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If you would like to join a panel of survey takers, please contact us at success@brandonhall.com

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- Submit your **questions** or **comments** about the discussion to our presenters using the **Questions** tab on your control panel.

- Presentation **slides** and **giveaways** can be found in the **Handouts** tab on your control panel.

Recording & Slides will also be sent out after the webinar.

Agenda

What is Candidate Experience?

The Importance of Candidate Experience

The Challenges

The Role of Technology

GDPR

TextRecruit

Q&A

POLL 1: Which steps do you take to ensure quality hires? (Select all that apply)

1. Invest in standard interview process

2. Strengthen candidate experience

3. Align recruitment and business objectives

4. Strengthen communication between candidates and recruiters

5. Use pre-hire assessments

Our Results

Steps Taken to Ensure Quality Hires

Step	Percentage
Align recruitment and business objectives	51%
Invest in standard interviewing process	43%
Strengthen communication between candidates and recruiters	42%
Use pre-hire assessments	35%
Strengthen candidate experience	33%
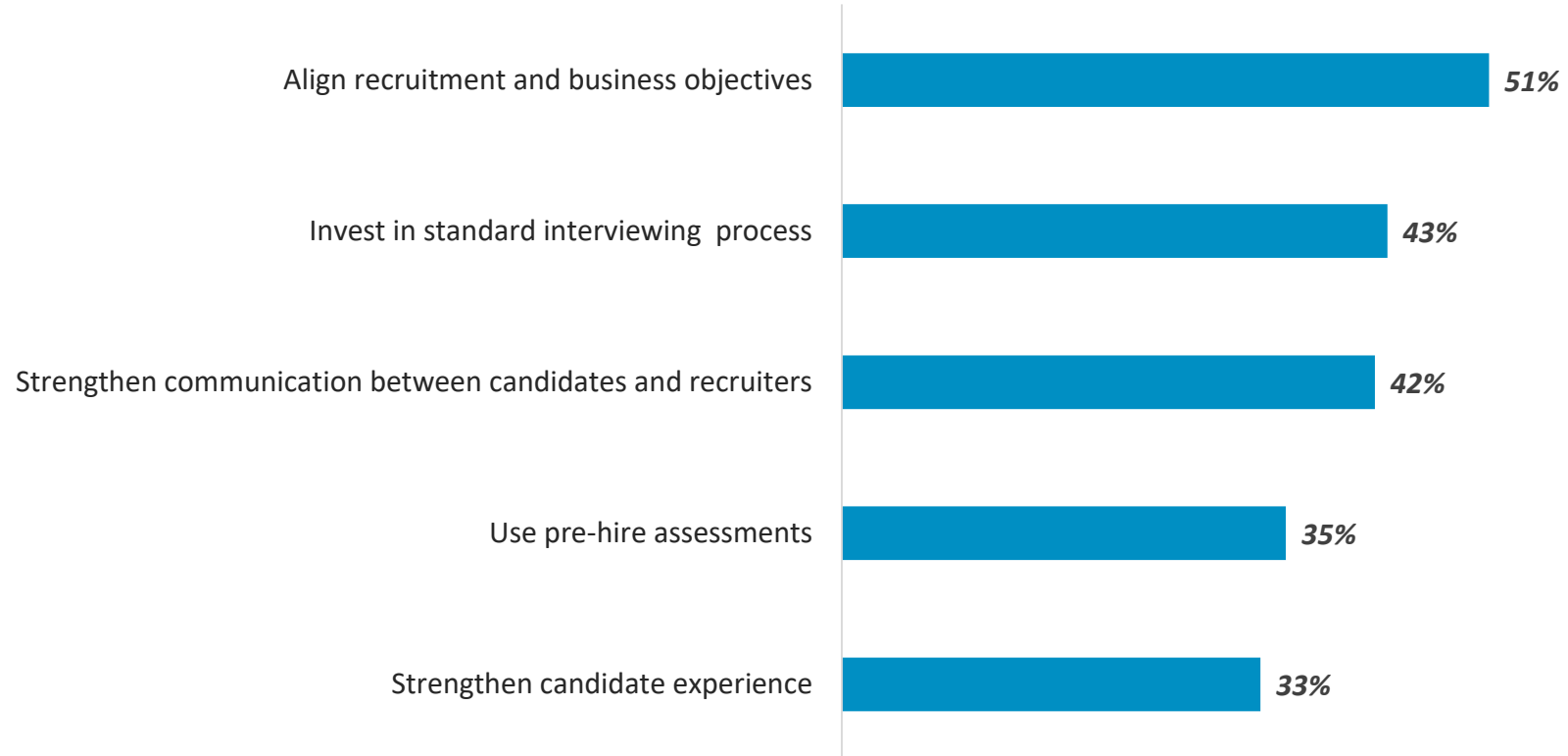
Sources: Brandon Hall Group 2017 Hiring Practice – Internal Mobility Survey

What is Candidate Experience?

Candidate Experience Definition

Sum of all candidate experiences starting with employer brand messaging and the job search and ending with the transition to new hire.

A successful candidate experience begins with:

- Compelling employer brand messaging that reflects your organizations authentic EVP
- Relevant, impactful, continuous, and consistent candidate communications

Candidate Experience Paradigm

- Set expectations

- Be transparent

- Be fair

- Handle with care

- Uphold diversity and inclusion values

- Keep candidate updated and provide feedback

- Respect candidates' time

The Importance of Candidate Experience
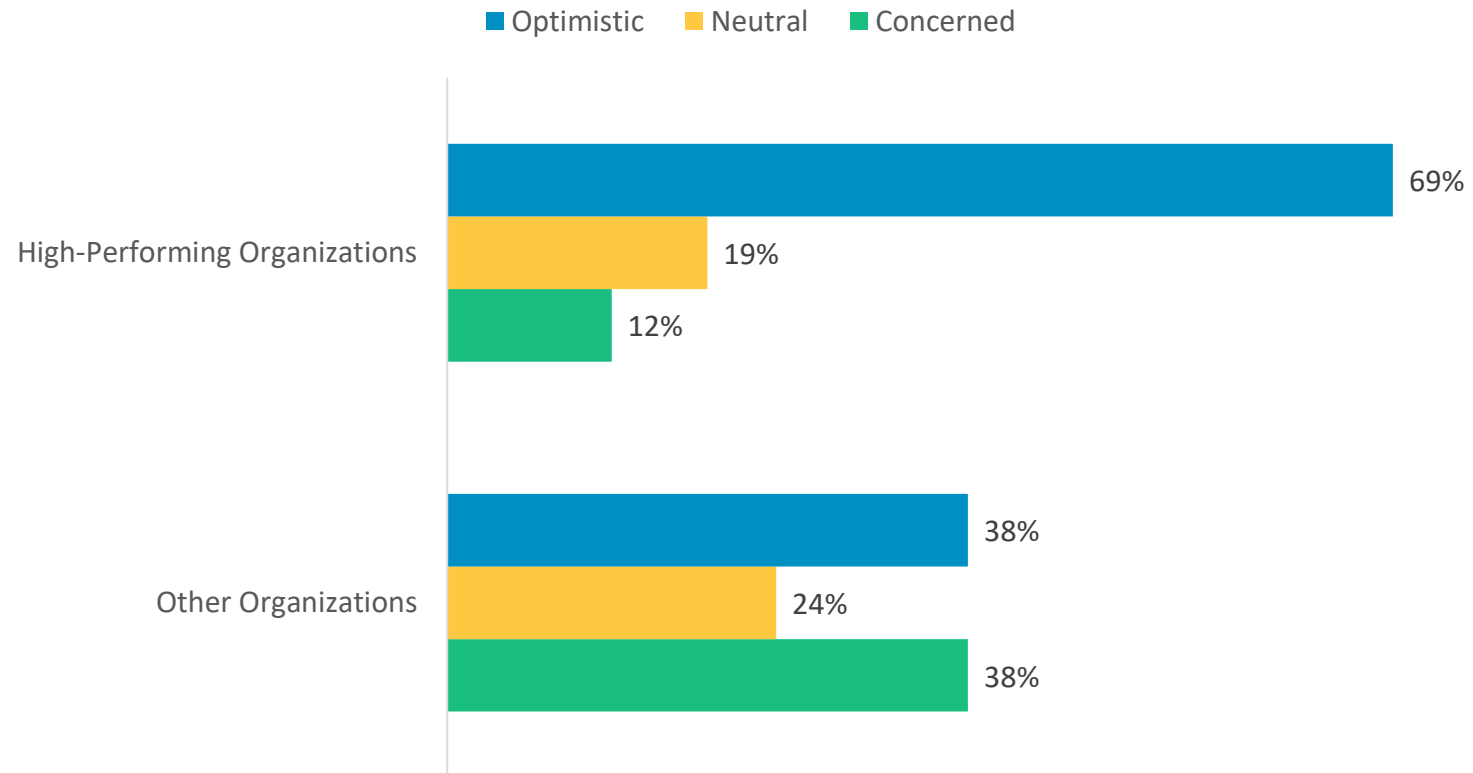
Focus on Talent Acquisition

