



ENHANCE TALENT ACQUISITION FUNNEL WITH POSITIVE CANDIDATE EXPERIENCE

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What Is Candidate Experience?

Candidate experience (CX) is how talented candidates recognize your company, starting from applying for a job on the company’s website. This caters to each touchpoint throughout the recruitment funnel, from posting the open jobs, job application, resume screening, call-back time, interview, and onboarding.

Altogether, the elements, including a website’s career page, the job application form, and the job description in the job boards, play a considerable role in hewing positive candidate experience.

Whether a candidate is selected or not, leaving a first positive impression through a well-defined process strengthens a company’s brand image.



Changing Trends Around Candidate Experience

The race to get skilled candidates onboard is at an all-time high. Companies must know how to appear as a great brand among prospective candidates and simultaneously how to decline candidates without shacking this perception.

The present job market is candidate-driven. This means it's not the companies that get to pick the candidates anymore. Instead, the power to select has veered towards candidates. Therefore, companies must work towards enhancing their candidate experience approach.

Evolving Marketplace Trends



Responsive recruitment processes are in sync with market trends



A chalked-out approach towards a seamless candidate experience (CX) at every touchpoint



Right investment in enhancing employer branding to attract talented candidates



A hiring approach focused on Diversity, Equity, Inclusivity, & Belonging



A well-structured process that saves from compromising on the quality-of-hire



Numbers Reflecting Candidate Experience Across Hiring Stages



SEARCHING

76% of Candidates prefer to apply through a career site

95% of Candidate's first experience with a company is through the career page

APPLYING

40 seconds is the average time job seekers expect when filling out an online application

80% is the typical drop-off rate during an application process

59% is the typical drop-off rate during an application process

INTERVIEWING & FEEDBACK

83% of candidates share their poor experiences with friends and family

72% have shared their experience on online review sites such as Glassdoor.com

78% of job seekers report never having been asked for feedback on their candidate experience

67% of candidates value a more empathetic tone in diversity, equity, and inclusion (DEI) statements

ONBOARDING

Organizations with a well-structured onboarding process benefit from:

54% Enhanced new hire productivity

50% Enhanced new hire retention

69% of new hires are more likely to stay at the company for up to three years

Source: [talentclue.com](https://www.talentclue.com) [workology.com](https://www.workology.com) [glassdoor.com](https://www.glassdoor.com) [shrm.org](https://www.shrm.org)



Key Elements That Define A Positive CX

JOB SEARCH

A candidate's primary way of knowing about an open job position is via social channels, job advertisements, or a company's career page. A candidate can save valuable time and effort if the career page is easy to find and isn't too intricate.

JOB APPLICATION

Candidates are often required to repeatedly fill in the details mentioned in the resumes when applying for a job. A simple task like a job application that can be done in seconds takes 15-20 minutes, and this automatically shifts their focus to the competitor. A concise and crisp job application process that consumes only a few seconds saves time and builds a company's brand value.

JOB STATUS UPDATE

The in-demand professionals want to be communicated from the moment they apply for the job. Even if they're not selected for the interview, a simple email notification will prove that you valued their time, and they'll positively acknowledge your feedback.

TIMELY FEEDBACK

Updating the shortlisted candidates about their interview status is another way to keep them engaged. A call or a message will make them feel valued and wanted by their employers.



THE INTERVIEW PROCESS

A well-defined interview process avoids confusion and adds value to the hiring timeline. It's a good sign to share the time-length of the interview process with the candidates well in advance.

CANDIDATE ONBOARDING

Procrastinating important tasks like candidate onboarding can make you lose potential candidates. Completing the paperwork, introduction to the team, induction, and an opportunity to socialize makes the candidate feel welcomed.



Industry Facets Challenging TA Teams in Improving Candidate Experience



Here are a few challenges that bar recruiters and companies from improving their candidate experience:

SCARCITY OF TALENT

Recruiters daily experience a scarcity of talented professionals in the job market. Ideal candidates are pickier and prefer to work in companies with a work culture that matches their values. The preconceived notions about companies and their respective work culture are a roadblock that stops them from applying for a job opening.



A POOR BRAND IMAGE & CANDIDATE EXPERIENCE

Recruiters' metrics about a satisfied and happy candidate are confined to hiring time, offer acceptance rate, and cost per hire. They miss out on other significant aspects of the hiring process that play an equally important role in paving the way for a positive candidate experience. A well-timed call-back, an update about the interview status, and being receptive to a candidate's feedback are important too, which the recruiters usually miss out on.

AN INEFFICIENT RECRUITMENT PROCESS

Lack of AI technology and a chaotic candidate in the back end makes it difficult for the recruiters to deliver a qualified headcount important to achieve business goals. The inability to hire candidates because of tangible data stops hiring managers from making an informed decision.





CONVENTIONAL HIRING PRACTICES

A biased recruitment approach, intentional or unintentional, restricts talent acquisition professionals from making good hires. Preferences based on gender, age, color, race, or ethnicity can hurt the bottom line of any company that loses talented candidates to competitors.

DENIAL TO REVIEW RECRUITMENT APPROACH

One of the primary reasons that bars a qualified talent acquisition process is the resistance of hiring managers towards revamping conventional hiring practices. Employees usually resist introducing technical changes in the candidate selection approach.



