SpenglerFox Candidate Experience Survey 2023:
Rethinking the Candidate Experience

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SpenglerFox Candidate Experience Survey: our WHY

/ We all know how hard it is to find really fantastic people for the jobs that you need, not only for today, but also for what your business needs tomorrow. Thus, beyond the needs of our Clients we wanted to understand what makes a perfect, engaging recruitment process.

/ In a disruptive world and a candidate driven market, what does the ideal candidate experience look like?
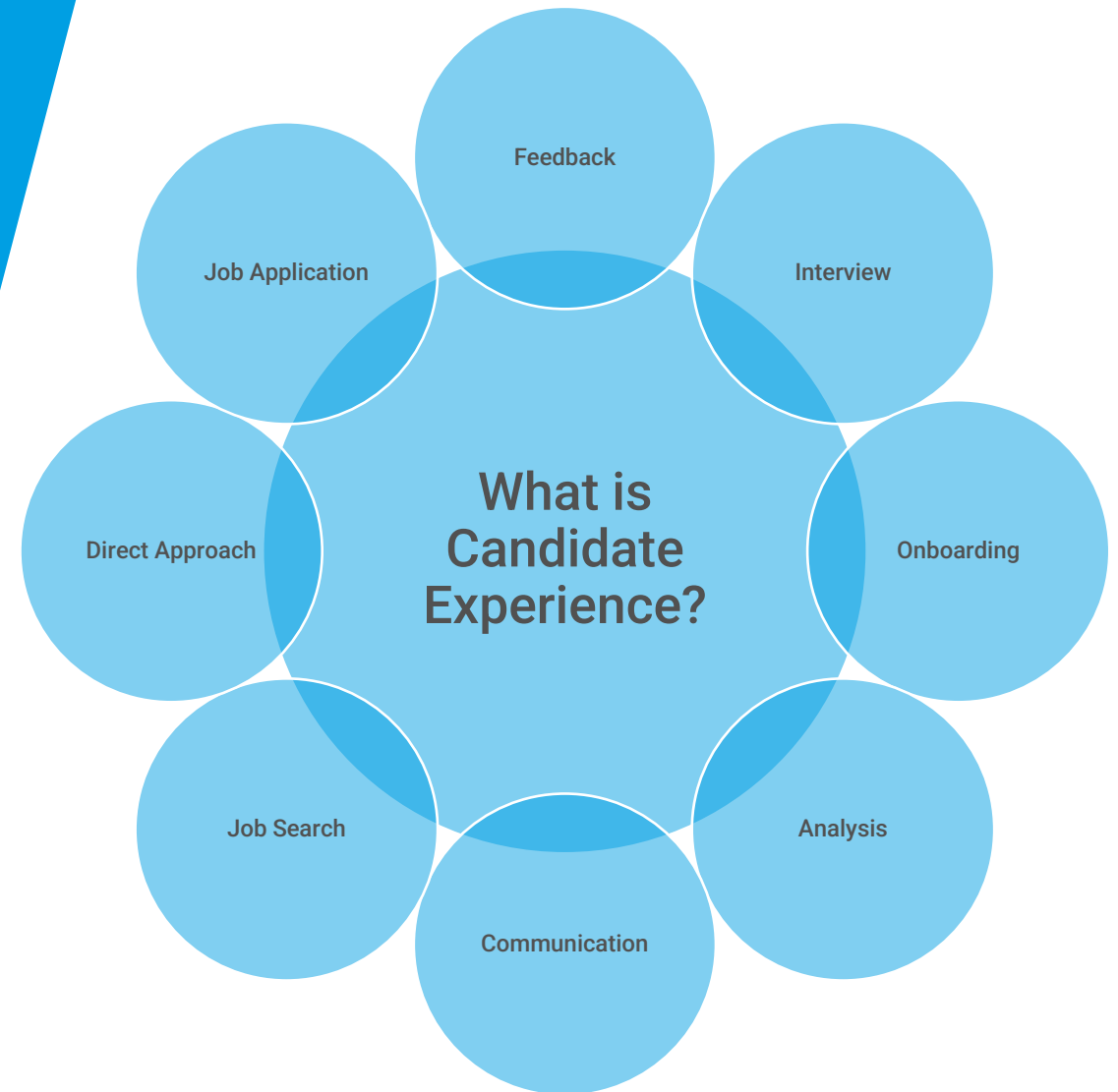
/ Survey target country: Hungary