Percentage Paying Moderate to Heavy Attention for Next 12 Months

■ High-Performing Organizations   ■ Other Organizations

Category	High-Performing Organizations	Other Organizations
Candidate Experience	83%	55%
Quality of Hire	79%	72%
Employer Brand	78%	56%
TA Strategy, Alignment with Business Goals	71%	66%
Onboarding	71%	52%
New Hire Retention	64%	62%

High-performing organizations have seen most of their key performance indicators increase over past year.
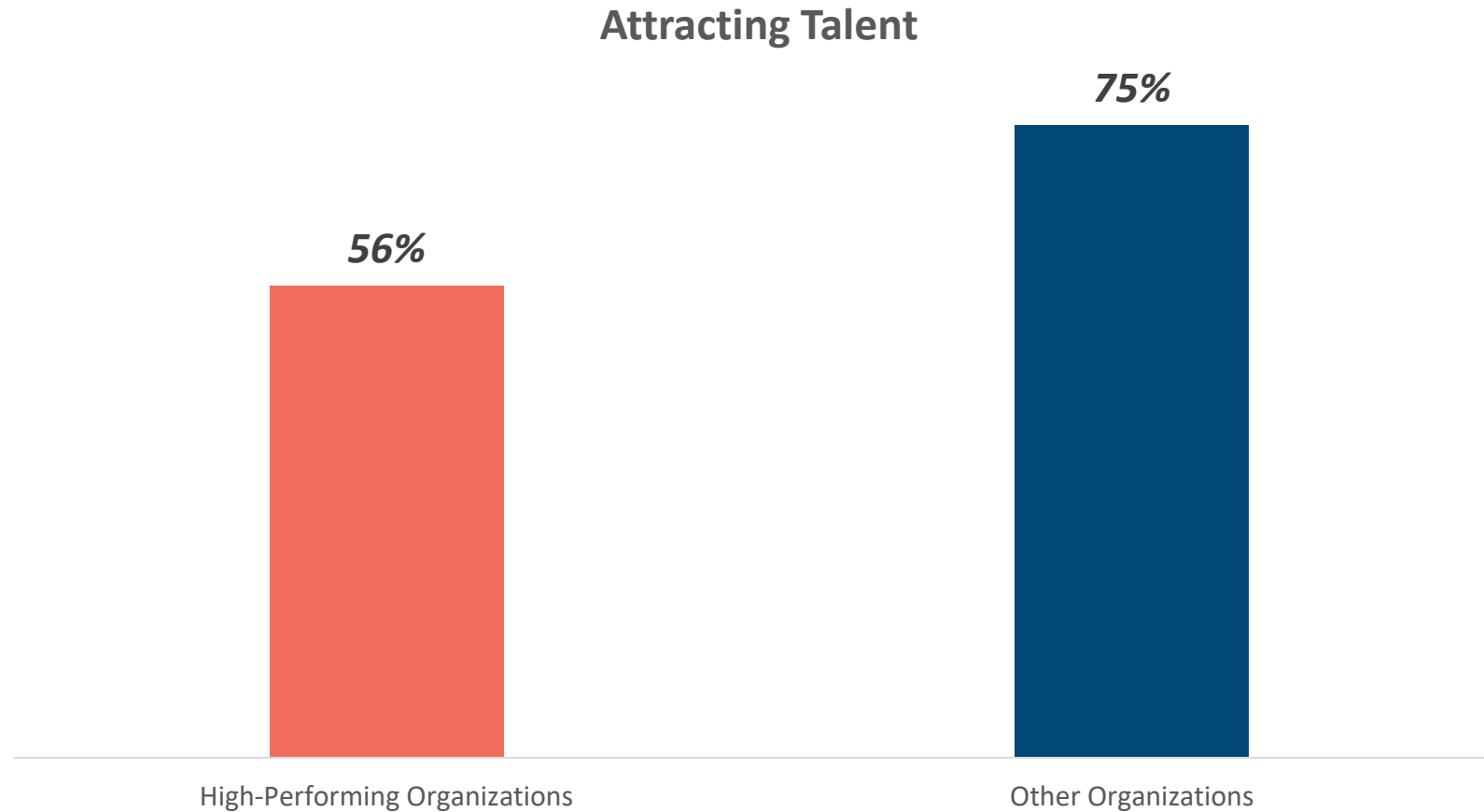Sources: Brandon Hall Group 2018 HCM Outlook Survey.

2018 Outlook

Attracting the Right People

■ Optimistic ■ Neutral ■ Concerned

High-Performing Organizations
- Optimistic: 69%
- Neutral: 19%
- Concerned: 12%

Other Organizations
- Optimistic: 38%
- Neutral: 24%
- Concerned: 38%

Sources: Brandon Hall Group 2018 HCM Outlook Survey.

The Challenges

Greatest Challenge

Attracting Talent

56%

75%

High-Performing Organizations

Other Organizations

Sources: Brandon Hall Group 2017 Hiring Practice – Internal Mobility Survey

Issues Impacting Talent Acquisition Success

32% / Significant drop-off of candidates during application process

31% / Challenges managing and maintaining candidate relationships

21% / Communicating with candidates

21% / Significant drop-off of candidates during interview process

20% / Poor candidate experience

17% / Low response rate to CRM email campaigns

Why Candidate Experience Suffers

The organization:	Not Usually	Sometimes	Consistently
Encourages candidates to connect with employees	40%	45%	15%
Gathers feedback from candidates declining offers	35%	44%	21%
Organization gathers feedback to assess quality of candidate experience	25%	45%	29%
Communicates with candidates about growth opportunities	10%	65%	25%

