

# Hiring Today: The Candidate Experience Matters.

Hiring is harder than ever, and the candidate experience is an important part of achieving hiring success. Here are some key data points that can help employers understand and improve their own company's candidate experience.



## Hiring the right people is harder than ever. The Candidate Experience could make the difference.

**82%**

of employers plan to hire in 2021.<sup>1</sup>



But...



87% of employers are struggling to fill open positions.<sup>2</sup>

And...

The candidate experience can impact an employer's brand:



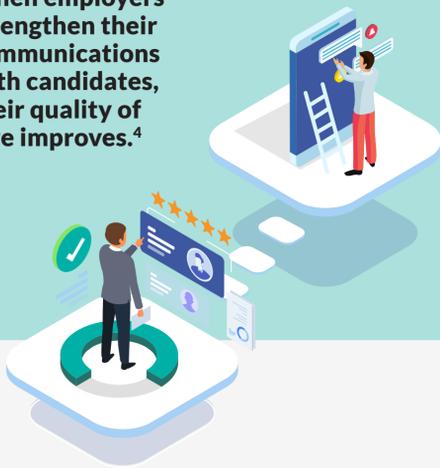
35% of candidates with a negative experience will share it online on social media, Glassdoor and Indeed.



70% of candidates now look to reviews before making career decisions.<sup>3</sup>

## How you communicate is just as important as what's in the message.

When employers strengthen their communications with candidates, their quality of hire improves.<sup>4</sup>



51% of candidates cite poor communication as a top factor for withdrawing their application.<sup>5</sup>

Candidates are increasingly mobile and text-focused:



89% of job seekers believe mobile devices play a critical role in the job-hunting process.<sup>7</sup>



Text messages from recruiters are read over 95% of the time, compared to email open rates of below 20% on average.<sup>8</sup>

## Don't overlook background screenings.

2 in 5 employers lose candidates because of a poor background check experience.<sup>9</sup>



34% of employers have lost candidates because the background screening took too long.<sup>10</sup>

Conducting background screenings can lead to hiring better candidates:



52% of organizations believe that background checks improve the quality of hire.<sup>11</sup>



Background screening can drastically reduce a business' time to hire.<sup>12</sup>



Sources:

1 & 2: Future of Work 2021 Global Outlook.

3: The 2018 Talent Board North American Candidate Experience Benchmark Research Report Now Available.

4: 8 Tips for Improving the Online Candidate Experience.

5: Improving Your Candidate Experience in 2020.

6 & 7: 5 Global Stats Shaping Recruiting Trends.

8: Why Texting Matters.

9 & 10: Nearly 2 in 5 Employers Have Lost a Job Candidate Because of a Poor Experience with Their Background Check Process, Finds New CareerBuilder Study.

11: Background Checks Provide a Better Quality of Hire [Infographic].

12: How Does Turnaround Time Impact Applicant Retention?

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