

Talent acquisition for a constantly changing world

# Who cares wins



**Every candidate experience builds your employer and corporate brand.**

## Signs you are getting candidate care **right**:

- High-quality candidates and diverse talent are joining your company in greater numbers.
- Candidates—successful and unsuccessful—are becoming ambassadors for your brand.
- Employee engagement and productivity is going up, leading to lower churn rates and reduced hiring costs.
- Time to hire is decreasing.



## Signs you need to **improve** your candidate care:

- Quality candidates are not applying to your organization or dropping out midway through the hiring process.
- Compensation is going up—quality candidates need additional incentives to come and work for your company.
- Negative reviews are spreading on social media and by word of mouth causing damage to your employer brand.
- Cost per hire is increasing—a poor employer brand raises cost per hire by at least 10%\*.

\*Harvard Business Review

## How you can provide a **great candidate experience**:

# C

### Configure your TA machine.

Make sure you have the right people, technology, and processes in place to support superior candidate care.

# A

### Adapt to personas.

Assign personas to each candidate segment and design the hiring experience around their specific needs.

# R

### Refine your technology.

Use the right blend of technology to support each persona's preferences.

# E

### Elevate candidates to employees.

Treat each candidate with the same care and attention as your own employees.



Make sure you are delivering a **best in class candidate experience**. Find out more by **downloading our paper**.

[Download here](#)