



## Survale Analyzes Candidate Feedback Every Hiring Stage

Survale  
Best Advance in Candidate Experience  
Management Technology  
March 2018



### Company Background



Company At-a-Glance	
Headquarters	237 Kearny Street #9035 San Francisco CA 94108
Year Founded	2016
Employees	7
Global Scale	U.S.
Customers/Output, etc.	CVS, Dent Wizard, Dohmen Life Sciences, ParcelPal, OmniCell
Industry	Software
Website	<a href="http://survale.com">http://survale.com</a>

### Value Proposition

Candidate experience is a key driver of recruiting outcomes in these days of low unemployment and shortages in many skilled positions. Survale’s Candidate Experience Feedback and Analytics Platform gathers and analyzes candidate feedback automatically at every stage of the talent life cycle – from career-site visitor to interviewee, to onboarding to new hire, and beyond.

Survale combines embedded career site surveys with career site usage data to give organizations both qualitative and quantitative data to fine tune:

- Online candidate experience.
- Employer brand affinity.
- Application effectiveness and conversion rate.
- Post-application follow up.
- Overall communication effectiveness.

Once applicants have submitted their surveys, presented to them as they browsed the company's career site, Survale's sequenced email campaigns automatically deliver follow-up surveys to measure candidate experience periodically throughout the lifespan of the position.

Survale also integrates with the client's ATS to automatically trigger targeted surveys to candidates as they advance through the hiring process via ATS "stages." This allows organizations to gather specific data from candidates whether they have been rejected, phone screened, interviewed, delivered an offer, etc.

Survale's integration also supports gathering feedback from hiring managers and recruiters about candidates and the performance of the recruiting team, with the aim of analyzing this feedback and refining the process. This objective and subjective feedback is easily analyzed and interpreted within Survale's analytics dashboards.

Recruiting organizations can see feedback from candidates about the employer brand, the hiring process, feedback about specific hiring manager interactions and practices, as well as hiring manager feedback to recruiters about candidate quality, and recruiter feedback about candidates – the possibilities are limited only by the client's imagination.

For example, one manufacturing supplies client of Survale gathers feedback from candidates who have declined offers via Survale's automated survey campaigns. Of the first five candidates who declined offers, three were so impressed with Survale's automatic feedback collection and the firm's genuine desire to understand them as candidates that they changed their minds and accepted the offers.

"We were able to hire these high-level, "first choice" candidates even after they declined our offers. When they saw that we cared enough and were transparent enough to ask for feedback, they changed their minds. The fact that we could turn these high-level management candidates around and save the hires makes Survale more than worth the cost," said the recruiting manager.



Survale's platform value is solidly rooted in its highly branded, mobile-optimized surveys that include all of the question types (including NetPromoter score), and conditional logic of the most capable static survey programs like SurveyMonkey. It has the ability to run multiple, automated feedback campaigns through the candidate and talent lifecycle like a marketing automation platform.

Survale also tracks free-form comments and makes it easy to visualize patterns within open-ended responses to spot trends. It even enables organizations to respond to a candidate's feedback via email, in a running Facebook-style conversation.

Survale's analytics reflect the latest technology, allowing organizations to segment their candidate experience feedback into specific "Views." Each view contains a configurable dashboard along with questions and responses, so organizations can segment their candidate experience into views that cover career-site feedback, interview feedback, hiring manager feedback, onboarding, quality-of-hire metrics, and more. Each dashboard allows users to configure widgets to:

- Create indexes of multiple scores across multiple views, i.e., brand affinity, net-promotor score, and application feedback wrapped into one overall satisfaction index.
- Compare individual metrics in one widget. For example, candidate satisfaction scores compared to quality-of-hire metrics.
- View index and satisfaction scores over time (measuring progress towards improvement) and more.

**Case study.** One client relies heavily on hiring managers on their hiring process. Survale's candidate experience analytics allow them to show these hiring managers that the way they treat candidates affects their ability to attract and hire quality talent.

