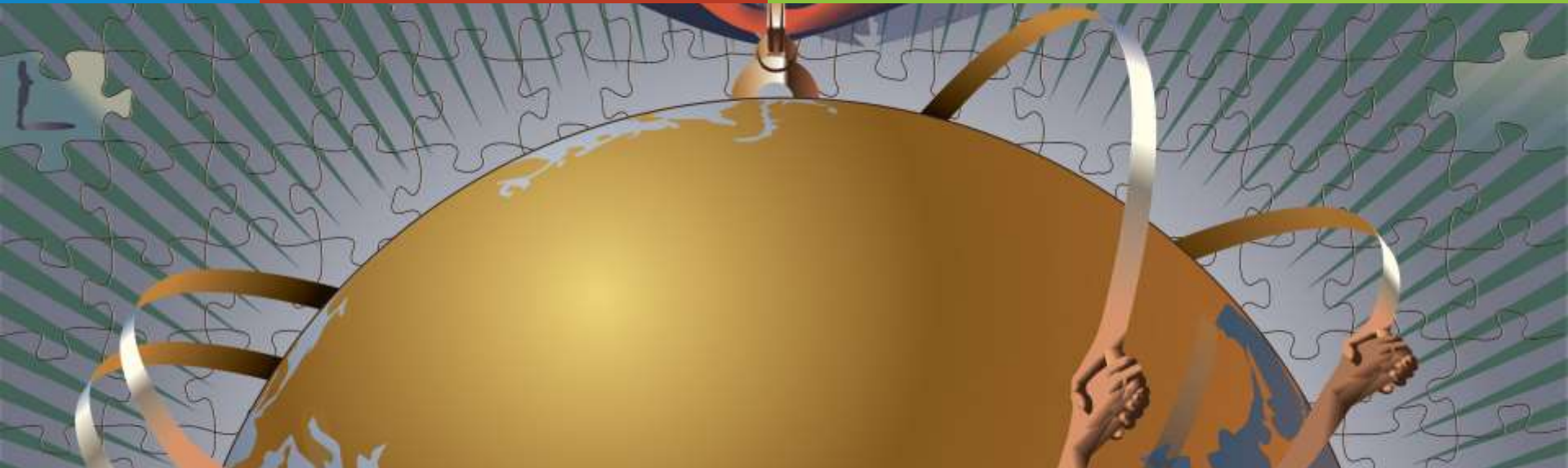


THE BUSINESS IMPACT OF CANDIDATE EXPERIENCE

SEPTEMBER 10, 2019



Welcome!



Kevin W. Grossman
President and Board Member
Talent Board
kevin.grossman@thetalentboard.org
[@KevinWGrossman](https://www.linkedin.com/in/kevinwgrossman)
www.linkedin.com/in/kevinwgrossman





ugh

strategic task

administrative burden





23%

2019 General Feedback:

Overall resentment goes from 14% to 10% — a 29% decrease

2019 Specific Feedback:

Overall resentment goes from 14% to 10% — a 29% decrease

Great experience goes from 25% to 30% — a 20% increase



Talent Board and the Candidate Experience Awards, founded in 2011, is the first non-profit research organization focused on the elevation and promotion of a quality candidate experience with industry benchmarks that highlight accountability, fairness and business impact.





TALENT BOARD NORTH AMERICAN RESEARCH INSIGHTS

Candidate Experience includes all the interactions 24/7...

...Candidate Engagement includes the heavy lifting over time.



Primary Recruiting Initiatives/Activities	
Candidate Experience	74.1%
Employer Branding	65.0%
Recruitment Marketing	58.0%
Career Site Development	47.6%
Diversity and Inclusion	41.3%
Analytics and Data Management	39.9%
Employee Referrals	39.2%
Social Recruiting	37.1%
Onboarding	35.7%
Targeted Sourcing	35.7%