Sources: Brandon Hall Group 2015 Employee Value Proposition Survey
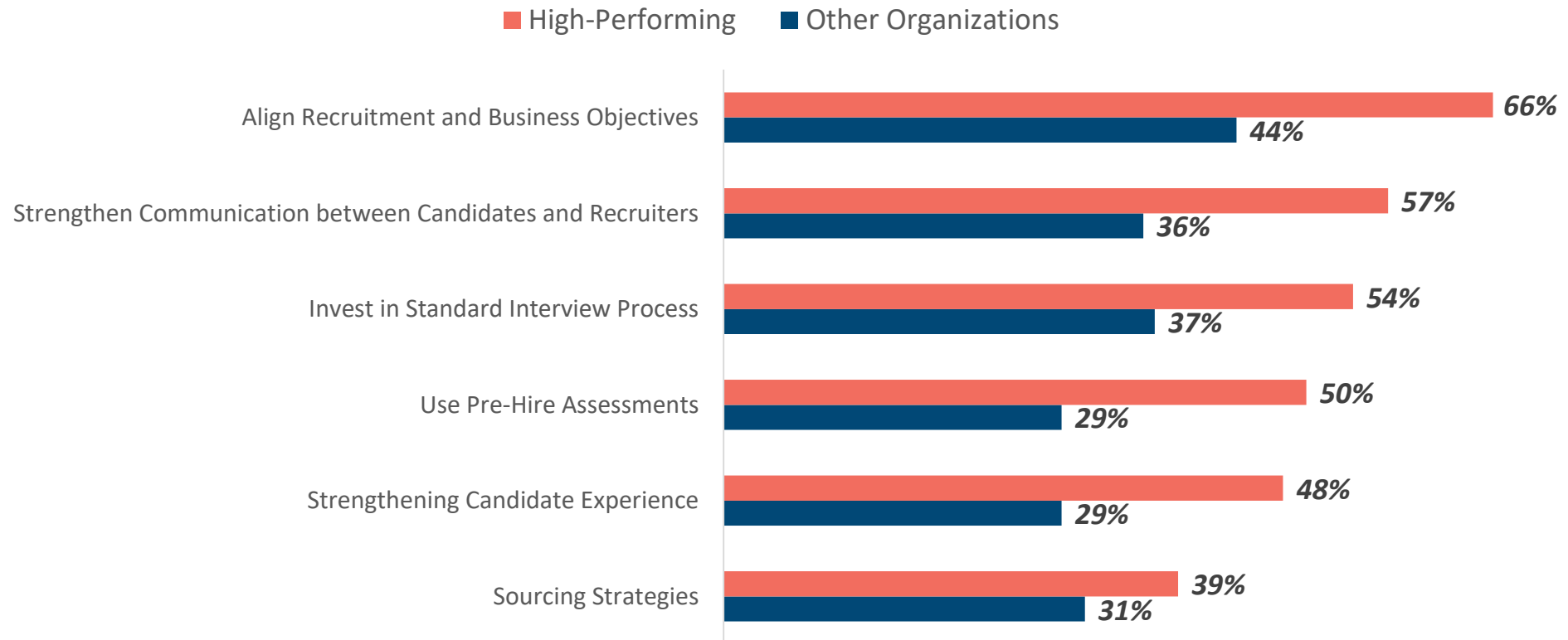
Candidate Experience Not Measured

Extent of Candidate Experience Measurement

■ High-Performing ■ Other Organizations

Data Mostly Anecdotal
- High-Performing: 48%
- Other Organizations: 46%

Defined KPIs but Tracking Meaningful Data is Challenge
- High-Performing: 9%
- Other Organizations: 14%

Measure candidate engagement at end of process
- High-Performing: 16%
- Other Organizations: 8%

Regularly Measure Candidate Experiene and Impact on TA Performance
- High-Performing: 6%
- Other Organizations: 3%

Not at All
- High-Performing: 21%
- Other Organizations: 28%

Sources: Brandon Hall Group 2015 Talent Shortage, Hiring Practices Survey

Communication and Candidate Experience Contribute to Quality Hires

Steps Taken to Ensure Quality of Hire

■ High-Performing   ■ Other Organizations

Align Recruitment and Business Objectives
- High-Performing: 66%
- Other Organizations: 44%

Strengthen Communication between Candidates and Recruiters
- High-Performing: 57%
- Other Organizations: 36%

Invest in Standard Interview Process
- High-Performing: 54%
- Other Organizations: 37%

Use Pre-Hire Assessments
- High-Performing: 50%
- Other Organizations: 29%

Strengthening Candidate Experience
- High-Performing: 48%
- Other Organizations: 29%

Sourcing Strategies
- High-Performing: 39%
- Other Organizations: 31%

Sources: Brandon Hall Group 2017 Hiring Practice – Internal Mobility Survey

Metrics for Measuring Candidate Experience

- Candidate feedback throughout the process

  - Career site traffic

  - Communication response rates

  - Candidate drop-off rates

- New hire survey – Does the new hire experience meet or exceed expectations set during recruitment? Use the NPS score.

  - Conversion rates

  - Number of quality hires
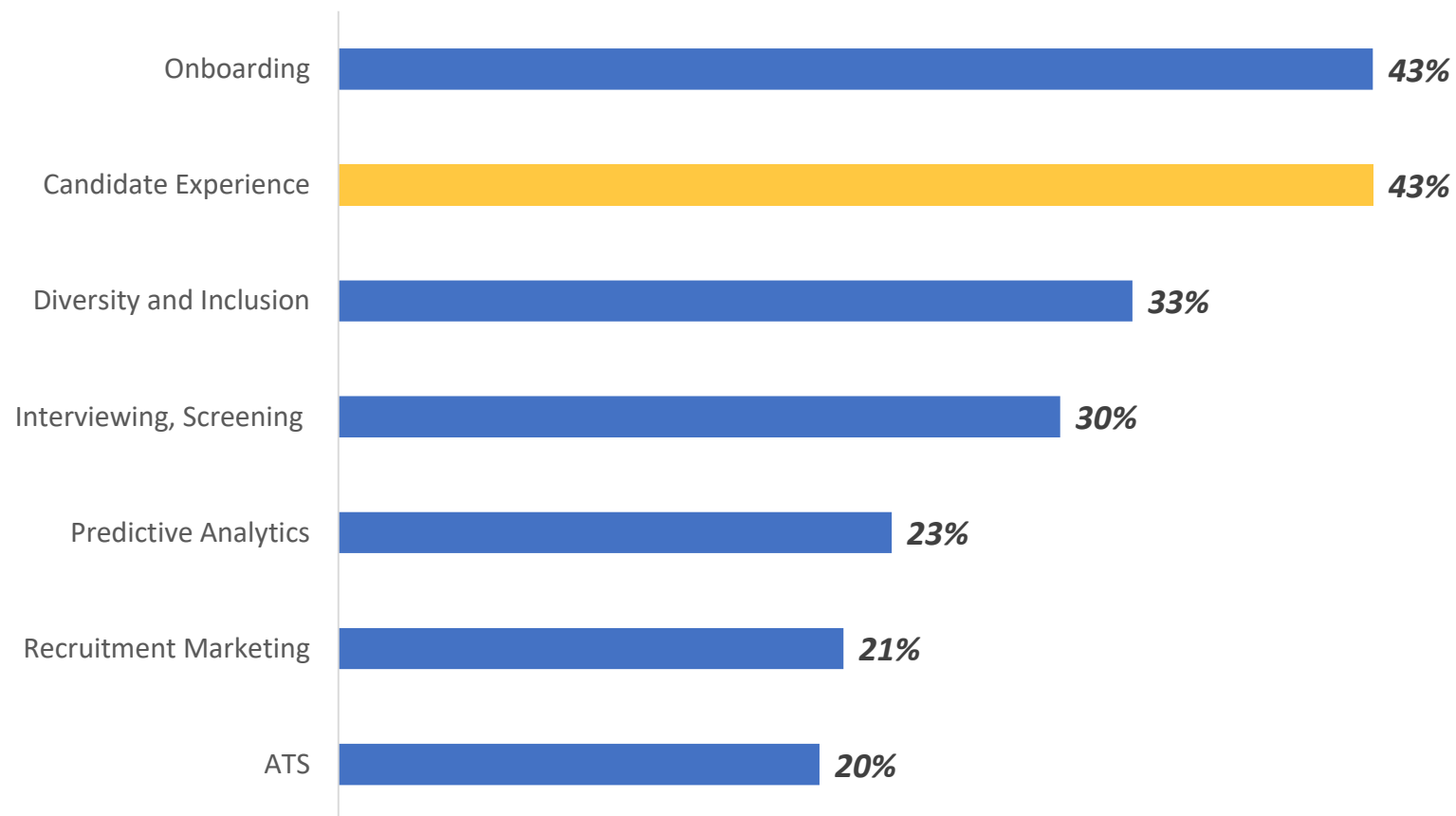
How Organizations Measure Quality of Hire

