

Key Strategies to Streamline THE CANDIDATE JOURNEY

Candidate becomes aware of a job opening (and possibly the employer) for the first time.


Awareness
Candidate-centric recruitment

Ensure every stage of the recruitment process is personalized to the candidate, emphasizing their needs and experience.

Candidate evaluates the role and the company. They may research the company's culture, values, and reputation to determine if it aligns with their career goals and values.


Consideration
Provide realistic job previews

Showcase your company culture and mission to help candidates envision themselves working at your company.

Candidates who decide to move forward with an application submit their resumes and other required materials through the company's application process.


Application
Pre-application consideration


The candidate journey commences long before the application stage. To attract the right people, strengthen your employer branding to create a positive impression.

Candidate may go through an initial screening process, which can include resume reviews, phone screenings, or online assessments.


Screening
Address candidate needs

Job seekers prioritize transparency and communication. Identify and communicate how your job openings align with candidates' career goals and fulfill their needs.

Candidate is invited to participate in one or more interviews and may be required to complete assessments or tests relevant to the job. Combined, these two pieces of the process help the company decide whether to extend a job offer.


Interview, Assessment, and Decision
Reevaluate the application process

Unnecessarily long application processes can deter candidates. Simplify the process and, when possible, offer candidates control over the application process, such as self-scheduling interviews.

Candidate accepts the job offer and moves into the onboarding phase, where they complete necessary paperwork, receive training, and integrate into the company's culture.


Onboarding
Don't neglect the pre-boarding stage

Extending the candidate journey through pre-boarding can help your new hires stay engaged and get excited. Use this phase to foster a sense of commitment and enthusiasm in new hires.

Candidate is not selected for the position, and the journey ends; however, it may not close the door on their relationship with the hiring company. By nurturing candidates, employers can maintain strong relationships with future opportunities in mind.


Rejection
Be consistent and transparent

Nurture candidates with personalized content, company news, thought leadership, new positions that may be a fit, and other valuable content that reinforces your employer brand.

The candidate journey continues post-hire. This includes ongoing interactions and experiences with the company as they settle into their new role and environment.


Post-Hire
Be consistent and transparent

Always fulfill commitments to candidates, such as estimated response times and hiring decisions. Approaching every decision as a marketing campaign can help you strategize appropriately — and help you better assess how the process reflects your company's image.