



Importance of Candidate Experience



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Candidate experience is no longer a luxury in today's world, especially when the market competition is high among the candidates. Candidate experience refers to all the touchpoints of an individual who is a potential employee with the organisation right from the advertisement of a job to the selection process and hiring. First and foremost, it is crucial to habitually provide a positive candidate experience because, beyond being critical to recruiting top performers, it is vital for your company's image.

First Impressions Matter

When it comes to the selection process, the initial contact is the advertisement of the job opening. Job description is the first laid foundation of this interaction and ought to be well composed and appealing to potential candidates. Such information includes the expectations within a job, the organization's culture, and the procedures involved in the hiring process. It also benefits one in a way that, it helps in establishing trust and this is due to the fact that anyone who is qualified and fits the required criteria of the company, will apply knowing what he or she is likely to encounter on the company.

Streamlined Application Process

An unreasonably or long drawn out process can reduce the applicant turnout even from good candidates. To name a few, streamlining the application process by means of making the actions understandable and compatible with portable devices improves the overall candidate experience. Again, Candidates like things to be done as real quick as possible and they like things to be explained in simple ways. Giving feedback throughout the application process and explaining what the applicants should do to further the process can be of great impact.

Communication is Key

The most important component of the candidate experience is communication that should be perceived as the primary channel of interaction with a company. This makes the candidates feel valued and informed each time there is a development of their status, interview results, and so on. Starting from the receipt of applications to the responding to candidates after interview, candidate management can help eliminate candidates' frustrations and ensure they have good things to say about the company.

Respect and Fair Treatment

Governance is a key issue that begins with the correct handling of all the candidates. This involves factors such as arriving early for interlocutor interviews, allowing the candidates enough time to respond to questions, among others, refraining from any form of bias. Each candidate has the right to be respected and appreciated no matter whether he got the job or not. It is still beneficial to carry the company's image because candidates who may have been turned down could publicly comment good things about your company.

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