Metrics Used to Assess Quality of Hire

■ High-Performing   ■ Other Organizations

Metric	High-Performing	Other Organizations
First year performance review	66%	44%
New hire retention	66%	47%
Manager feedback	64%	50%
Organizational fit	64%	38%
Hiring manager satisfaction	50%	37%
Time-to-productivity	36%	32%
New hire engagement	30%	23%
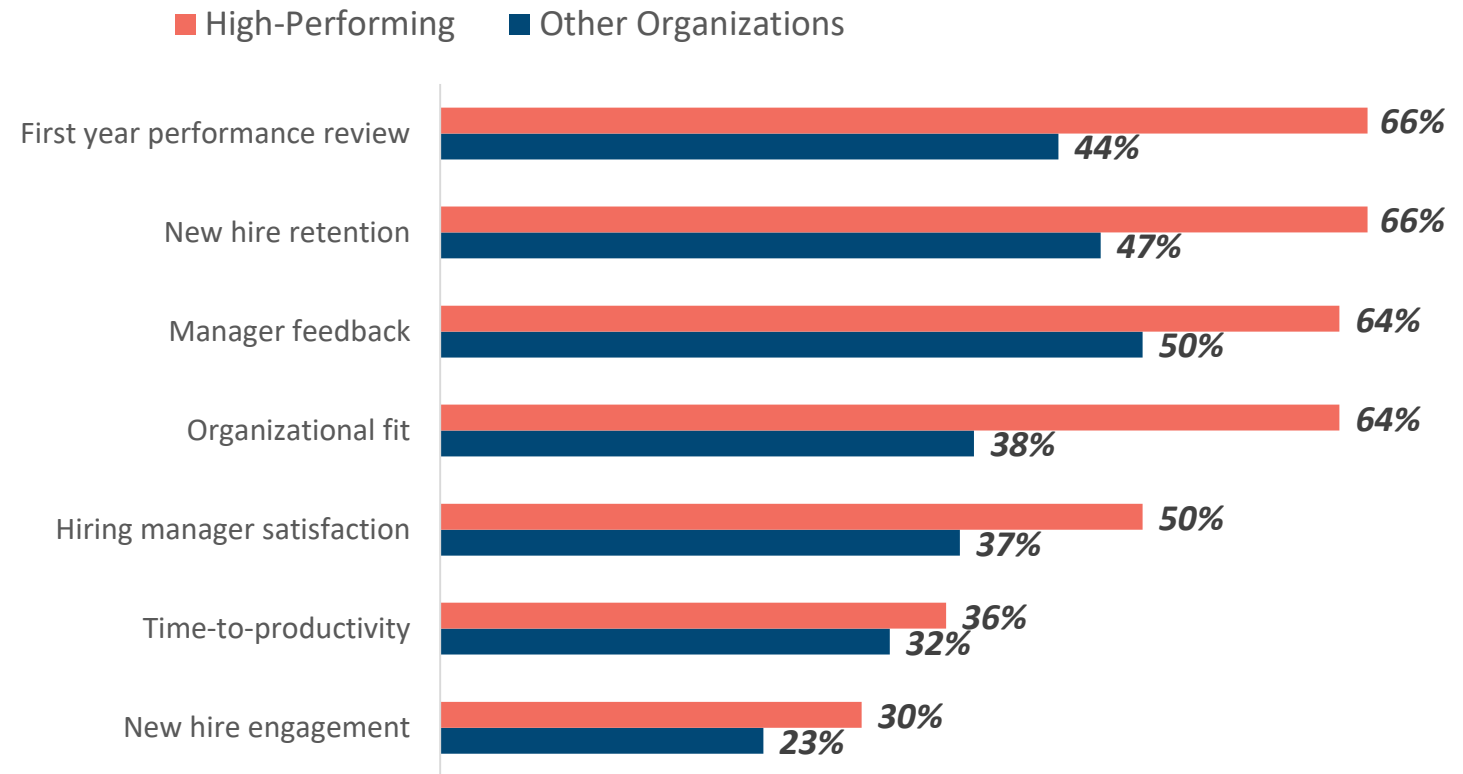
Sources: Brandon Hall Group 2017 Hiring Practice – Internal Mobility Survey

The Role of Technology

Top Talent Acquisition Technology Priorities for 2018 & 2019

Category	Percentage
Onboarding	43%
Candidate Experience	43%
Diversity and Inclusion	33%
Interviewing, Screening	30%
Predictive Analytics	23%
Recruitment Marketing	21%
ATS	20%

Sources: Brandon Hall Group 2018 Talent Acquisition Technology Survey (Preliminary Data)