## **Product or Program Innovation**

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At a high level, Survale's breakthrough innovation is in how it has combined objective website analytics technology, qualitative survey technology, marketing automation-style email, and Slack nurturing campaigns to drive fully automated candidate feedback campaigns that run in the background. Survale uses the latest data analytics approaches, along with cutting edge data capture and display technology to enable fast, easily configurable dashboards so that HR departments have continuous access to "always up to date" views of all aspects of candidate satisfaction. This can include brand affinity, quality of communication, strength of offers and more. Survale also supports separate

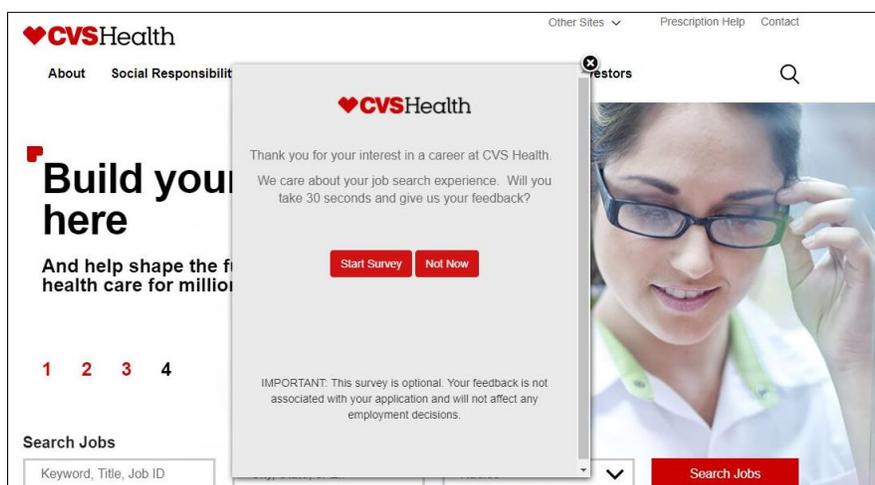


views for every aspect of the talent lifecycle so similar dashboards can be set up for analyzing onboarding effectiveness, quality of hire, employee satisfaction, employee engagement, benefits satisfaction, or any other candidate or employee facing programs.

## Unique Differentiators

Figures 1-10 show how Survale differentiates itself from other candidate survey products:

**Figure 1: Embeds Surveys in Career Sites by Controlling When and How Presented**



Source: Survale 2018

**Figure 2: Assigns Surveys Based on Site Page, Number of Visits, etc.**

### Returning Visitors Surveys

Show	Candidate Satisfaction: Folk	to the User, who visits after	1	days	<input type="checkbox"/> OFF
Show		to the User, who visits after	10	days	<input type="checkbox"/> OFF

### Force Survey Display + Add URL

URL	thankYou.jsp	<input type="checkbox"/>	Match Type	Partial	<input checked="" type="checkbox"/> ON
URL	requisition.jsp	<input type="checkbox"/>	Match Type	Partial	<input checked="" type="checkbox"/> ON

### URL Based Survey Overrides + Add URL

URL	forgotID.jsp	<input type="checkbox"/>	Password Survey	Match Type	Partial
URL	rid=4	<input type="checkbox"/>	Main Satisfaction RID	Match Type	Partial

### Hide Survey Prompt on following URL's + Add URL Exception

Source: Survale 2018

**Figure 3: Integrates with Client's ATS; Triggers Survey Campaigns by Hiring Stages**



## Edit Survey

Toolkit / Surveys / Candidate Satisfaction: Follow Up 1

**Views**

- Candidate Satisfaction
- Employee Experience
- Customer Satisfaction
- Onboarding
- Compensation
- Exit Satisfaction
- Recruiter Satisfaction
- Training Satisfaction
- Quality of Hire

**Toolkit**

- Surveys
- Views
- Email lists
- Indexes
- Campaigns

1 Title
2 Greetings
3 Questions
4 Always ON Settings
5 Images and Visuals
6 Privacy Statement
7 QR code

### Always ON Settings

Prompt survey on idle page after  seconds.

