**Brandon Hall Group™**

# Conducting Candidate Experience Surveys

# Current State

Organizations are increasingly recognizing the importance of the candidate experience in attracting, engaging, and retaining top talent. Conducting candidate experience surveys is a crucial step in gathering feedback from candidates throughout the hiring process, allowing organizations to understand their perceptions, identify areas for improvement, and enhance their employer brand. By actively seeking feedback from candidates, organizations demonstrate a commitment to creating a positive and respectful candidate experience, which can lead to increased candidate engagement, improved quality of hire, and a stronger talent pipeline.

However, many organizations still struggle to effectively implement candidate experience surveys. Some common challenges include low response rates, difficulty in gathering candid feedback, and a lack of actionable insights derived from survey data. Organizations need to develop comprehensive survey strategies that address these challenges and ensure that feedback is effectively utilized to drive meaningful improvements in the candidate experience.
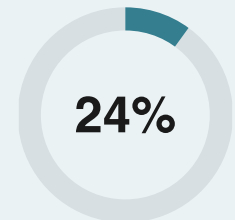
## Challenges Organizations Face in Attacting Talent
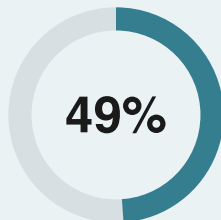
**49%**
**Competitive market**
(competition from other employers)
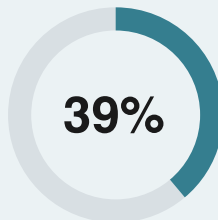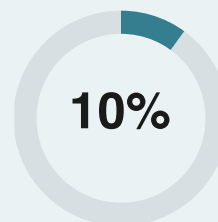
**39%**
**Talent shortage**
(lack of qualified candidates)

**24%**
**Process inefficiencies**
(lengthy hiring process, poor coordination)
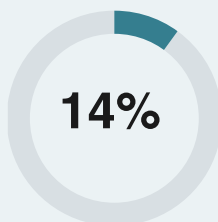
**14%**
**Difficulty engaging passive candidates**

**10%**
**Employer brand issues**
(poor company reputation, uncompetitive offerings)

Source: Brandon Hall Group™ Cracking the Hiring Code Study

# Complexities

Implementing effective candidate experience surveys requires careful consideration of several complexities:

- **Designing effective survey questionnaires:** Developing survey questions that are clear, concise, and relevant to the candidate journey is crucial for gathering meaningful feedback. Organizations need to strike a balance between gathering comprehensive data and keeping the survey concise to encourage completion.

- **Selecting appropriate survey methodology:** Choosing the right survey methodology, such as online surveys, phone interviews, or focus groups, depends on the target audience, budget, and desired depth of feedback. Organizations need to consider the advantages and disadvantages of each method to select the most appropriate approach.

- **Ensuring survey accessibility and responsiveness:** Surveys should be easily accessible across various devices, such as desktops, laptops, and mobile phones, to maximize participation. Organizations need to ensure that surveys are mobile-friendly and compatible with different operating systems and browsers.

- **Maintaining candidate anonymity and data privacy:** Candidates should feel comfortable providing honest feedback without fear of repercussions. Organizations need to implement measures to protect candidate anonymity and ensure data privacy, complying with relevant data protection regulations.

- **Analyzing survey data and extracting actionable insights:** Gathering survey data is only the first step. Organizations need to develop effective mechanisms for analyzing data, identifying trends, and extracting actionable insights to drive improvements in the candidate experience.

- **Securing stakeholder buy-in and resources:** Gaining support from key stakeholders, including leadership, HR, and hiring managers, is essential for securing the necessary resources and commitment to implement and act on survey findings. This includes communicating the value and strategic importance of candidate experience surveys in enhancing talent acquisition efforts.

# Implications

By actively seeking and responding to candidate feedback, organizations demonstrate a commitment to creating a positive and respectful candidate experience. This fosters a sense of value and appreciation among candidates, leading to increased satisfaction and engagement throughout the hiring process. Ultimately, this can result in a higher likelihood of candidates accepting job offers and a positive perception of the organization, even for those who are not ultimately hired.

Furthermore, positive candidate experiences translate into a stronger employer brand. Candidates who have a positive experience are more likely to share their feedback with others, both online and offline, acting as brand ambassadors and contributing to a positive reputation for the organization.

This enhanced employer brand can attract a wider pool of qualified candidates and give the organization a competitive edge in the talent market.

By understanding candidate perceptions and preferences through surveys, organizations can identify areas for improvement in the hiring process. This can lead to better candidate matching, ensuring that individuals are placed in roles where they are most likely to succeed. As a result, organizations can achieve increased quality of hire, leading to improved employee performance, reduced turnover, and ultimately, better business outcomes.

Finally, a strong candidate experience contributes to a stronger talent pipeline. Even candidates who are not selected for a particular position can become valuable assets for future opportunities. A positive experience, fostered by effective feedback mechanisms, can encourage candidates to apply for other roles within the organization in the future. This creates a more robust and diverse talent pipeline, providing the organization with a wider pool of qualified candidates to choose from as their needs evolve.

# Critical Questions

To successfully implement candidate experience surveys, organizations should consider the following critical questions:

**01**     What are the key stages in the candidate journey where feedback is most valuable?

**02**     What survey questions will elicit the most meaningful and actionable insights?

**03**     How can organizations encourage candidate participation and maximize survey response rates?

**04**     How can survey data be effectively analyzed and translated into actionable insights?

# Brandon Hall Group™ Point of View:

Conducting candidate experience surveys is a critical component of a successful talent acquisition strategy. By actively seeking and responding to candidate feedback, organizations can create a positive and engaging candidate experience that strengthens their employer brand and attracts top talent.

To address the critical questions surrounding candidate experience surveys, organizations should consider the following:

### 01 Identify Key Stages for Feedback:

Map out the candidate journey and identify the key stages where feedback is most valuable. This could include initial application, interview process, assessment stages, offer stage, and onboarding (for those hired). Gathering feedback at each stage provides a comprehensive understanding of the candidate experience.

### 02 Craft Effective Survey Questions:

Develop survey questions that are clear, concise, and relevant to the candidate journey. Use a mix of quantitative and qualitative questions to gather both measurable data and rich insights into candidate perceptions. Ensure questions are unbiased and avoid leading candidates towards specific responses.

### 03 Encourage and Incentivize Candidate Participation:

Promote survey participation by emphasizing the value of candidate feedback and its impact on improving the hiring process. Consider offering incentives, such as gift cards or charitable donations in the candidate's name, to encourage completion. Keep surveys concise and user-friendly to minimize the time commitment required.

### 04 Leverage Survey Data for Process Improvement:

Develop effective mechanisms for analyzing survey data and extracting actionable insights. Use data visualization tools to identify trends and patterns in candidate feedback. Share key findings with relevant stakeholders, including recruiters, hiring managers, and leadership, to drive improvements in the candidate experience. Track progress over time to measure the impact of changes implemented based on candidate feedback.

# Authors and Contributors

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