Market Demand for Technology that Improves Candidate Experience

Use and Need for Technology

■ Currently Have   ■ Don't Have, But Need

Category	Currently Have	Don't Have, But Need
Interview scheduling	71%	21%
Candidate experience portals	66%	23%
CRM	53%	33%
Video interviews	51%	24%
Texting for recruitment	27%	40%
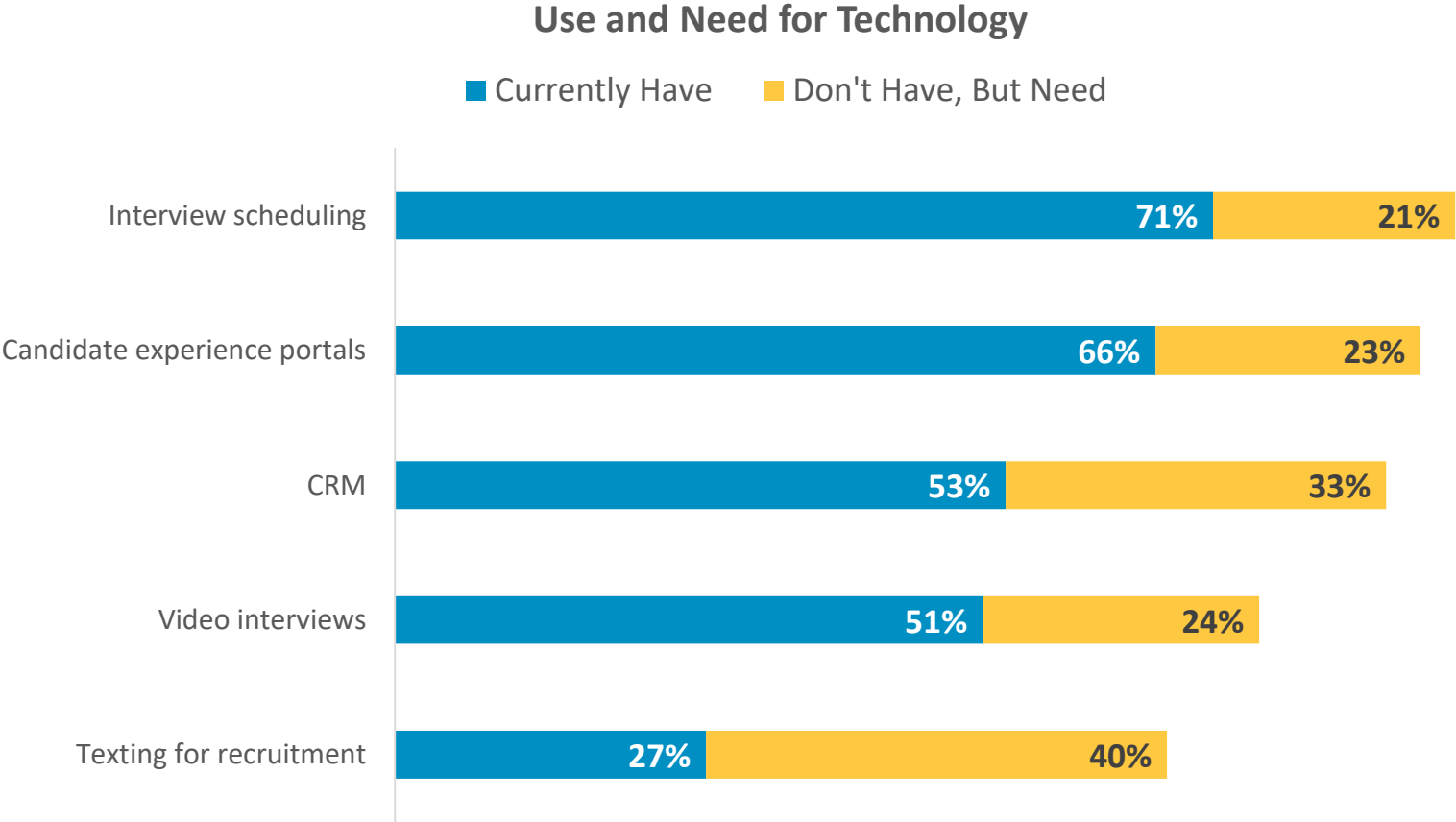
Sources: Brandon Hall Group 2017 Recruitment Marketing Survey

5 Biggest Barriers to Satisfaction with Current TA Technology Solutions

Barrier	Percentage
Cost	69%
Implementation Time	38%
Change Management Needed	35%
Poor Admin Experience	35%
Poor Candidate Experience	26%
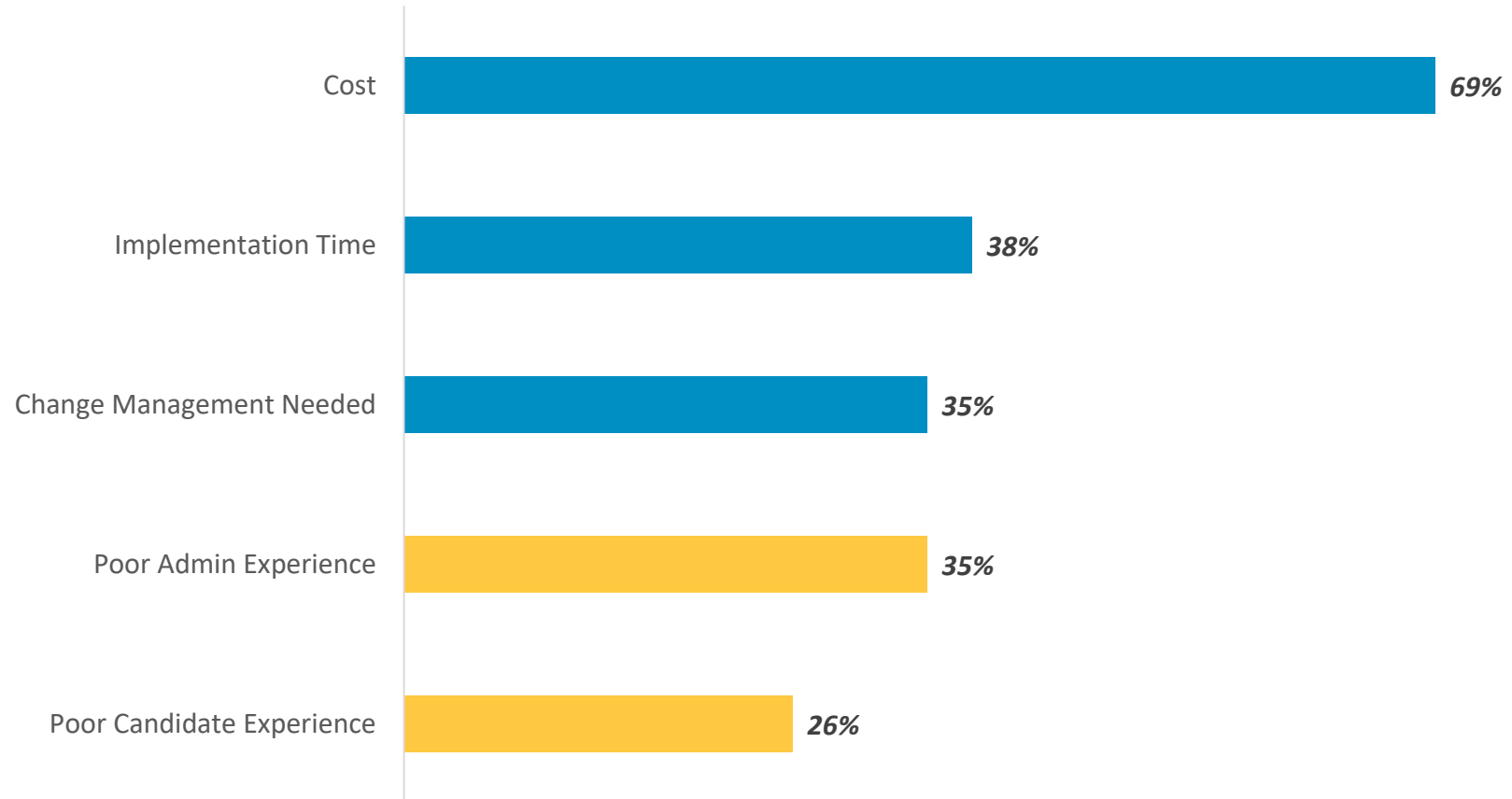
Sources: Brandon Hall Group 2018 Talent Acquisition Technology Survey (Preliminary Data)

Regulation Impacting Candidate Communications

Europe's General Data Protection Regulation (GDPR)

- Applies to European citizens.

