

Candidate Experience Checklist

The following checklist outlines some practical tips to assist you in improving the job application and onboarding experience for candidates. Consider that individuals who have a negative candidate experience can and will very likely communicate their impressions on social media sites, share with friends, or choose to no longer purchase from your business. This can potentially impact your brand, reputation, and in some cases, your bottom-line.

1

Keep them informed

- Let the candidate know what information they will need to efficiently navigate your vetting and onboarding process.
- Acknowledge the candidate's application has been received and that they are being considered for the position.
- As applicable, clearly note position restrictions such as US citizenship, government clearances, professional licenses, and reasonable accommodations for candidates with disabilities at the beginning of the application.

2

Leverage the latest technology and social media

- Ensure the process is mobile-friendly so that candidates can find, apply for, and complete pertinent application and screening milestones using their smart phones or tablets.
- Simplify the process by allowing candidates to apply via their preferred social media app or website.
- Provide tools that indicate the real-time status of the candidate's application.
- Enable candidates to save completed sections of the application and return later to complete the remainder.
- Supply access to videos guiding the candidate through your vetting and onboarding process to enrich and modernize their experience.
- Consider implementing an online candidate referral system that is mobile-friendly.

3

Involve the hiring manager

- Train your hiring managers to interact with candidates to provide the best experience possible.
- Define guidelines of how you expect hiring managers to demonstrate your company's employment brand.
- Ensure hiring managers are aware of and can explain the vetting and onboarding process such as the timing of pertinent pre- and post-hire activities like reference checking, employment screening, and I-9 processing.

4

Provide visibility

- Make sure the "careers" section of your website is easy to locate and navigate.
- Provide names and contact information for personnel involved in the hiring and onboarding process so candidates have a person to turn to in case they have questions. Links to the LinkedIn profiles of hiring personnel can also be helpful.

5

Map out the candidate's journey

- Audit the journey from the candidate's perspective.
- Test for ease of use; see how many clicks it takes to apply for a job.
- Identify how each step impacts the candidate. Do any steps create confusion, fear, or frustration?

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Integrate employment branding

- Communicate your company culture at every opportunity.
- Highlight unique perks you might offer (e.g., paid time for volunteerism).
- If you use email to communicate, brand it with links to your company's blogs, website, upcoming events and other information about your company for future consideration.

7

Create a talent pool

- Evaluate a candidate's perception of a boilerplate rejection email from a "Do Not Reply" address versus a personal email or phone call from the recruiter or hiring manager; each candidate probably spent a lot of time preparing for their interview and warrants a more personal means of contact than a form rejection letter.
- Encourage unfiltered feedback from declined candidates. This may improve their perception of your organization – very important in this era of social media and viral company reviews – and your process as well.
- Open a continuing channel of communication and forge a good relationship – the candidate who may not be right for one position may be ideal for an opening in the future. Encourage the candidate to stay in touch and apply for other jobs with you, and provide a mechanism to do so.

8

Ask for feedback and benchmark

- Create a mechanism for candidate feedback and develop a process to incorporate feedback into your program.
- Ask if the candidate understands where they are at most steps during the recruitment process.
- Compare your candidates' experience with that of others in your same industry.
- Consider benchmarking using the candidate experience awards data.

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Keep them engaged in the final stages

- Be transparent: Recruiters and Hiring Managers should explain in detail each background check you will be performing. These may include criminal background checks, reference checks, drug testing, education verifications, or any other checks you will be conducting.
- Provide updates as to where they are at various stages of the screening process.
- Provide realistic timelines.
- Inform candidates about the guidance found at www.aboutemployeebackgroundchecks.com.