Question to be answered…

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Candidate Experience Defined

Every touchpoint through the recruitment process where the candidate interacts with the business, builds an opinion of the company.

The journey goes hand in hand with your recruitment strategy plan.

Getting the most out of it is paramount to ensure a positive employer brand.

What is Candidate Experience?

- Feedback
- Interview
- Onboarding
- Analysis
- Communication
- Job Search
- Direct Approach
- Job Application

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Current Market Dynamics

(Based on our experience and continuous discussions with client partners)

In today's competitive talent market, a winning candidate experience is no longer just nice-to-have. It's obligatory!

/ The demand for talent is greater than the supply, and talent shortages are at a high.

/ The business landscape is constantly changing. As such, role expectations can change during the recruitment process.

/ The primary causes of candidate drop-out are the long hiring process and counteroffers.

/ Requiring executives to go through up to eight separate interviews with a significant part of the team present, is time consuming and disengages the candidate.

/ First impressions matter. Candidate experience is key to win over candidates.

/ Talented people know they have multiple options, and they won't be afraid to say no to an offer if their expectations are not met.

/ Beyond the speed of the hire, timely, transparent communication at every stage of the process is the cornerstone of a great candidate experience.

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Candidate Experience Survey

Rethinking the **Candidate Experience** with SpenglerFox

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Survey Results
Summary & Observations

Selection Process

Whilst 88% of respondents prefer a selection process lasting no longer than 3 months, in 30% of cases it lasted well beyond that.

What do you think, how long should the selection process ideally be to keep you, as a candidate engaged?

- 1-3 months
- 3-6 months
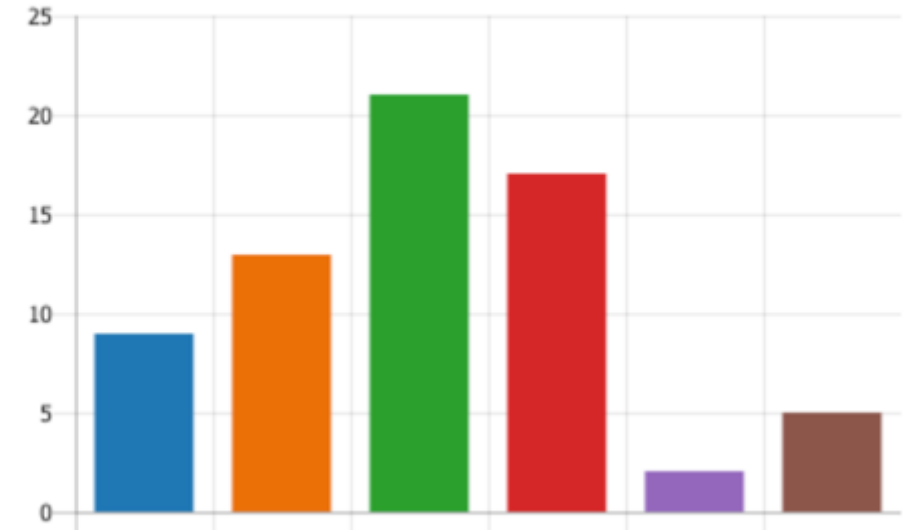- more than 6 months

How long was the selection process?

- 1-3 months
- 3-6 months
- more than 6 months

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Interview Rounds

In 37% of cases, candidates were exposed to more than 3 rounds of interviews.

How many rounds of interviews did you have until the final decision was made?