✓**Are any of your candidates European citizens?**

- Gives citizens and residents control over their personal data (processing, storage, and communication)

✓**GDPR will impact recruitment, candidate communications.**

- Will be in force May 2018

- Penalties are stiff: up to €20 million or 4% of annual global turnover

Prioritization of GDPR

12% / consider GDPR a priority for 2018-2019

13% / consider GDPR compliance one of biggest barriers to satisfaction with talent acquisition technology

39% / consider GDPR compliance an essential or critical provider competency

Sources: Brandon Hall Group 2018 Talent Acquisition Technology Survey (Preliminary Data)

Impact of GDPR on Talent Acquisition Processes and Technology

Positive impact	12%
No Impact	30%
Negative impact	5%
Not familiar with regulation	17%
Don't know	36%
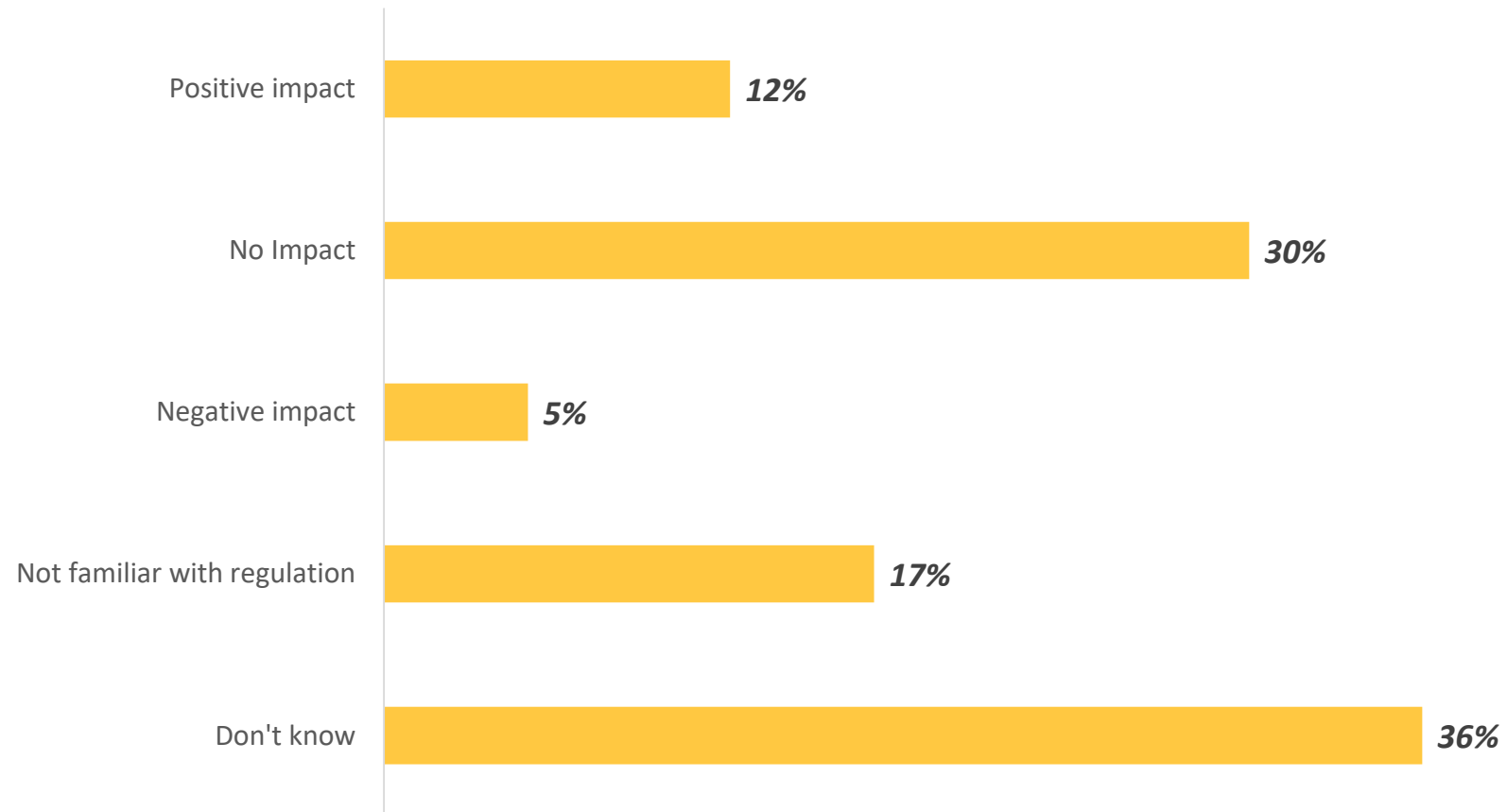
Sources: Brandon Hall Group 2018 Talent Acquisition Technology Survey (Preliminary Data)

Candidate Communications Best Practices

- Permission-based
- Relevant
- Provide clarity
- Compelling
- Authentic
- Likely to be read and acted upon
- Should be two-way
- Can be tracked to hiring process, effectiveness
- Timely

TextRecruit

Birch Faber

5+ Years in Recruiting Technology

VP of Marketing

birch@textrecruit.com

(415) 952 - 6094

The Problem

Text message, chat apps and live online chat are the new email and candidates and employees want to use them with their employers.

SMS	Real Time	Work Email isn't Mobile
100% install base	Real Time	Work Email isn't Mobile

Enterprises don't have the system to consolidate and manage these consumer communication channels through the employee lifecycle.

No system	No compliance	It's happening already

The Solution

An integrated candidate and employee engagement platform leveraging existing text and chat apps, live chat and artificial intelligence through the hiring lifecycle.

Attract

TextApply and JobChat lets job seekers apply for your job openings over text message and live chat.

Recruit

TextRecruit helps you communicate with your candidates over text message and live chat at scale.

Engage

TextHR helps you communicate with your employees over text message and live chat at scale.

Collaborate

TextReach helps you manage projects and coordinate with your team over text message.

Proven Return on Investment
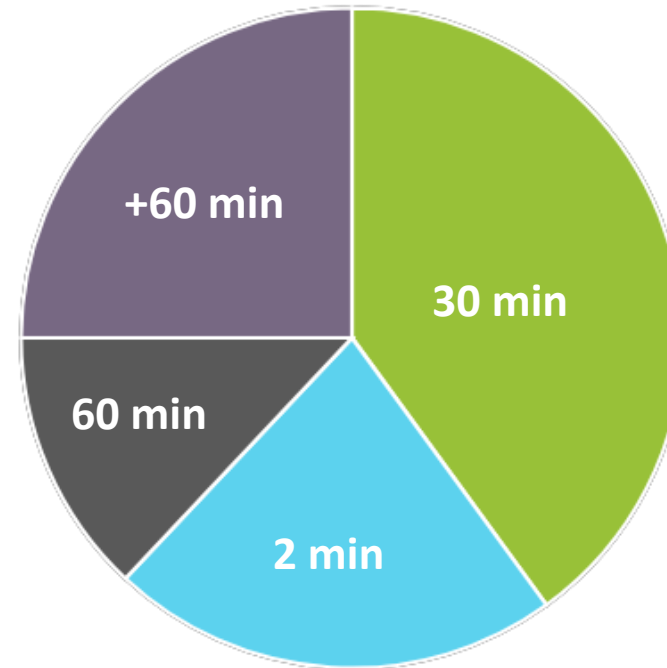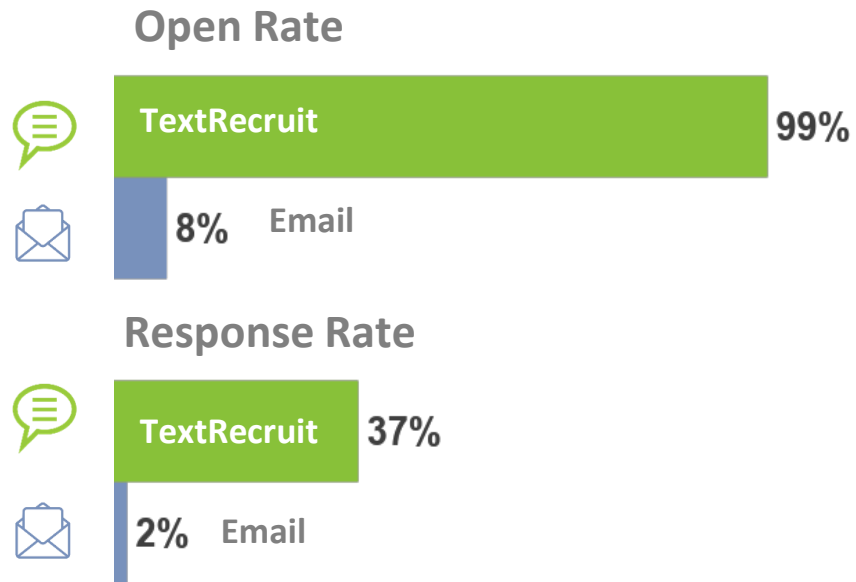
TextRecruit - Integrated Two Way Text and Chat

- Helps employers centralize communication with candidates.

