RChilli

PARSE | MATCH | ENRICH

ROI on
Candidate Experience

Enhance your CX by 85%
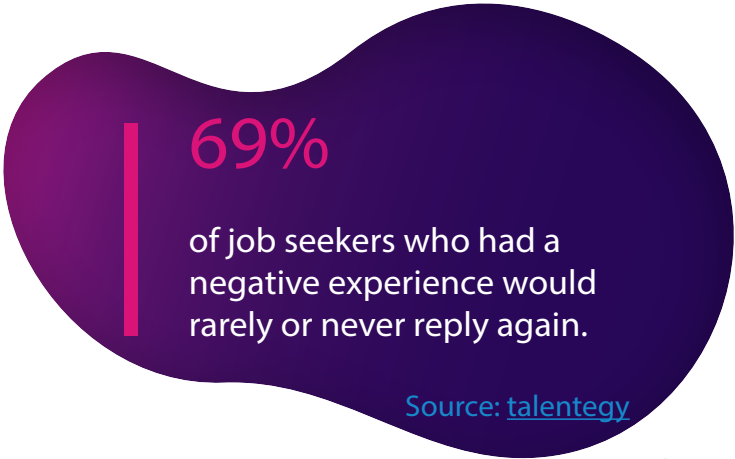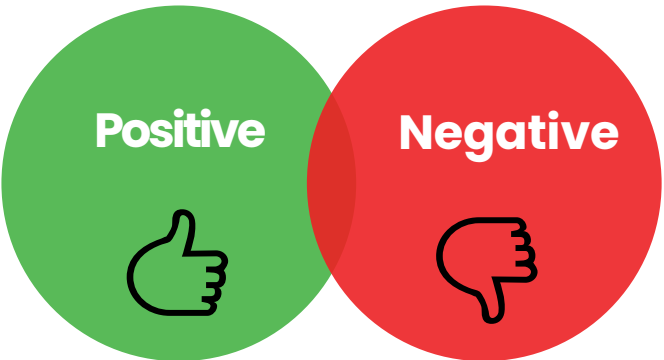
Table Of Contents

CX: Candidate Experience

There is a wide range of articles on the internet that focus on candidate experience, the challenges involved in delivering a positive CX, and how you can improve it.

What is CX, And Why is it So Important?

Every contact that a candidate has with your company while applying for a job counts as a candidate experience. Apart from oral and written communication, it includes a user-friendly website, filling up an application form, interaction with the recruiters, etc.

Candidates' journey begins when they visit a website and apply for a job. This is the best opportunity that you can grab to attract the candidate. If you provide a fantastic experience to candidates, it will build trust among them, and they will be keen to join your job position.

What Kind of CX Are You Offering?

Positive

Negative

69%

of job seekers who had a negative experience would rarely or never reply again.

Why Does CX Matter?

The way you treat your candidates sets a benchmark of how your organization will treat its employees.

This is your first chance of attracting them towards your website. That's why many organizations are looking for technology vendors who can help them shorten job search time for candidates.

Here is why every organization aims at providing an excellent CX:

• Brand Awareness

Word spreads very quickly for both the good and bad aspects of your hiring process. Unfortunately, poor CX spreads faster than the good one that can become a roadblock while hiring future candidates. Why do companies conduct a flawless interview process and offer amazing perks with a job? The answer is they want to create a reputation of their brand.