- 1
- 2
- 3
- 4
- 5
- more than 5 rounds

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External vs. Internal Selection Process

Whilst in approximately 50% of cases an external executive search firm was involved in the recruitment process, in 59% of cases where this was the case, candidates felt that they helped to improve the overall process.

During the recruitment process, was an external executive search company involved?

- Yes
- No

If your answer to question 8 was "yes", do you think they helped to improve the process?

- Yes
- No

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Candidate Experience

On average, in 50% of cases candidates rated their experience excellent to outstanding, this leaves the other 50% disappointed.

On a scale of 1-6, please rate the following statements.

■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6

During the interviews I was provided with all the information regarding the position and future...

The interview sessions helped me to understand the company culture of the company.
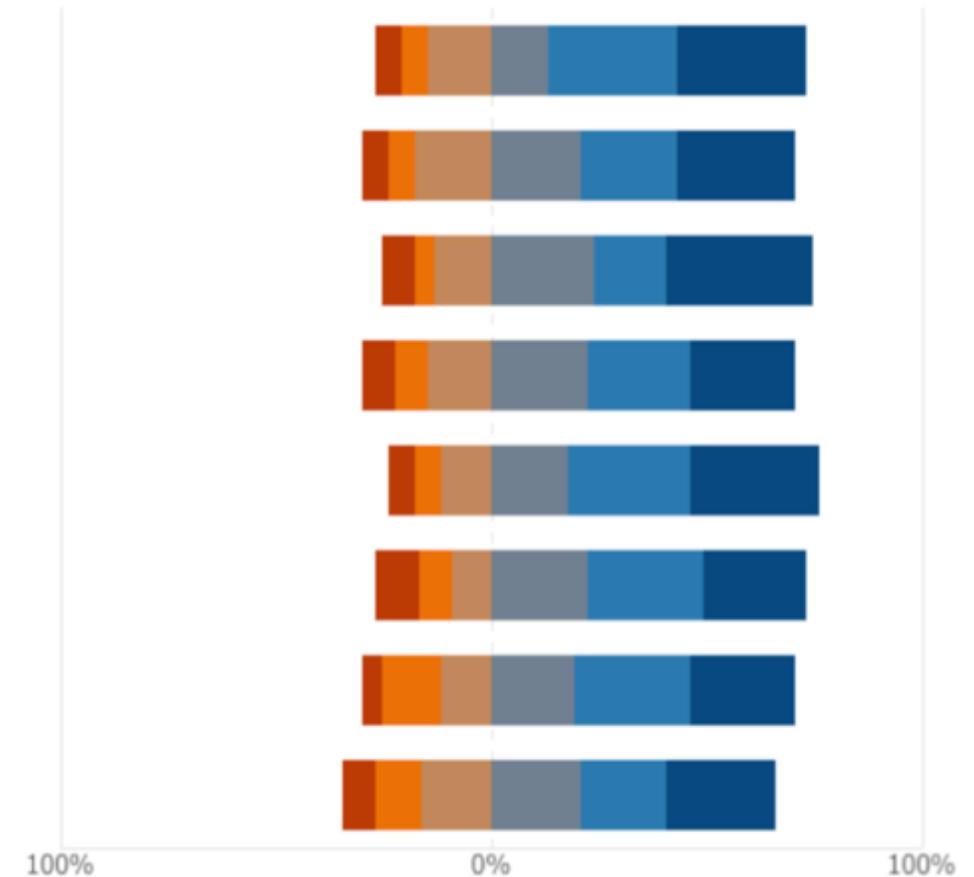
Hiring manager was professional.

HR manager was professional.

The quality of the communication was satisfying.

The frequency of the communication was satisfying.

During the interviews I was provided with all information to understand the values of the...