- 99% open rate, 37% response rate, 12 min response time.

- Auto unsubscribe and cell phone verification.

- Templates, policy, and performance tracking.

- Built for your workflow.
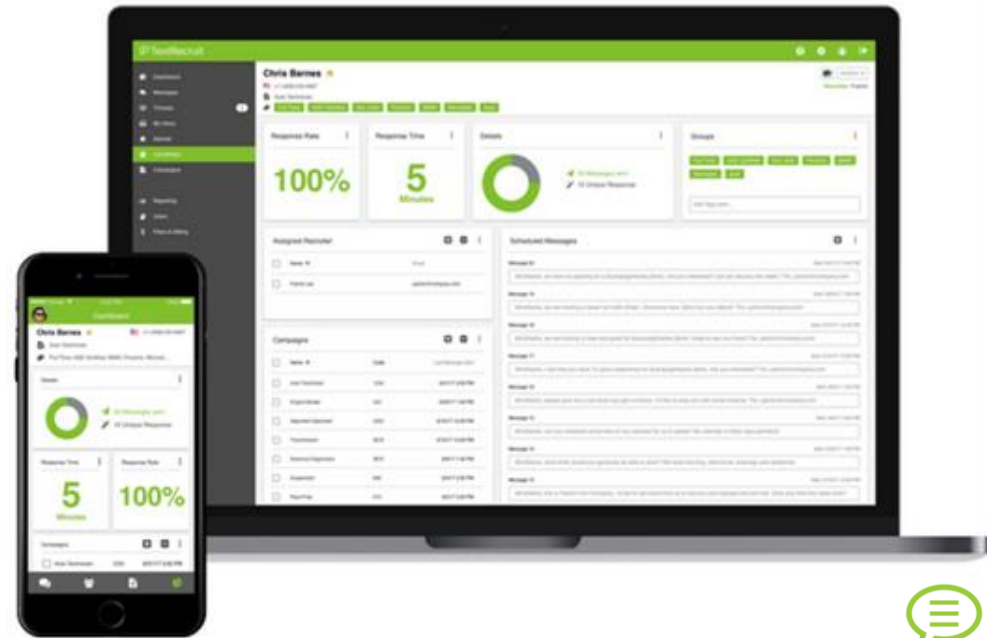
JobChat - Live Agent on your Site

- 90% of job seekers do not complete their application.

- Put a live chat agent on your career site, social media sites and job ads to chat with visiting job seekers.

- Answer questions, collect information and encourage people to apply.

- Let a human recruiter reply or use our customizable chatbox, Ari.
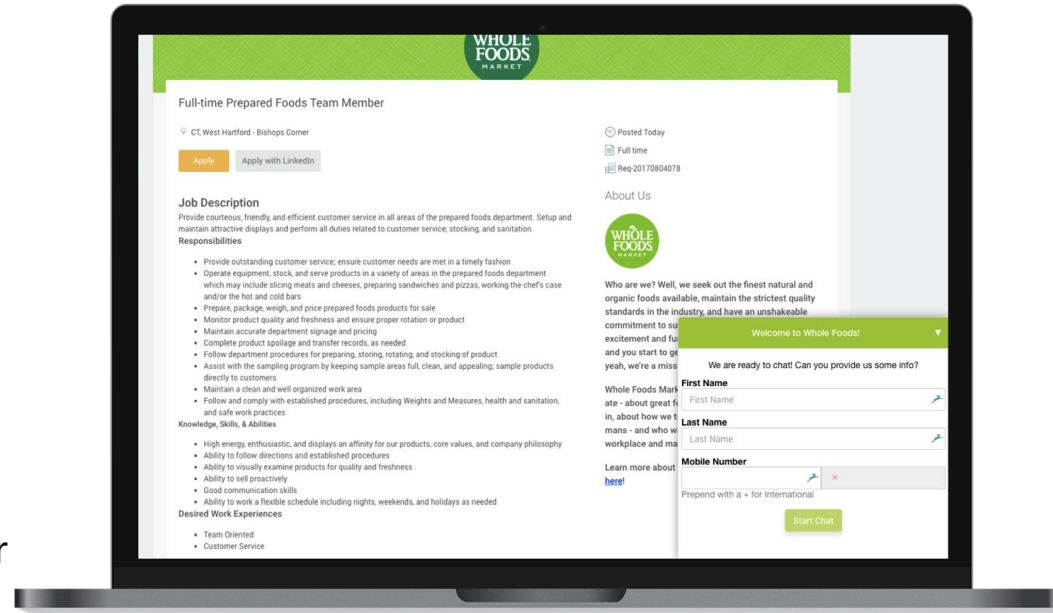
# TextApply - Apply Conveniently with Text

- Attract talent anywhere using keywords (i.e "Recruit") and short codes (i.e. 97211).

- Capture applicant information, automate responses and fill your talent pipeline.

- Advertise on storefronts, college campuses, billboards, social media, or any other physical or digital outlet.

