



# ARE CANDIDATES LEAVING YOUR WEBSITE?

It's Time to Deliver a Positive  
Candidate Experience



You hire great people the same way you create a great user experience for any product or piece of software. This starts with first understanding the user.

Lou Adler

Founder and CEO of the Adler Group



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# WHAT IS CANDIDATE EXPERIENCE?


Every point of contact a candidate has/makes with a company while applying for a job is counted as candidate experience. Be it filling up a form, an interaction with a recruiter or email communication; all these aspects play a significant role in giving a positive or negative experience to the candidate.

## POSITIVE EXPERIENCE

The candidate is happy with the recruitment experience and feels motivated to work with the company.

## NEGATIVE EXPERIENCE

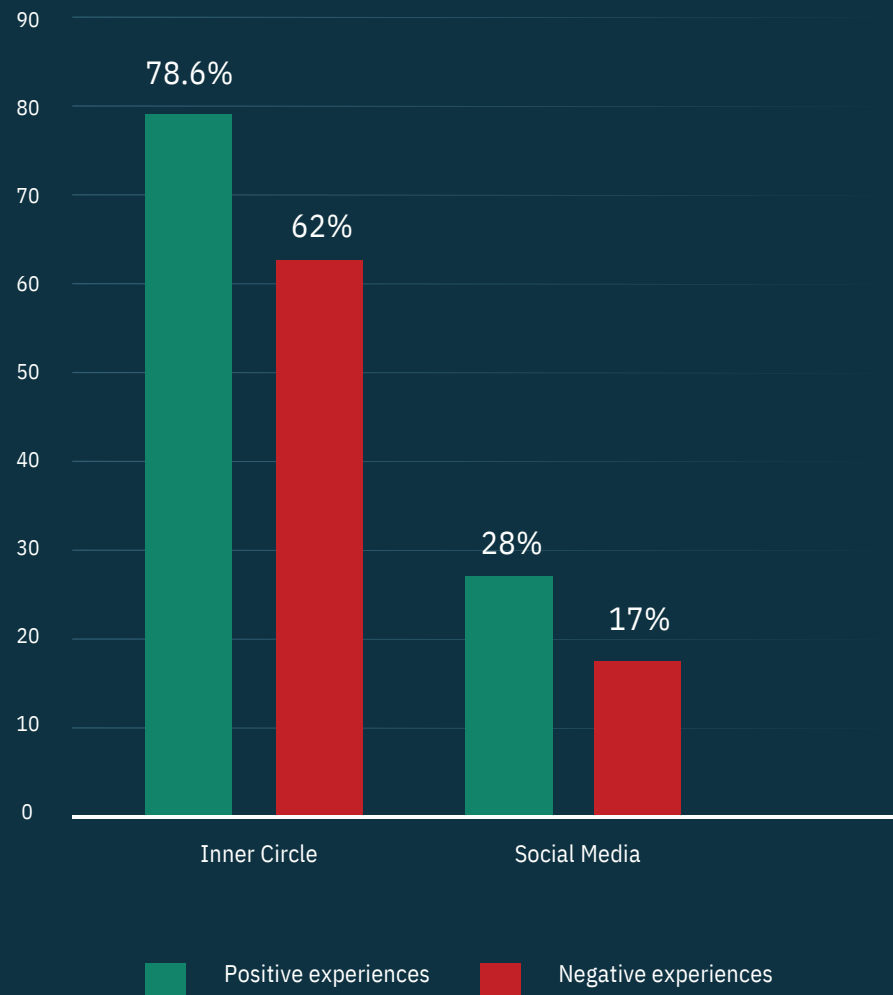
The candidate is frustrated with the application process or other interaction with the company and does not want to interact again or refer anyone.



Candidates who are already passionate about your company can become some of the most loyal and motivated employees.

Source : [LinkedIn](#)

## PERCENTAGE OF CANDIDATES



This graph shows how candidates share their positive and negative experiences among their groups and on social media:

Source: [talview](#)

# WHY IT MATTERS?

Candidate experience defines the attitude of a company towards its people. A company can have successful recruitment if it provides a positive experience to candidates.

Candidates spend months while looking for a job. This is the reason why companies are partnering with technology vendors to reduce this search time and provide the best experience to candidates.



15%

of candidates who have a positive hiring experience put more effort into a job.

Source: [theundercoverrecruiter.com](http://theundercoverrecruiter.com)



People who are happy with their candidate experiences are 38% more likely to accept a job offer.

Source: iCIMS

95%

feel how employer treat them as a candidate shows how they would treat them as an employer.