• Get the Perfect Candidate

A good CX will attract the best talent and help you in grabbing the right fit. You will agree that candidates who fit into your workplace accept job offers more quickly. This, in turn, will speed up your recruitment process.
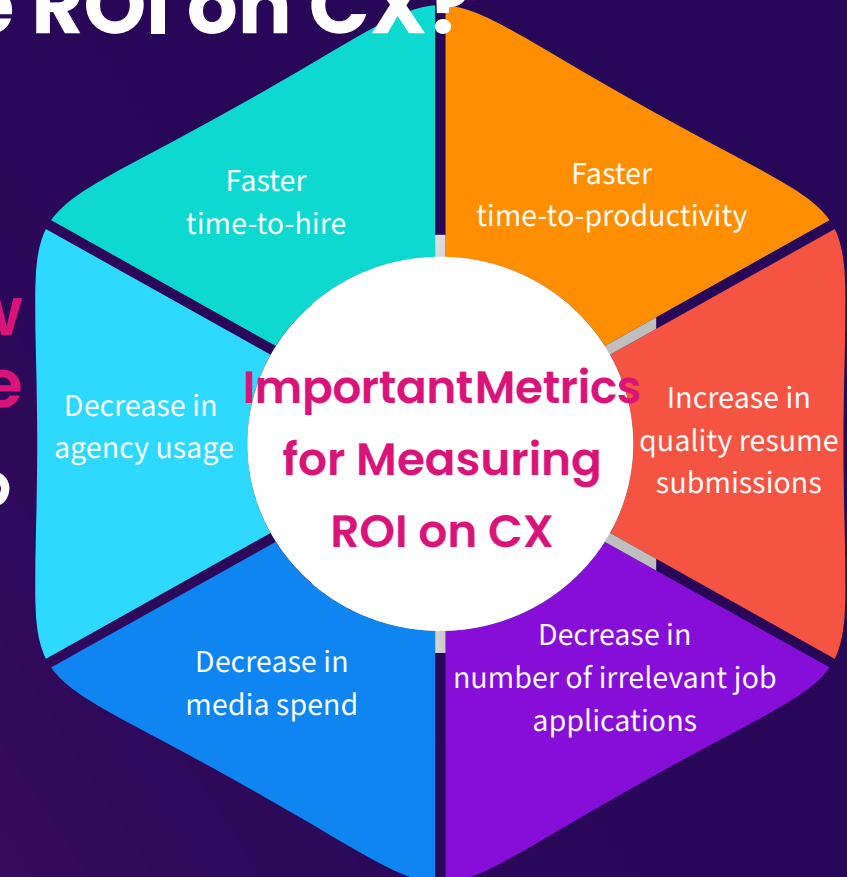
• Happy Employees

A positive CX means you have happy, motivated, and enthusiastic employees on the first day of their joining. What's great about this is that you haven't made any efforts to engage the employees because a strong CX has done the magic.

A positive impact on your brand

PositiveCX

Candidate will re-apply for the job

Refer other for job positions

How to Measure ROI on CX?

Wouldyouliketoknow howyoucanachieve this?

Faster time-to-hire

Faster time-to-productivity

Decrease in agency usage

ImportantMetrics for Measuring ROI on CX

Increase in quality resume submissions

Decrease in media spend

Decrease in number of irrelevant job applications

"

A modern recruiter is one who is targeted, builds relationships and knows how to not only find candidates but also get them to respond.

Stacy Donovan Zaper

Candidate Experience & Engagement Strategist

Zappos Family of Companies

Save Money While Attracting Candidates

Where can you save money in the recruitment process?

Do you know Virgin Media lost $5 Million annual revenue due to bad candidate experience?

Source: LinkedIn

Candidates are dictating the recruitment industry these days. In fact, they have complete control over your recruitment process. They are the ones who make a choice of working with your company. There is a talent war going on, and employers are putting their best efforts to become the first to connect to the candidates. Thus, positive candidate experience is very important.

While carrying out the recruitment process, the recruiters experience four stages where they can either

▶ *save money and enhance their productivity*

or

▶ *lose money and see their ROI suffering*

Which option do you want to choose? Make a choice.

1. Candidate Marketing

Candidate marketing is an approach of engaging with your candidate database so that when a new job opportunity comes up, you are the first one who comes to their mind.

In short, you must have an **effective employer brand** or a good brand reputation.

Employer branding is closely related to the candidate experience. Candidates remember how you communicate with them. It includes filling up an application form, timely replies to their queries, sending written communication at every recruitment step, etc.

Your ATS can help you improve your candidate experience:

• Set up automated notifications for candidates.

• Use templates, reports, checklists for an effective onboarding process.

• Use HR technology and allow candidates to apply for a job with a single resume upload.

Companies with a strong employer brand see **50%** more qualified applicants and take 1-2x faster to hire.

Source: LinkedIn

2. Candidate Visiting Your Career Page But Not Applying

Are candidates visiting your job post but not applying for the job?

What can be the reason?

Candidates do not like filling up lengthy application forms. They expect to apply for a job on the go. Once they upload their resume, the system asks them to fill the resume information again in fields. This is one of the reasons candidates leave the job application mid-way and switch to some other website.

Also Read: Why Filling Up Job Applications Sucks?

What can be the solution?

HR technology can solve this challenge by shortening the job application process for the candidates. With a single resume upload, they can submit their application. As a result, the candidates do not need to fill up repetitive information again and again, which will save their time.

Do you know that companies can boost their application completion rate by up to **365%** by reducing the length of the application process to five minutes or less?

Source: hubspot

3. Remarketing to Old Candidates

You have a job opening. You post a job and start looking for the right candidate.

But do you know that you have a database of quality candidates lying in your ATS?

You can start remarketing to passive candidates.

However, you need a structured candidate data for applying the remarketing strategies. Reaching out to the candidates through this structured data will help you find the right candidate from your own talent pool.

4. You Have Resumes in Emails and Cannot Reach Candidates

Are you getting resumes in your emails?