- TextApply short codes help you recruit 24/7 from around the world.
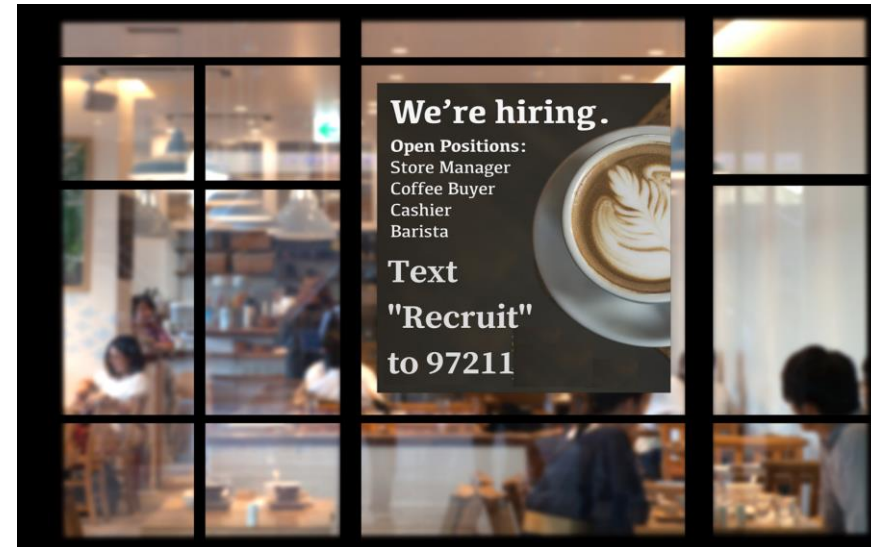
Please visit us at www.textrecruit.com
if you would like a free demo!
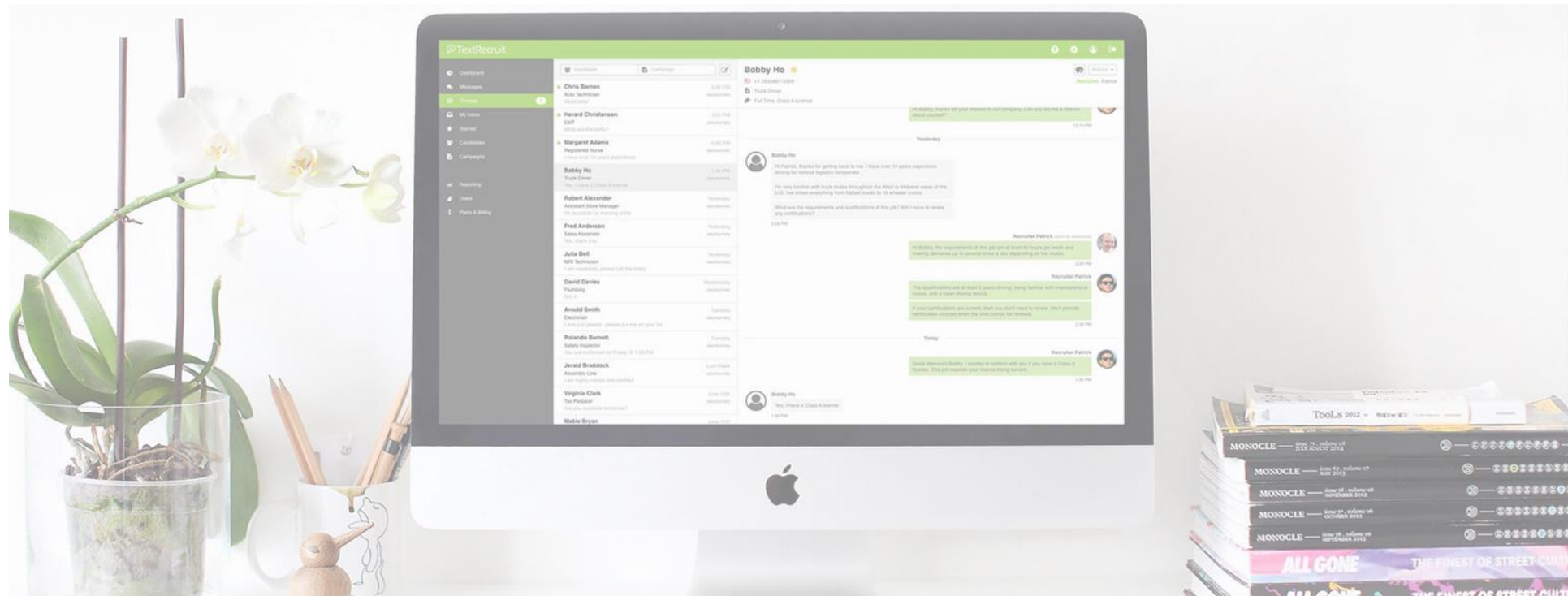
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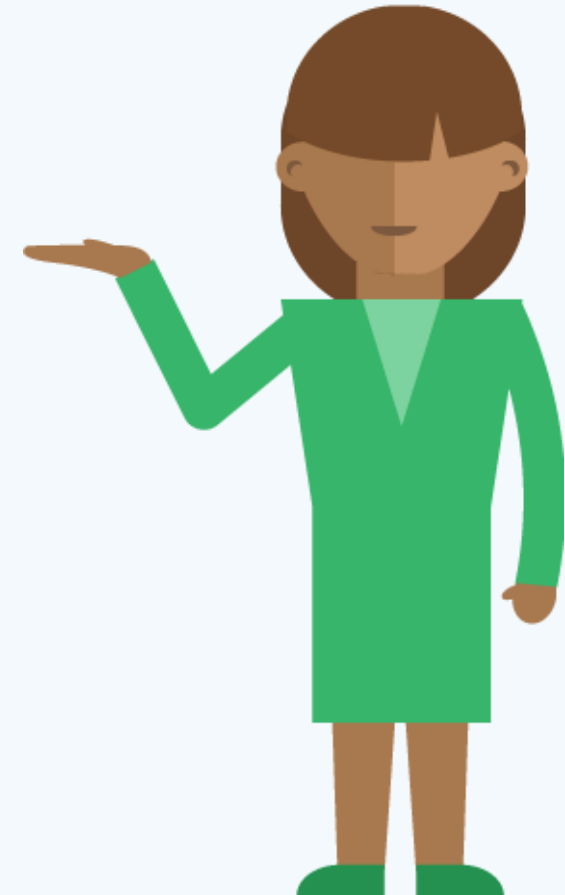
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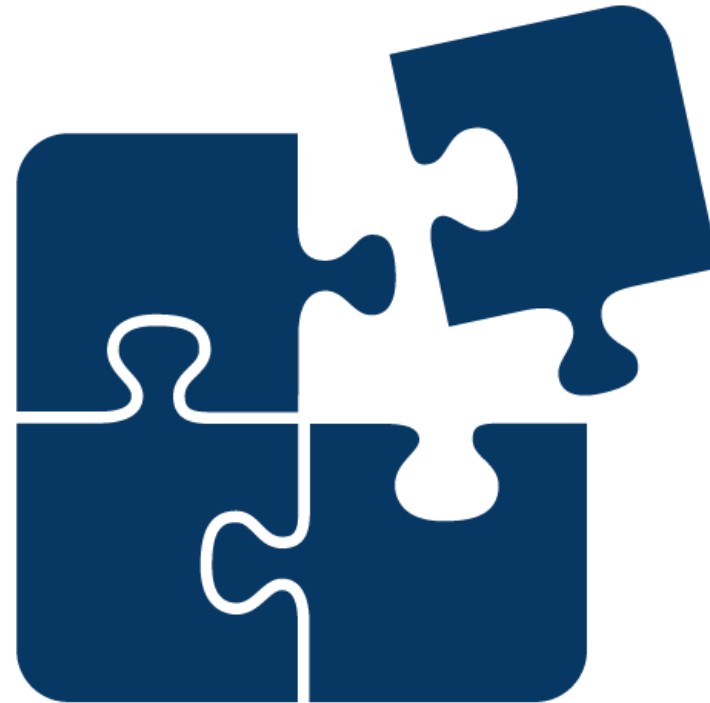- Custom Research

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1   **We offer flexible, high-value memberships** that offer everything you need at a cost you can afford.

2   **Our research is better** – more targeted, easily digestible, focused on business results, predictive, prescriptive.

3   **Our solutions gets better results** – research-driven, focused on the business, simple, targeted, flexible approach.

4   **Our case studies are unique** for their diversity and focus on business results.

5   **Our professional development is practical, tailored** to your needs, and equips you to take action.

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Brandon Hall Group's Excellence Awards allows you to take a deeper dive and evaluate the programs that you've created at a level that you might not have the opportunity to do… They have always been a cornerstone for me.

- Katrina Williams, Director, Sales Capability

CDW

https://youtu.be/OgdA_tpM55U

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I describe the attention and that customer service that I've experienced as being excellent. They are very attentive and wherever I need to be connected to whomever, they are there to help me.

- Joanne Veech, Global Talent Leader

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