutely — 59%
- Mostly — 27%
- Not really — 0%
- I don't know — 14%