You might miss out on the perfect candidates if you ignore these resumes.

What could be the easiest way of getting resume data from your emails?

A resume parser will help you parse resumes from multiple email inboxes. This is especially useful if candidates want to apply for a job in a job fair. They usually do not have the time to fill an application form. So, they find it easy to send the resumes in an email.

With email inbox integration, you will get the resume data in your database within 2 seconds. And you will get your perfect candidate in a fraction of time.

Isn't it exciting?

"Chatbots can get the same information that any form can — but without the friction and cognitive load that you get when you're staring down a form with 11 required fields, which, if you can believe it, is the industry average."
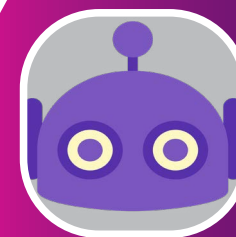
David Cancel
CEO-Drift

Top 3 Actions to Improve Your CX

You can make remarkable improvements in your CX by following a few simple tips.

If you are curious to know, continue reading…

63% job seekers are dissatisfied with the communication from most employers after applying.

Source: talentegy

Chatbots

Candidates expect timely communication from the organization. But recruiters find it challenging to respond to all the queries of candidates. Chatbots can help the recruiters by instantly answering candidates' queries. They can even pre-screen candidates by asking questions related to their resumes.

Bring Clarity to Job Descriptions

Are candidates visiting your career page but not applying?

Candidates come to know about your job through the job description. Make sure that you define the roles and responsibilities clearly and include all the required information such as working days, working hours, salary, etc.

Clear Communication

Send notifications to candidates at every stage of the application process. Even if they are not selected, send them a 'thank you' message for applying to your organization. It will build trust and confidence among the candidates.

Bonus Tip: Try Applying Yourself :)

It is a wonderful way of evaluating where you are lacking in providing a good CX. Use an anonymous name and details and try filling up the job application.

GenerateHigherROIonCXby49%

How much do you save on providing a good candidate experience?

Did you ever think like this?

Most of the time, we are busy calculating the cost spent on our business activities. But the question is: How can you save money spent on CX?

If you reduce the time to apply from 15min+ to 1-5 mins, you are likely to save **28%** *on media costs.*

Source: Starred

Let's explain why HR technology is essential to enhance CX.

We compared the career pages of various organizations to see what kind of candidate experience they provide.

Reducing apply time can lead to **6x** *higher applicant conversion*

Source:Inflightintegration

How Does RChilli Help in Improving Candidate Conversion Rates?

RChilli helps its clients hire the perfect candidate in a fraction of time with its intuitive solutions.

Parse

Once you integrate a resume parser with your ATS, it facilitates quick resume submissions. The candidates only need to upload their resume, and the resume parser automatically fills the data fields. It extracts the resume data and saves it in data fields such as education, experience, skills, etc. Thus, your candidate does not have to fill in lengthy job applications with repetitive information.

Match

The comprehensive matching technology of RChilli helps in offering a fantastic CX by providing

• job recommendations matching their resumes
• similar job recommendations matching a specific job position

Taxonomy

Taxonomy 3.0 enhances the job searching capability of the candidates. It enhances the candidate experience by showing them the recommended job titles while searching.

Watchthisvideotoseewhythe organizationthatusesaresume parser,providesthebestcandidate experience.
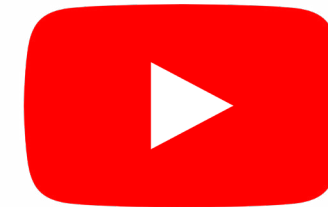
50-70%
of candidates drop out of your apply process if it takes more than

Source: appcast

Saving Man-Hours for Fast Recruitment

If you could save unlimited man-hours and get a fast recruitment process, what would that be worth to you?

A traditional hiring process takes 45 days to close a job.

Our technology is on a mission to close the same in less than 3-4 hours.

As our resume parser extracts the resume information and saves it in 140+ data fields in your ATS, it saves the time that recruiters spend in manually entering all the data.

> RChilli speeds up the recruitment process by reducing the recruiters' data entry time by **89%**.

We also enhance their searching capabilities by showing them 7-10 good profiles with all rankings and parameters they can think of. As a result, it shortens the recruitment process and saves recruiters' time.

Are you calculating the man-hours you can save now?

Watch How Our Customer, impress.ai,AchievedHigherROIon CX through Us?

> A recruiter spends on average **23 hours** screening resumes for a single hire.
>
> Source: Ideal

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.

Contact Info

📞 +1 877 572-7737

✉️ team@rchilli.com

📍 2603 Camino Ramon, Suite 272, San Ramon, CA, 94583,USA

Connect with Us

[f] [twitter] [in]

Get a Personalized Demo