How RChilli Helps TA Teams Enhance Recruitment



RChilli’s talent acquisition tool is engineered to help Oracle HCM, PeopleSoft & Salesforce recruiters hire professional and skilled candidates. The intelligent AI-driven technology makes the recruitment process more straightforward and helps organizations cut down payments splurged during the hiring process.

Speaking about enhancing candidate experience, RChilli resume parser helps recruiters by:

APPLY TO THE JOB IN A CLICK

Catering to the major pain area of the industry, our resume parser functions at the backend and helps the company improve positive candidate experience. When applying for a job on a website’s career page, candidates avoid wasting their valuable time filling in the details already sketched out in their resumes. Integrating the RChilli solution helps candidates fill the profile in less than 10 seconds or one click.



NO MORE MANUAL DATA ENTRY



The resume parser eases the tedious job of manually screening the resumes and segregating the data by automatically fetching the details from the CVs and auto-populating the fields in the ATS. This saves hours of painstaking resume scrutiny and eliminates manual errors, bias, and wrong hiring. When the call-back time to potential and in-demand clients reduces from days to hours, laying a positive impression on the candidates also becomes easy.



EXTRACTING RESUME INFORMATION IN THE DATA FIELDS

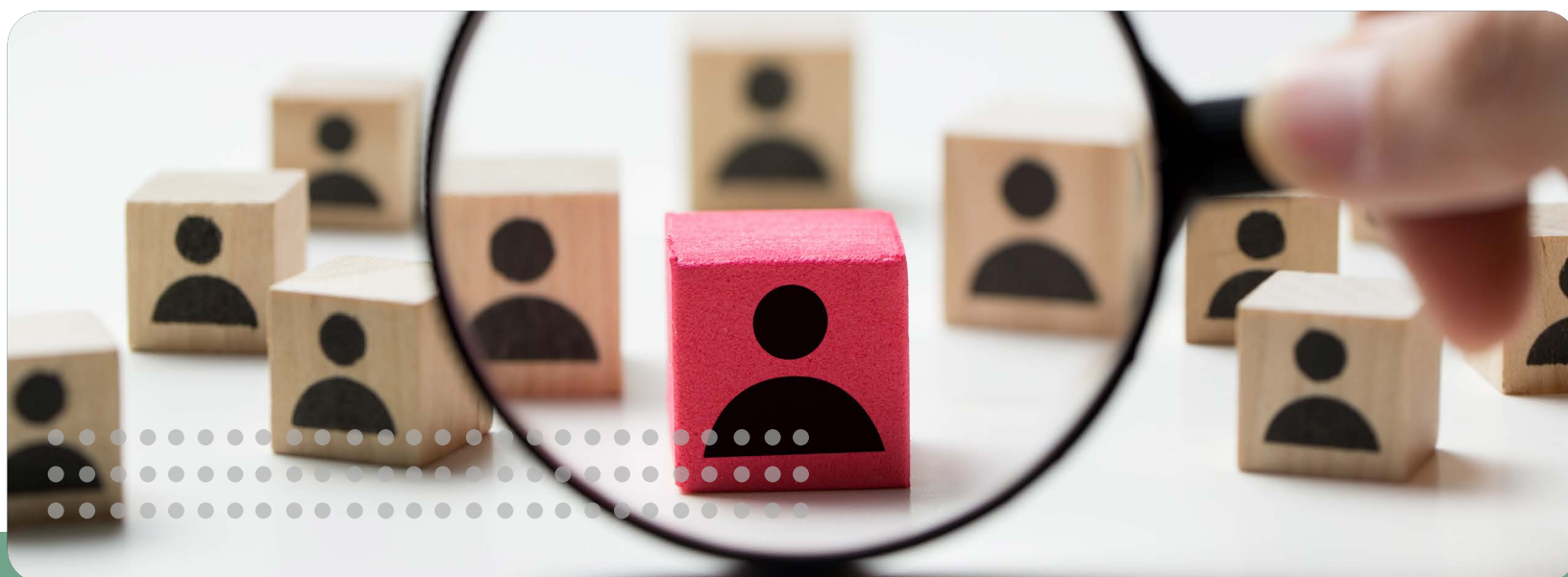
Another challenge that recruiters face in improving their candidate experience is the inability to hire talented candidates because of the inability to select candidates based on the skills that matter to perform the job. RChilli resume parser, understanding this dilemma, converts the unstructured data in nearly 140+ fields in real-time, including age, education, gender, skills, qualification, and more. The fields fetched are accurate and save both time and manpower.



REDACT RESUMES (PROMOTING BLIND HIRING)



One prime aspect that hinders effective recruitment is intentional or unintentional bias. Personal preferences like age, religion, gender, and experience, and more overshadow talent acquisition goals. This bias conundrum often results in selecting less talented individuals. RChilli resume parser has helped recruiters remove personal inclinations by selecting the fields and getting the database of professionals based on that.



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.

[Schedule A Call](#)



RChilli Inc.

2603 Camino Ramon, Ste 272,
San Ramon, CA, 94583, USA



Call us

+1-877-572-7737



Email us

team@rchilli.com

