

Improve your candidate experience & corporate branding

Presented by Mike Reiffers, co-founder

skeeled

Recruitment Software

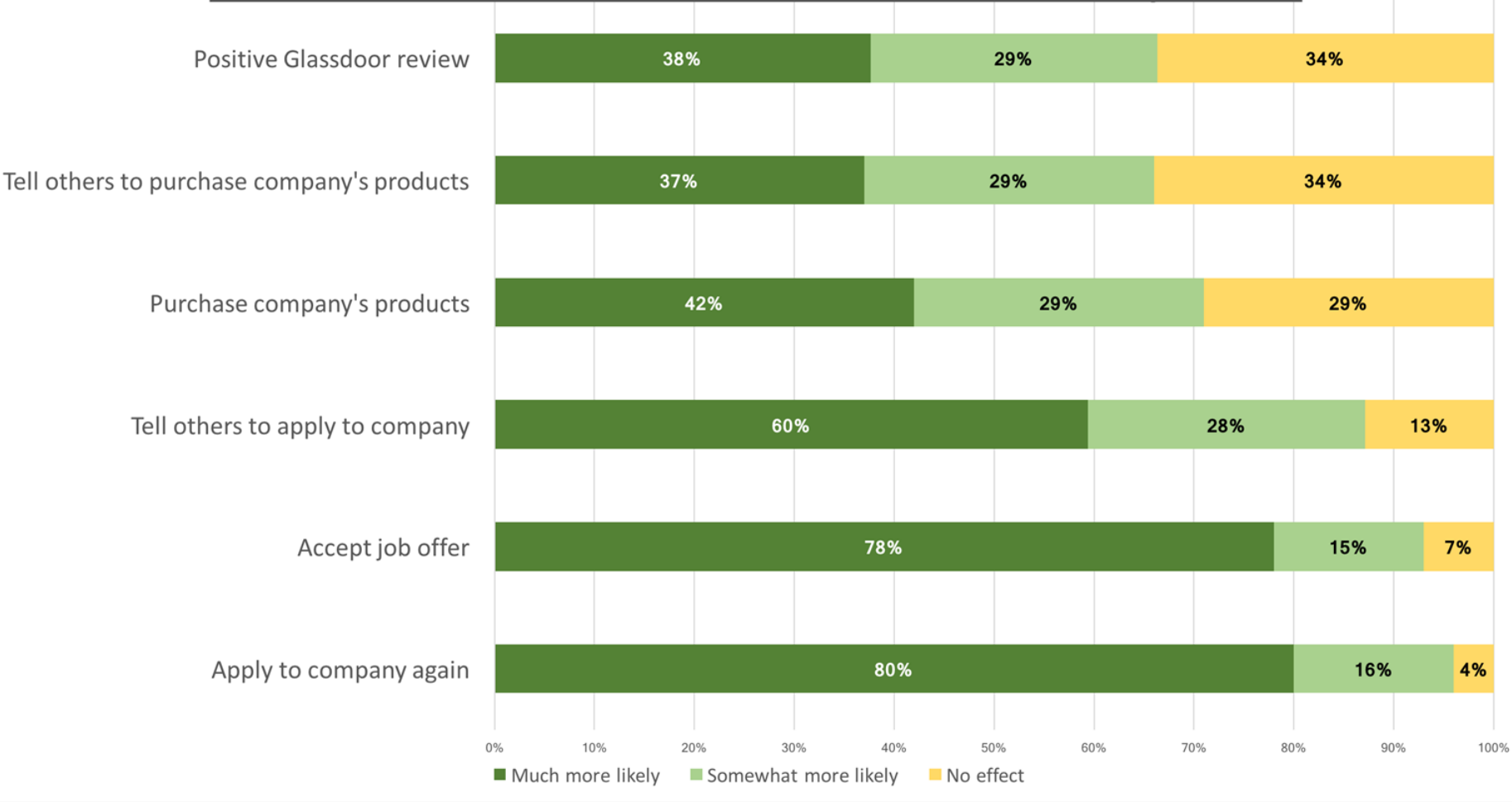


What are candidate experience & corporate branding?

Candidate experience is defined as how job seekers perceive and react to employers' sourcing, recruiting, interviewing, hiring, and onboarding processes.

Corporate branding is a particular type of branding that seeks to link the name of the corporation with the overall advertising efforts in the mind of the consumer.

Likelihood to Take Actions after Positive Candidate Experience





Is your recruitment process hurting sales?

82%

of employers think there's little to no negative impact on the company when a candidate has a bad experience during the hiring process, but the same study says:

58%

of candidates are less likely to buy from a company that did not respond to their application

69%

are less likely to buy if they had a bad experience in the interview



How to improve your candidate experience

- Have a transparent recruitment process
- Improve your career page, make the open positions easy to access
- Have an application process that is easy to understand
- Give feedback to candidates, but also listen to what they have to say
- Be good at Candidate Relationship Management
- Create an inbound recruiting strategy, make applicant find you easier
- Most importantly:
 - Communication with applicants



Improve communication with candidates

- The lack of communication is the most common reason for candidates to not consider the job anymore
- Make sure you have the right systems in place to handle the quantity of applicants you get
- Examine your recruiting processes
- Actively monitor social media and employer review site
- Give candidates regular updates on their status in the hiring process
- Give them feedback even if you don't hire them
- Don't forget your current employees in your communication strategy



The 'skeeled' solution

- Very user-friendly interface inside the software
- Clear step-by-step guide on how the process works
- Videos explaining the steps
- Automated emailing system informing candidates on their status in the hiring process
- New design release with gamification, increasing completion rate
- Powerful applicant database for good candidate relationship management
- Email templates with bulk function

Thanks for listening!

If you have any questions, feel free to ask!

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Mike Reiffers

Co-Founder & Managing Partner
(+352) 20 40 46 65 | +352 661 524 252
mike.reiffers@skeeled.com

