

Candidates are Consumers, Too

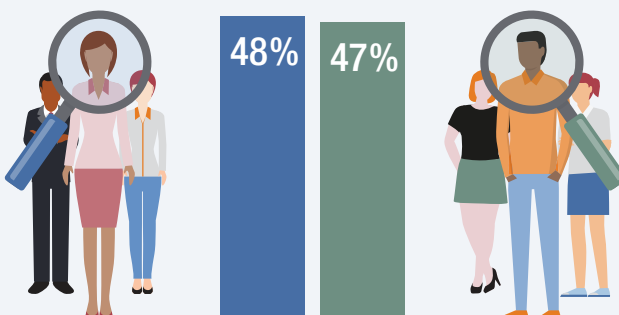
In an era of growing talent shortages, understanding who candidates are, how to attract them and what drives their decision-making is essential to building and sustaining a successful recruiting and retention strategy.



Norway Insights

Companies should devote equal energy and resources toward the **candidate experience** as they do to the **consumer experience**.

48% of candidates say that a negative experience makes them less likely to buy a company's products or services.



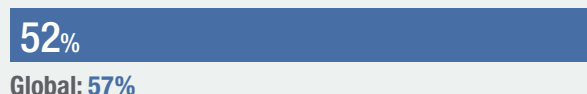
47% of candidates say they are more likely to work for a company whose products they buy or use.

Most Impactful Negative Candidate Experiences on Purchase Behavior



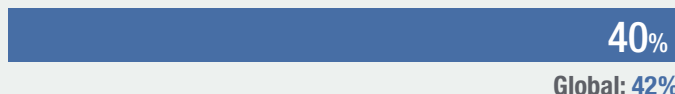
Most Impactful Aspects of Employer Brand on Purchase Behavior

No employer follow up after initial interview



Global: 57%

Lack of employer-employee trust



Global: 42%

No response to a submitted job application



Global: 59%

Lack of employer-employee communication



Global: 36%

Lack of transparency on salary or job description



Global: 63%

Lack of transparency



Global: 43%

Negative interview experience



Global: 59%

Negative review on employer review site (e.g., Glassdoor)



Global: 30%

A friend's negative experience



Global: 50%

Lack of consistency in words or actions



Global: 40%

Response to a job application 6-8 weeks after submittal



Global: 52%

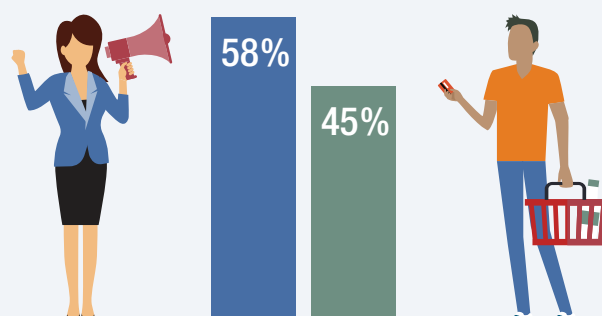
Lack of social responsibility/giving back



Global: 26%

The Ripple Effects of a negative candidate experience extend far beyond the candidate who experienced it.

58% of candidates say they would tell others about a negative experience.



45% of candidates say the negative candidate experience of a friend would make them less likely to buy a product or service.

5 Practical Suggestions to Strengthen Your Employer Brand



1 Make a Case for Investment

Proper investment in human resources, the candidate experience, and employer brand will have a positive return on investment in the form of both human capital and revenue.

2 Relieve Overwhelmed Recruiters

Reposition the HR function as a de facto customer service experience to help transform recruiting into an employer brand and consumer brand building function.

3 Be Transparent

Transparency is a key value for candidates so there is no substitution for cultivating stronger relationships with candidates and employees.

4 Cultivate the Consumer Talent Pool

Consumers are a valuable talent pool. In many cases they already understand and share many of the core values of an organization.

5 Pose as a Secret Shopper

Experience first-hand what candidates experience in the hiring process.