Source: iCIMS

# IMPROVING CANDIDATE EXPERIENC E

Make a new recruitment  
plan with the latest tools  
and techniques



# SPEED UP APPLICATION PROCESS



## Challenge

Filling up lengthy application forms make candidates leave your website. This adds frustration among candidates and gives a negative impression of the company.



## Solution

According to [iCIMS](#), candidates spend 4 minutes on an application before leaving it mid-way.

What can you do in these four minutes which will force the candidate to stay on your website?



73%

of candidates say that the job search process is one of the most stressful things in life.

Source: [CareerBuilder](#)

# SOME TERRIFIC FACTS

## Average Monthly Sessions for a Recruitment Website

Recruiters	Average Monthly Sessions
1-10	<1,000
11-20	<3,000
21-50	<5,000
50-100	<10,000
101+	<15,000

Source: [Prominence Recruitment Marketing](#)

## Check This Out

### Exit rate

60% of job  
seekers report  
they have quit  
an application  
due to its length  
or complexity

Source: [talentadore](#)



ARE YOU MEETING THESE NUMBERS?  
NO?

WHAT COULD BE THE SOLUTION?

Using a [resume parser](#) in your ATS will  
accelerate the application process. The  
candidates only need to upload their  
resumes, and the fields are populated  
automatically. This ensures

Minimal exit rate of candidates  
from your website

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Better traffic

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Database Strengthening



# TECHNOLOGY IS THE POWER



## Challenge

A timely reply to the candidates builds trust. It is impossible for recruiters to respond to each query of candidates in time. At times, recruiters ignore or fail to respond to candidates' questions.



## Solution

Chatbots are the best way to deal with this challenge. They share a part of recruiters' job by

- pre-screening candidates
- answering their queries about the job profile or company
- managing administrative tasks



66%

jobseekers are  
comfortable interacting  
with AI and chatbots.

Source: [Ideal](#)



# 33%

job seekers want an automated email sent to them after applying

Source: [CareerBuilder](#)

## COMMUNICATION IS THE KEY



### Challenge

A positive candidate experience is the result of right communication. Imagine a candidate applying for a job but not receiving any feedback. This indicates how a company values its people.



### Solution

A personalized human touch in the recruitment process makes a difference. Send email or notifications for every development in hiring.

- Acknowledge the application of a candidate.
- Send notifications for their selection or rejection.
- Send 'Thank You' messages for being a part of the company's recruitment journey.
- Keep your emails short.

# GO MOBILE



## Challenge

Mobile technology is transforming the recruitment process. Keeping everything on the desktop won't serve the purpose.



## Solution

Provide an enriched mobile recruitment experience to the candidate.

- Create a mobile optimized career website.
- Create a mobile app to simplify communication between recruiters and candidates.
- Send text messages to candidates informing them about each step of the interview process.



# 60%

jobseekers look at  
company career pages  
from their smartphone  
or mobile.

Source: [talentnow](#)



# 57%

Text messaging  
is preferred over  
emails for scheduling  
interviews.

Source: [nbcnews](#)

# CLEAR JOB DESCRIPTIONS



## Challenge

Is your career page not attracting enough traffic? If candidates are viewing your job description but not applying for the job, things must change.



## Solution

Candidates like to read easy to understand and precise information. Use a JD parser to

- get a clear job description and fetch more traffic to your website.
- put an end to the time-consuming process of hiring a candidate.



53%

of candidates want employers to explain in the job description clearly.

Source: CareerBuilder

# HOW UNILEVER DELIVERED AN AMAZING CANDIDATE EXPERIENCE?

Unilever followed a 4-stage recruitment plan:

- a mobile-enabled application form that automatically populates from LinkedIn profiles.
- Candidates who meet the requirements undergo a gamified assessment and play 12 games.
- The next stage is video interviews of the top 3 scorers whose answers are recorded.
- The last stage is job shadowing where the selected candidates work for a day at Unilever to take the feel of a real-life work environment.

Screening 2,50,000  
applications for a few hires took  
4-6 months!

Hiring time  
reduced by  
**75%.**

The hiring period of 4-6  
months was reduced  
to just  
**2 Weeks.**

More  
**Diversity**  
in the talent pool.

Source: [LinkedIn](#)

# ABOUT RCHILLI

RChilli is the trusted partner for parsing, matching, and data enrichment, providing companies, in 50+ countries, with solutions built for the future of technology and recruiting. RChilli's innovative products, backed by an industry-leading tech stack, power the processing of 4.1 billion+ docs a year for 1600+ top global recruiting platforms. Enabling companies to hire better talent faster since 2010, RChilli is ISO 27001:2013, SOC 2 Type II, and HIPAA certified and GDPR compliant.

RChilli also has its multilingual resume parsing app available on Oracle Cloud Marketplace and Salesforce AppExchange.



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