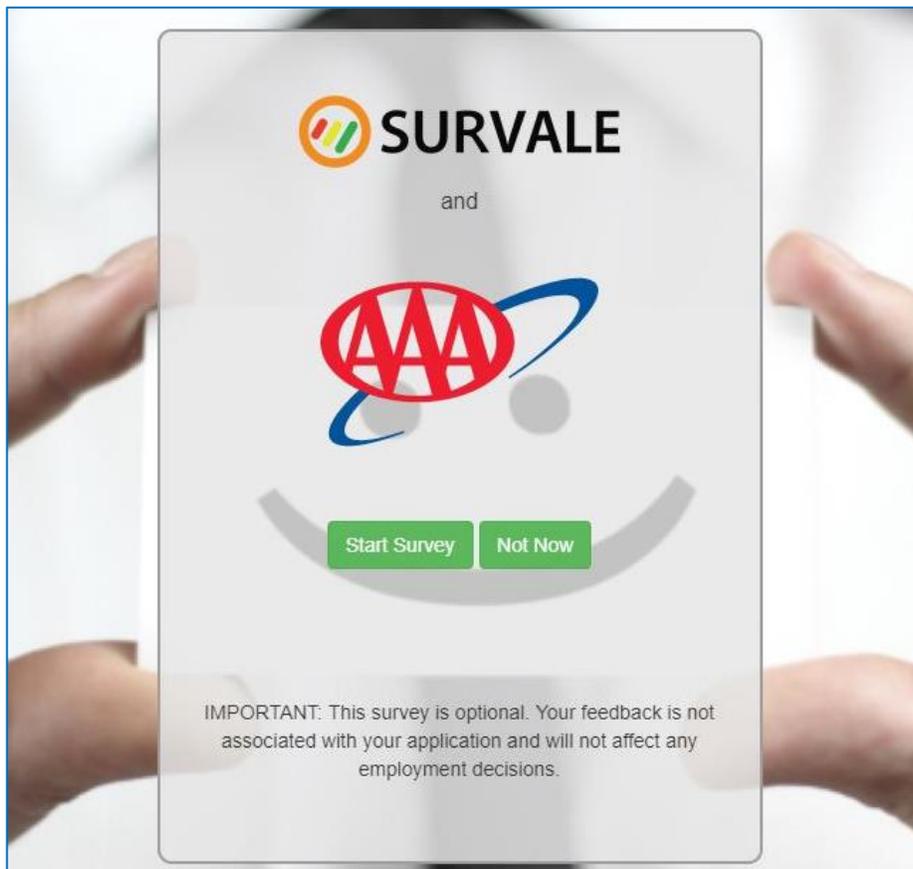
Prompt survey on exit  ON

Upload the Always ON image for your survey.

Source: Survale 2018



Figure 4: Supports “Modern” Surveys



Source: Survale 2018



Figure 5: Built for Gathering Candidate and Employee Feedback

What was your experience performing the initial signing on to the new employee onboarding system?

