

WEBINAR

WHY CANDIDATE CARE MATTERS





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WEBINAR

HOUSE KEEPING

This is a Webinar, which means that your speakers are on mute at the moment and we won't be able to hear you, however we would love your participation! So If you have any questions please type them in the GoToWebinar Action Pane on the right side of your screen, and we will leave time at the end to go through them.

- Our Webinar will last 30-40mins
- If you experience any technical difficulties at all, please let us know via the Action Pane and we'll happily help.

WHAT IS CANDIDATE CARE?

- How you treat your candidates
- Starts from the moment you post a position
- Is more than informing candidates if they are successful - includes all interactions throughout the entire recruitment process including application, interview and onboarding

WHY CANDIDATE CARE IS IMPORTANT

- Increases access to talent and enhances your brand reputation and perception
- Candidates with positive experiences become representatives for your brand - share their experiences with friends and family
- Candidates are more likely to accept a job if they are treated well
- Builds social branding
- Positive and negative experiences travel fast in a connected world
- Create long-term relationships - even if they don't get the job!

WHY CANDIDATE CARE IS IMPORTANT

Bad experience

=

50%

more likely to
discourage friends
and family from
being a customer

Word of mouth marketing

92%

of consumers believe
suggestions from
friends and family
more than advertising

WHEN CANDIDATE CARE GOES WRONG

Candidates remember negative experiences more than positive.

72%

who had a negative experience shared that online or with someone directly

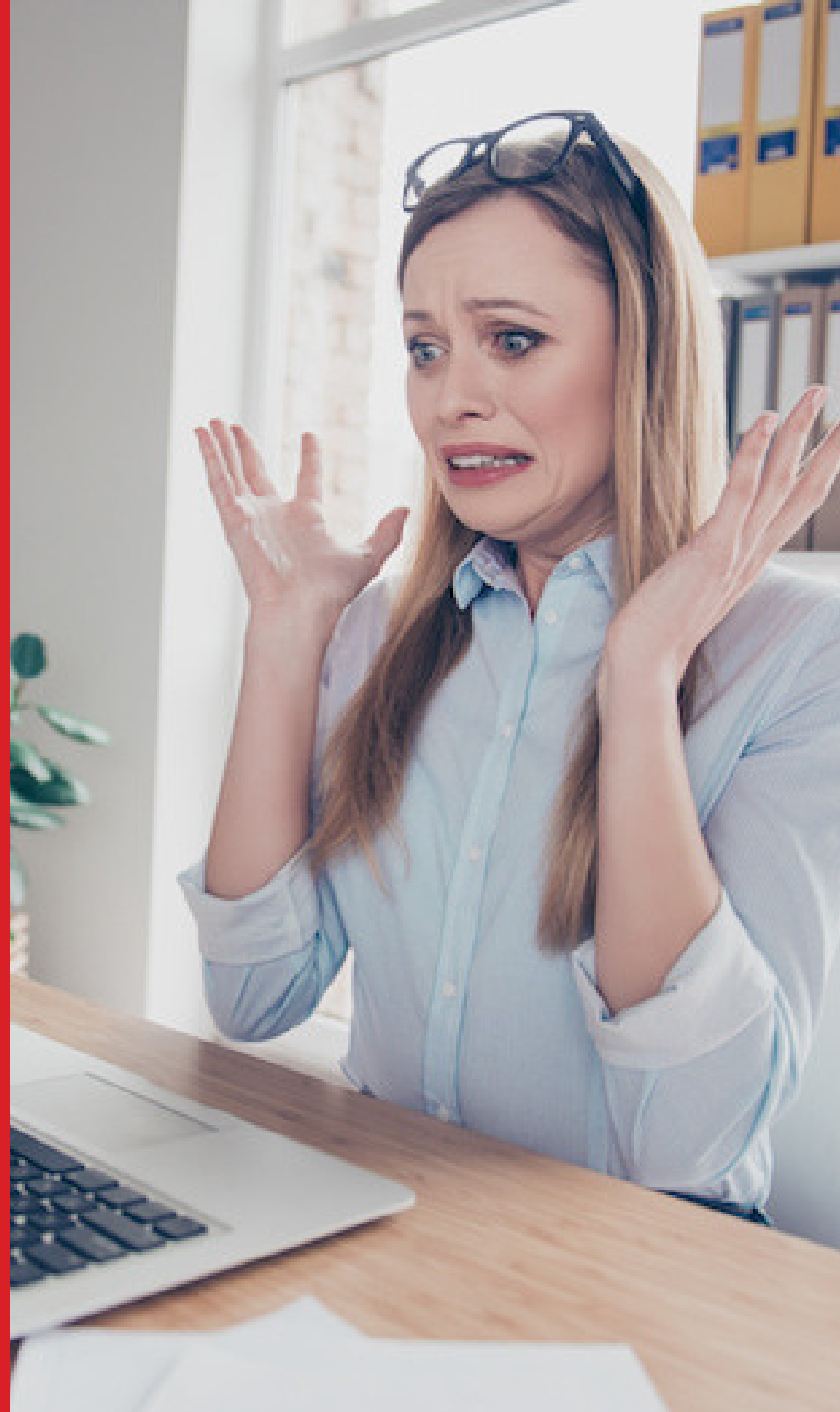
This can result in poor reputation and difficulties hiring candidates.

KEY CHALLENGES



CHALLENGES

- Providing feedback
- Ensuring candidates are kept informed
- Managing candidate journey
- Time - (out of office)



TIPS FOR CANDIDATE CARE





TREAT PEOPLE AS YOUR BIGGEST ASSET

Without your employees and candidates you don't have a business. Treat candidates with respect and make it a positive experience



BE TIMELY

Work through the process efficiently and ensure each stage is completed in a favourable time - including all communication



PROVIDE ACCURATE INFORMATION

Ensure you share information on the company, role and up to date position description



KEEP LINES OF COMMUNICATION OPEN

Keep your candidates informed with regular updates on status of the recruitment process and provide honest, professional feedback



BE KIND AND CONSIDERATE

Remember that this can be a stressful time for candidates and they have invested time into this. Don't judge a book by it's cover.

QUESTIONS

THANK YOU!

