

# Candidates are Consumers, Too

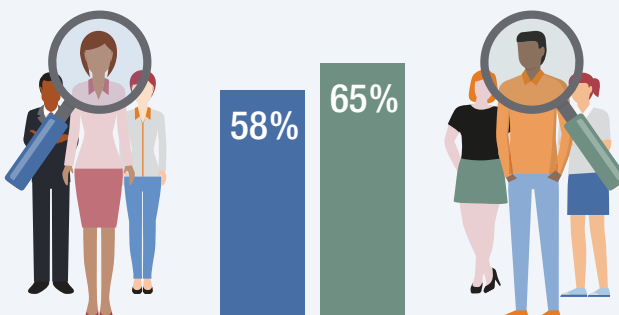
In an era of growing talent shortages, understanding who candidates are, how to attract them and what drives their decision-making is essential to building and sustaining a successful recruiting and retention strategy.



## United States Insights

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

**58% of candidates** say that a negative experience makes them less likely to buy a company's products or services.

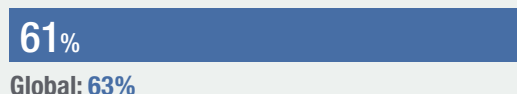


**65% of candidates** say they are more likely to work for a company whose products they buy or use.

### Most Impactful Negative Candidate Experiences on Purchase Behavior



Lack of transparency on salary or job description



Global: 63%

Negative interview experience



Global: 59%

No employer follow up after initial interview



Global: 57%

No response to a submitted job application



Global: 59%

Response to a job application 6-8 weeks after submittal



Global: 52%

Failure to address poor feedback on employer review sites



Global: 49%

### Most Impactful Aspects of Employer Brand on Purchase Behavior

Lack of employer-employee trust



Global: 42%

Lack of consistency in words or actions



Global: 40%

Lack of employer-employee communication



Global: 36%

Lack of transparency



Global: 43%

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



Global: 30%

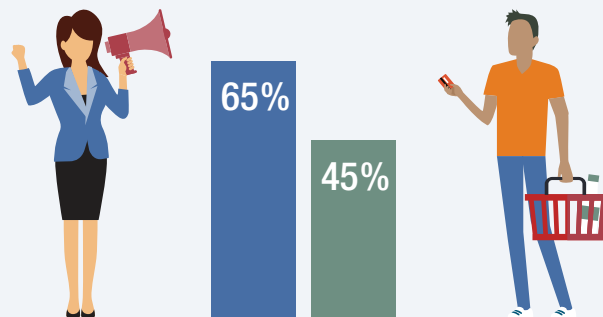
Lack of clear mission/vision



Global: 25%

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

**65% 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.