During the interviews I was provided with all information to understand the culture of the...
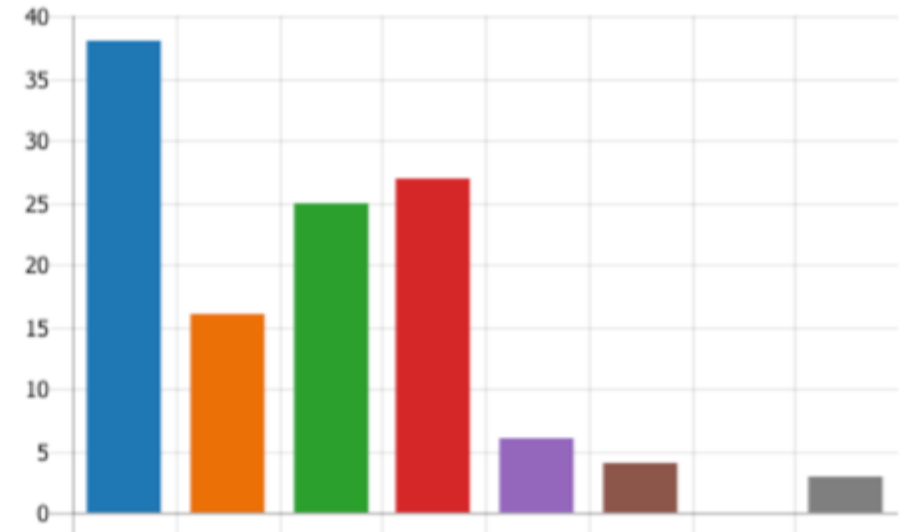
100%   0%   100%

Candidate Experience (continued)

In 80% of cases, candidates rated their interviews positively.

The interview sessions were:

- Interesting
- Inspiring
- Engaging
- Fast and fluid
- Rather boring
- Too long
- Disruptive
- Other

Psychometric Testing

Whilst psychometric assessment was not used in 75% of cases, the bulk of candidates who did undergo psychometric assessment were neither briefed on the results, nor see the added value.

I was asked to complete an assessment / psychometric test as a part of the selection process.

- Yes
- No

I was briefed on the results of the assessment / psychometric test.

- Yes
- No

I see the added value of assessments/ psychometric tests.

- Yes
- No

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Candidate Expectations

It is abundantly clear that proper and regular feedback, coupled with a fully transparent selection process, would go a long way to favourably contribute to a positive candidate experience overall.

"Feedback"

"Transparency"

"Clear Expectations"

"Clear, personalized and continuous communication"

"Frequent communication, to be informed about the progress"

"Well-qualified, prepared, internal recruiter or external agency"

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Make a Difference!

How do HR professionals describe the ideal selection process?

/ Walking the Talk: Be **authentic** during the selection process, your process should reflect your values and culture, decision-making ability, handling projects in a timely manner, provide fair amount of communication during the process

/ Always reach back and give **feedback**, do not leave LI job ads without answer

/ Provide full scale information about the role and responsibilities

/ Try to have **max. of 3 rounds of interviews** with key stakeholder plus a psychometric test

/ Try to **keep the entire process within 1-3 months**, ongoing communication is key to keep candidates motivated and engaged

/ Make your **hiring decisions within 10 days** to avoid losing candidates to a competitors

/ Even the most attractive Employer should have a respectful way of declining candidates

/ Creating more transparency in the hiring process about compensation and benefits could save you a lot of time

/ Time consuming career portals are no-go for executives

/ Overall, just provide the same selection process that you would yourself be happy with :)

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Conclusions

1. The biggest challenge that organizations face is the war for talent.

2. Candidate experience is a holistic and crucial element of an employer brand strategy.

3. Employer branding touches the entire candidate lifecycle, from candidate attraction to onboarding, engagement and employee retention.

4. Transparency and honesty is the best policy.

5. Getting feedback on your HR strategy is crucial.

The 5 Sensational Benefits of Building a Winning Candidate Experience

1. Transparency aligns employer and candidate expectations more.

2. Better quality and more committed employees.

3. Better acceptance and application rates.

4. Candidates will remain interested in working for your company.

5. A better and improved employer brand.

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Thank You for your attention!

For more information, please visit our website
www.spenglerfox.com

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