

Candidate Experience



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Introduction

My master's thesis topic is "Candidate Experience". The purpose of the thesis is to map the current candidate experience in the XY Company and recommend what can be improved.

I was focusing on candidates, who were rejected after final round of the interview, or on those who decided to reject the offer. My focus was on the candidates from the Nordic countries (Sweden, Norway, Finland, and Denmark) who were in the process in the year 2019.

Theoretical part

In the theoretical part I was describing:

- Candidate Experience Term
- Positive and Poor Candidate Experience
- Employer Brand
- Talent Attraction, Including TA techniques
- Candidate Journey
- How we Can Influence The Candidate Experience in each stage

Practical part

I have prepared a short form with questions related to their personal candidate experience from the hiring process for them to answer whilst I was having informal phone conversations with them.

Examples of questions:

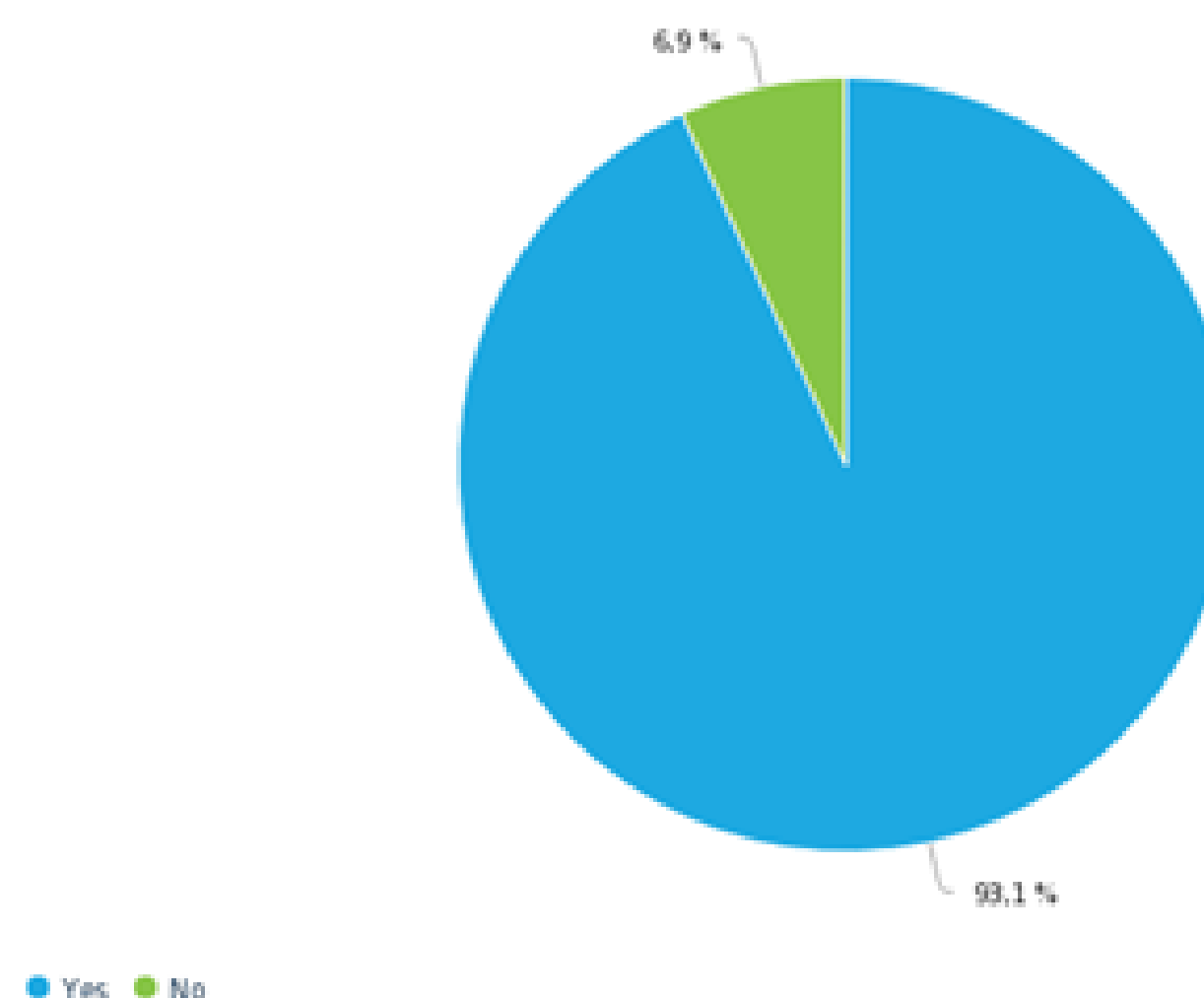
- How would you rate impression from overall hiring process in the XY Company? (1 – poor, 10 – the best)
- How would you rate the quality & timing of the interview feedback provided? (1 – poor, 10 – the best)
- What was your first connection? And what is your feedback?
- Would you be interested to apply again and join the XY Company based on your previous experience?
- How were you informed about the result of the interviewing process? How would you rate the quality & timing of feedback provided?

Results

- **99,1%** of the candidates would like to be contacted again and join the XY Company - **Graph 1**
- **16** candidates never receive the feedback
- **10** candidates received the auto-reject email
- **61** candidates were impressed by the hiring managers
- **57** candidates described pleasant atmosphere during the interview

Graph 1

Would you be interested to apply again and join the XY Company based on your previous experience?



How satisfied were you with the first round of the interview?

THE CANDIDATES STATEMENTS	Frequency (number of candidates)
Well prepared Hiring manager	61
Natural approach	59
Sharing detailed information about the role	63
Professional Hiring managers	63
Pleasant atmosphere	57

Suggestion for Improvement

Based on the informal phone call with the candidates and the knowledge gained from the theoretical part, I am dividing the suggestion into 3 groups:

- **Time and timelines**
 - to schedule extra time for feedback summary right after interview, to share it asap
- **Communication and feedback**
 - to have a debrief call with hiring manager to discuss the detailed interview feedback
- **Education of Hiring managers**
 - To educate new hiring managers on how to lead the interview, what are the forbidden questions, how to engage with the candidate, etc.

References

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3. Bradt, George & Vonnegut Mary. Onboarding: How to Get Your New Em-ployees Up to Speed in Half the Time Hardcover. John Wiley & Sons Inc. 2009. 97