

Measuring candidate experience. Increasing quality of hire.

THE DISCONNECT

FORTY TWO %

Percentage of HR professionals that do not evaluate candidate experience



Meanwhile...

91% of HR leaders say candidate experience has a direct impact on quality of hire

LESS THAN 4% DISAGREE



WHEN TO MEASURE CANDIDATE EXPERIENCE

58% of organisations evaluate candidate experience



CANDIDATE EXPERIENCE IMPACT

- Improved communications & responsiveness
- Enhanced application process
- Shorter cycle times

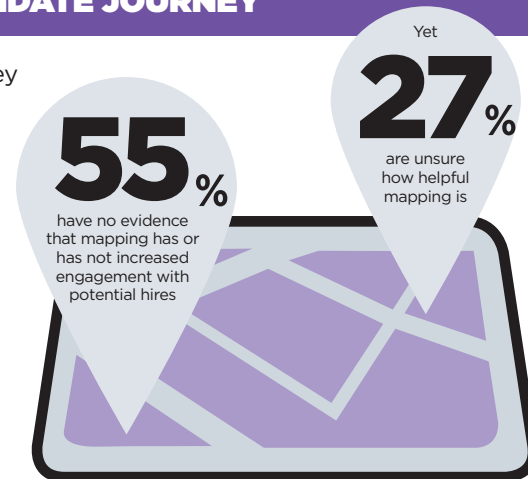
HOW TO MEASURE CANDIDATE EXPERIENCE

76% of organisations collect a mix of qualitative & quantitative data

Qualitative Methods		Quantitative Methods	
38% Candidate feedback	23% Communications audit	27% Process analysis	25% Advert tracking
21% Digital/social media audit	17% Web search findings	25% Social media analytics	22% Web analytics

MAPPING THE CANDIDATE JOURNEY

Mapping the candidate journey has helped **70%** of employers reduce risks & increase engagement with potential quality hires



Source: Changeboard research conducted in partnership with Cielo, 2016