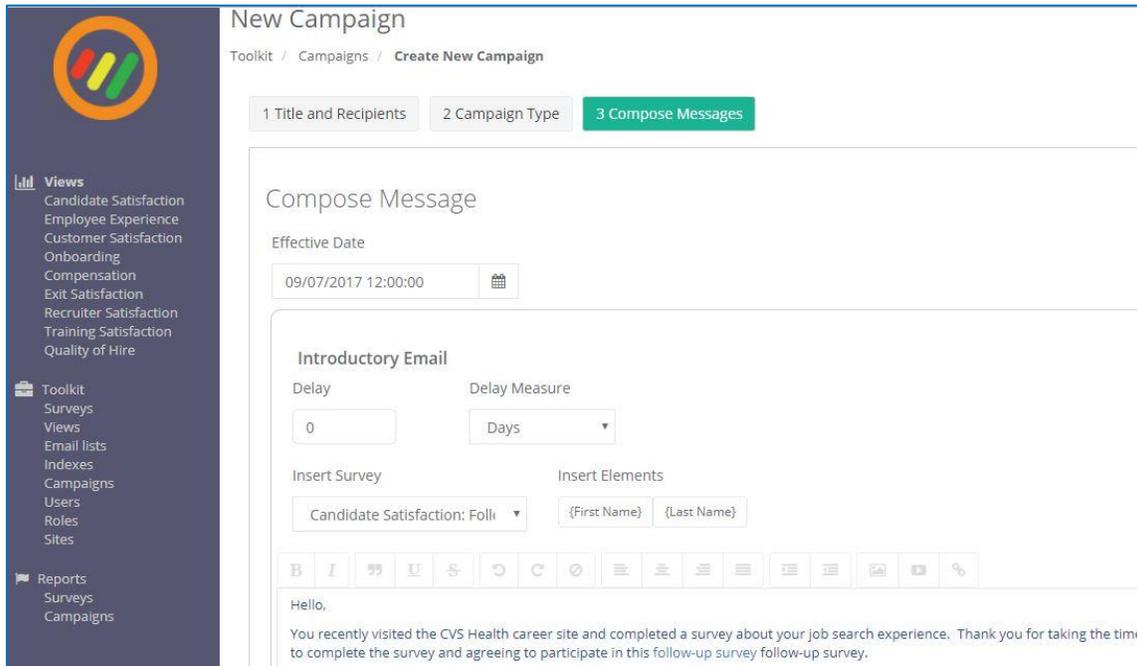
low mid high

Next →

N/A

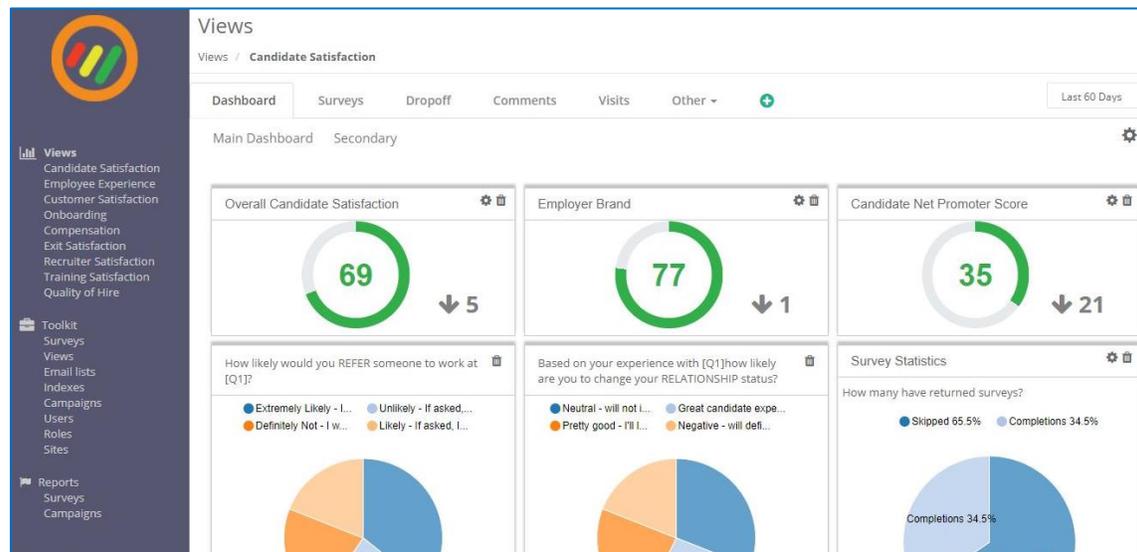
Source: Survale 2018

Figure 6: Runs Survey Nurture Campaigns at Set Intervals Like a Marketing System



Source: Survale 2018

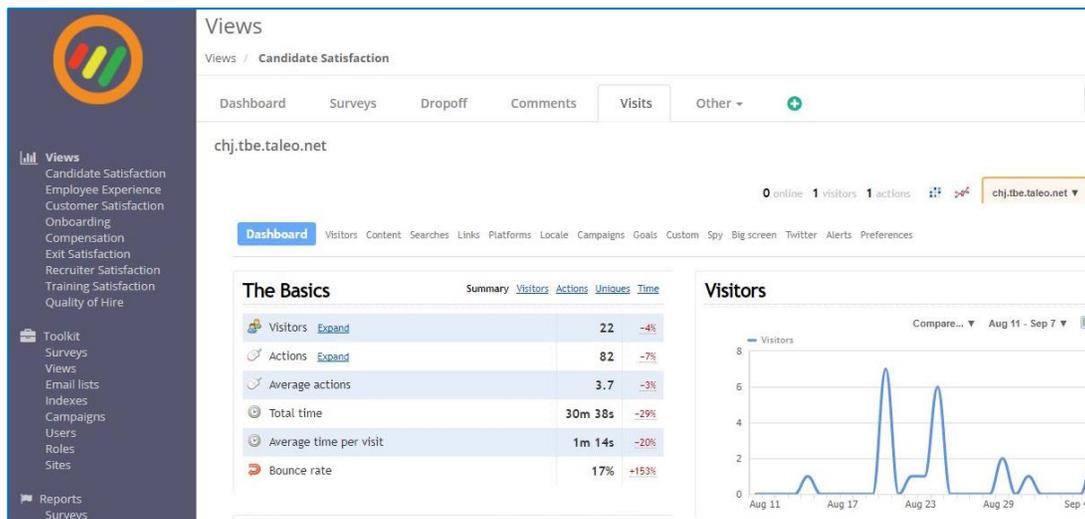
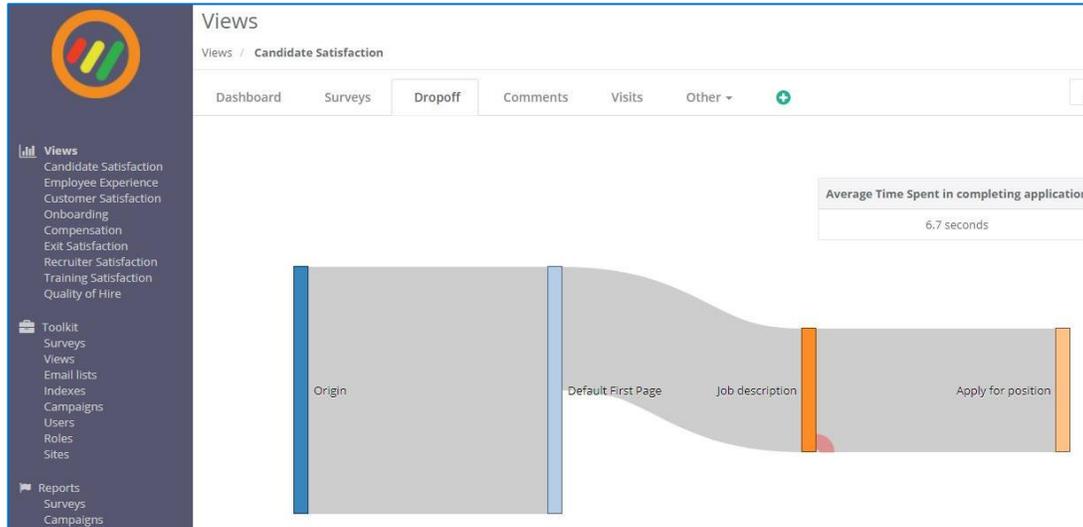
Figure 7: Provides Configurable Dashboards with Key Metrics



