



Creating a candidate experience survey

Why is the candidate experience important?

Hiring is time consuming and costly – so getting it right first time is hugely impactful. There is nothing worse for the hiring manager than finding ideal candidate, only for them to turn the job offer down. More time covering the role, more time interviewing, more squandered use of resource!

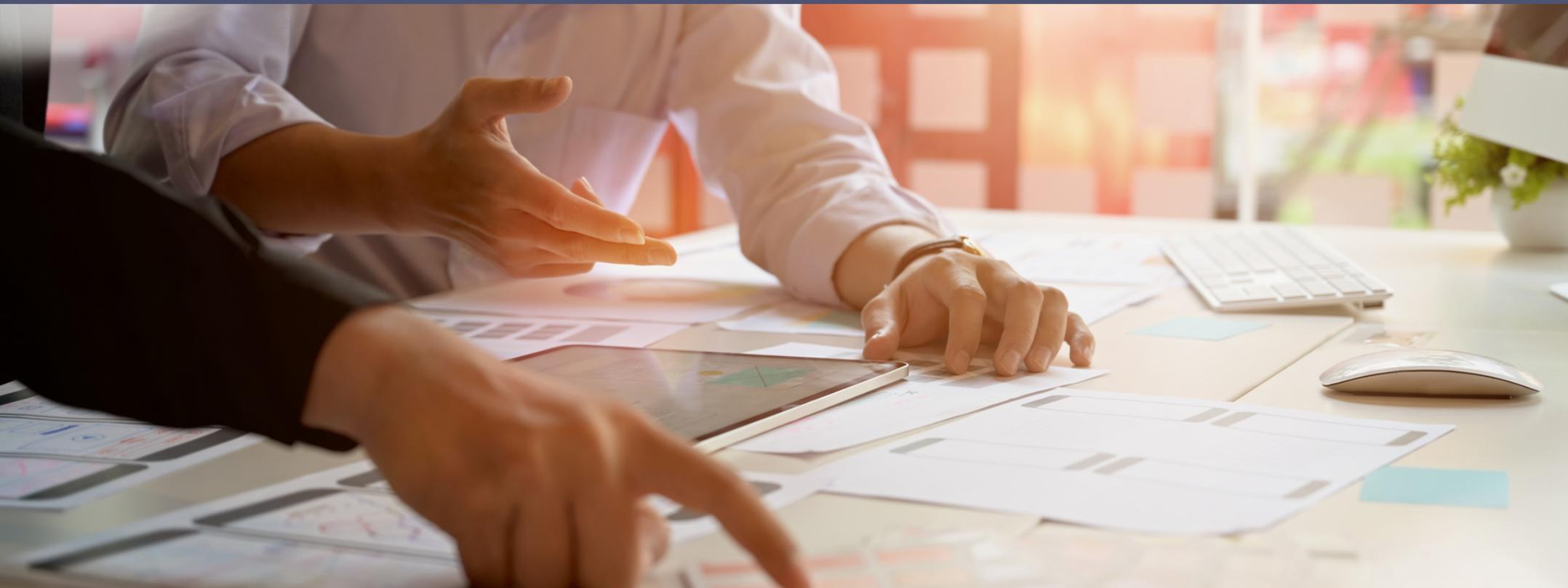
A positive candidate experience increases the chances of the candidate accepting the job by 38%, and candidates who had a positive experience are twice as likely to become a customer of the company as those who had a poor experience. Add to this that 1 in 5 with a poor candidate experience will tell their peers not to apply to that firm, and research also estimated the cost of a bad employer reputation at over \$4,000 per employee hired.

But here's the good news! With 3 in 4 candidates stating they never heard back from their application and 2 in 5 interviewees not receiving any feedback, it really is not that hard to distinguish your company from most others out there!

So, it's worth seeing this as an opportunity for your company to build a competitive advantage and a simple questionnaire to obtain feedback on the candidate experience is the ideal way to find out if you're one of the good ones, or not!

How to do it

- Make it anonymous to encourage objective feedback
- Keep it concise, no more than 10 questions and a few minutes to complete
- Use a rating scale to track highs and lows where possible
- Apply open questions to obtain more qualitative information as required
- Be specific in your questions so it's easy to identify areas for improvement
- Try to cover the entire cycle of the process
- Indicate which role or department they applied for
- Employ technology to minimise administration (SurveyMonkey, Googleforms etc)



Example questions

- How attractive was the job advert to which you applied?
- How easy was the application process?
- How would you rate our speed of response to your application?
- How useful did you find our company website/careers pages when considering whether to apply?
- How welcoming did you find the interviewer(s)?
- How well prepared were your interviewers?
- How well would you say your interviewers understood the organisations' mission, value and vision?
- How clearly did we describe the role you'd be performing during the interview?
- How good an understanding of our business and do you feel you gained from the recruitment process?
- How strong a feel did you get of what it would be like to work with us from the recruitment process?
- Do you feel you got enough information within the process to allow you to form a balanced judgement on our suitability as a prospective employer for you?

Example questions cont...

- How challenging did you find the assessment process overall?
- Did you get the opportunity to ask all the questions you needed?
- How strongly do you feel you were able to provide us with an accurate representation of you and your capabilities during our selection process?
- Do you feel you received sufficient information during the process to help you prepare for your application and assessment?
- How would you rate our communication with you during the interview process?
- Overall, how appropriate was the selection process for the role you applied for?
- How well organised was the hiring process?
- How would you rate the speed of the hiring process overall?
- How likely are you to recommend our company as an employer?
- How engaging did you find the hiring experience with us overall?
- Overall, how satisfied were you with your experience with our organisation?



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