Source: Survale 2018

(Data and surveys are gathered automatically in the background.)

Figure 8: Measures Site Applicant Drop off and all Other Site Traffic Data



Source: Survale 2018

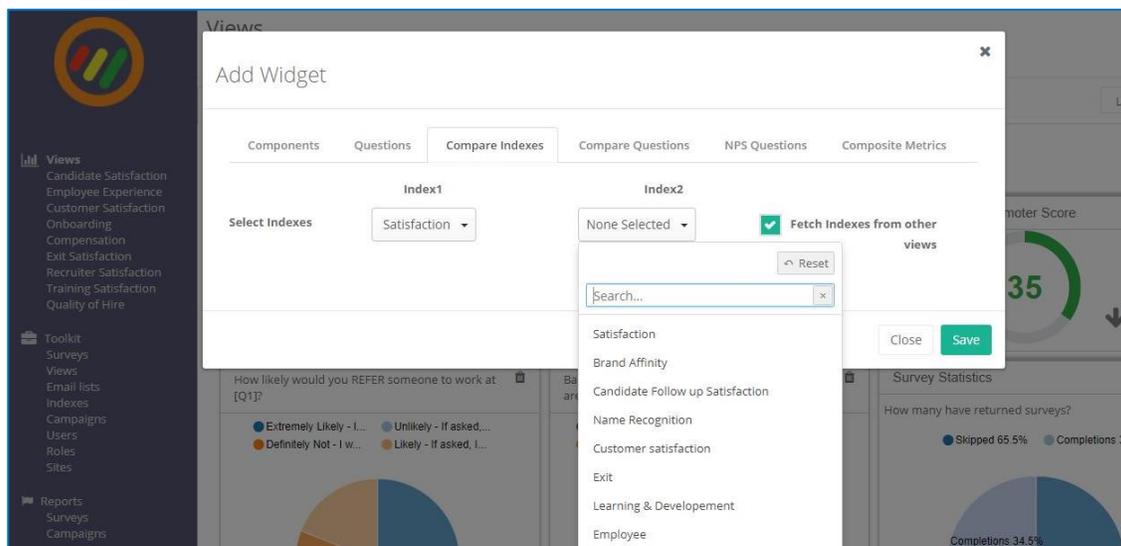
**Figure 9: Manages Per-program “Views”**



Source: Survale 2018

All recruiting and HR-related programs can be monitored within their own focused dashboards, and metrics can be compared between different programs.

**Figure 10: Integrates with Client’s ATS to Run Custom, Stage-Based Surveys**



Source: Survale 2018

The technology supports ATS imports for running one-of ad hoc surveys and monitors career site candidate feedback all at once.



## Measurable Results

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### **Company A: Manufacturing Supply Company**

Company A used Survale data to analyze online application performance, both quantitatively and qualitatively, to discover that resume parsing was the number one feature candidates wanted. This data helped justify the budget for adding a parsing engine to their applications.

Company A saved three of their first five declined offers using Survale to pulse candidates who had declined. These were high-level managers, representing significant cost savings and opportunity gains through reversing their decisions.

### **Company B: Global Retail Drug Store**

Company B used Survale follow up surveys to increase talent network sign ups by creating a final survey question to lead to talent network.

Company B used data from Survale to compare candidate satisfaction between their career site vendor and their ATS vendor (online applications) to support the need for a new ATS and recruitment marketing vendor. RFP for ATS and recruitment marketing vendors were defined using Survale results.

## Brandon Hall Group

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- Research Briefings
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For more information, contact us at [success@brandonhall.com](mailto:success@brandonhall.com).