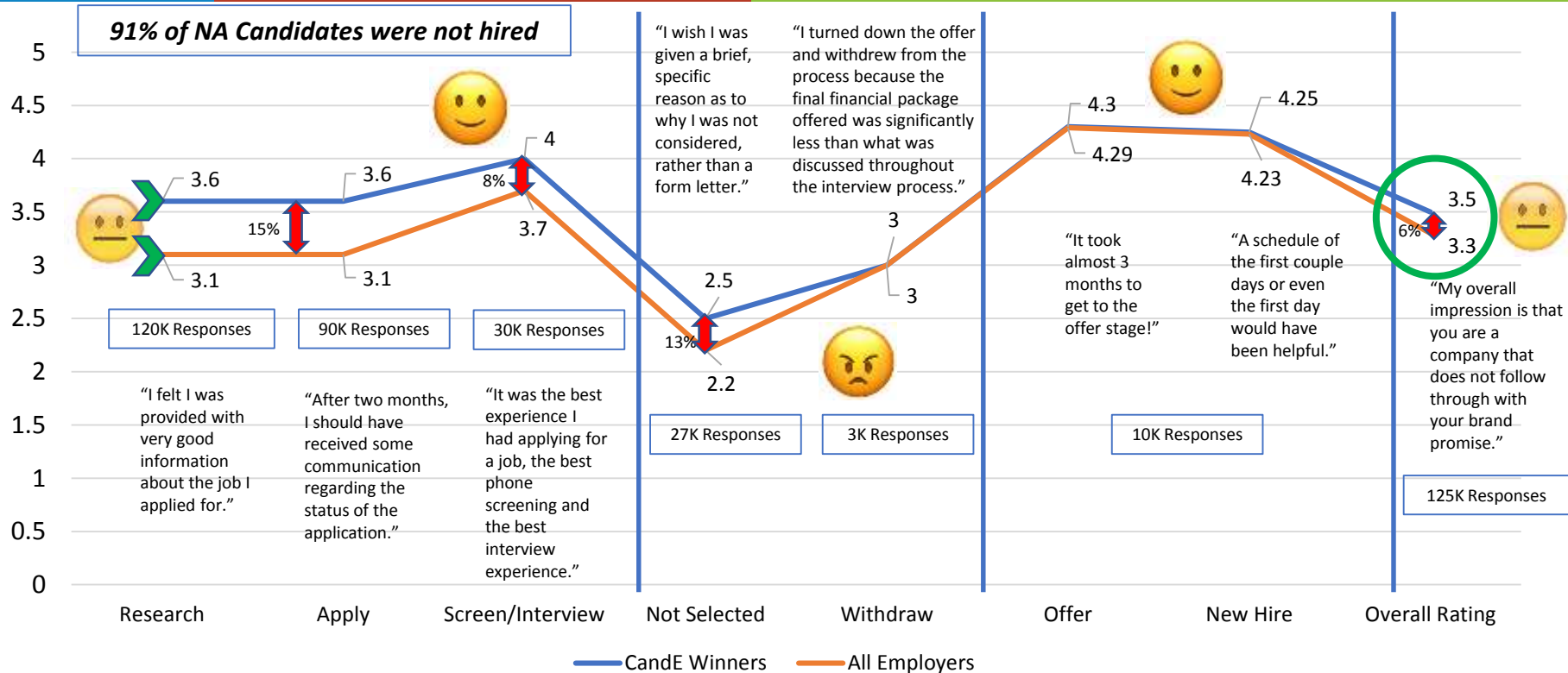


Over the past 9 years of the Talent Board Benchmark Research program, here are some **clear competitive differentiators**:

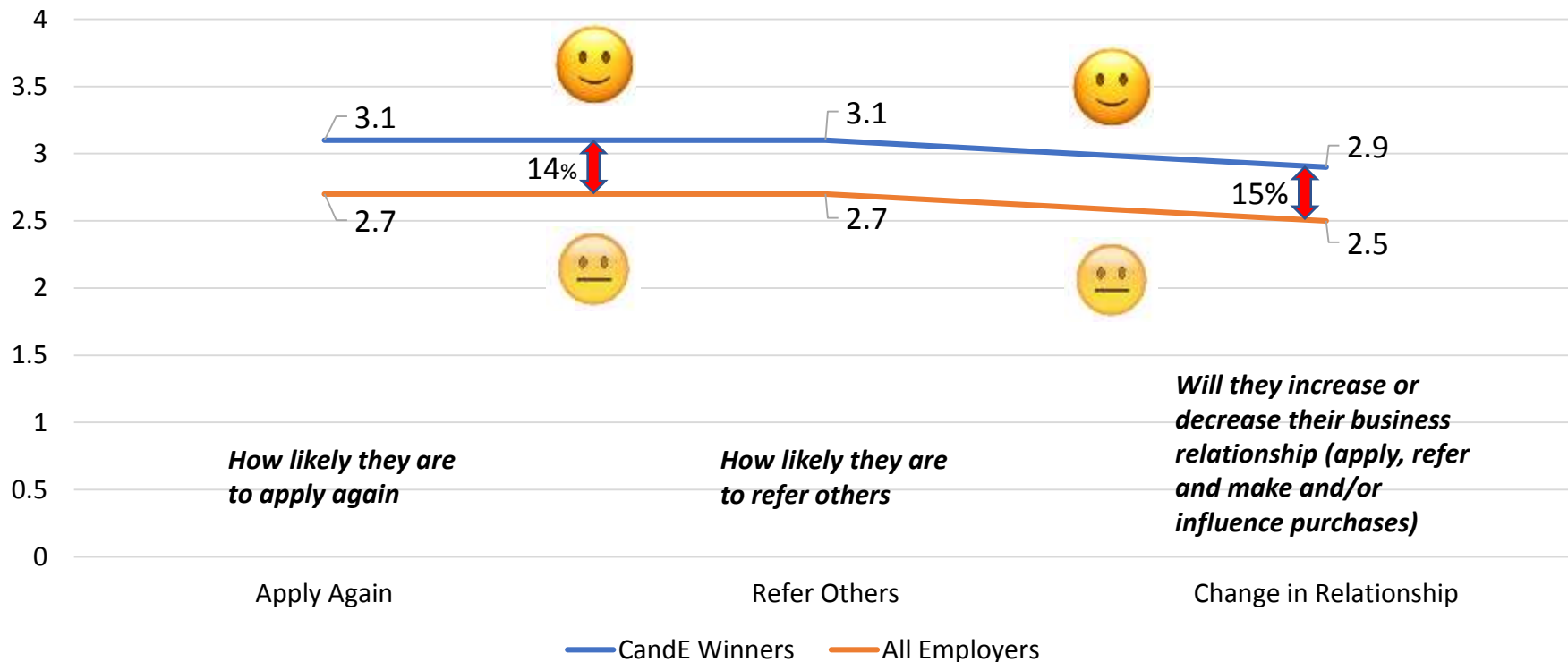
- *Listen more and communicate often*
- *Ask for feedback and provide feedback more often*
- *Set better expectations about the recruiting process*
- *Employers that hold themselves more accountable*
- *Be perceived by candidates as having a “fairer” process*



2018 NA Candidate Journey by Likert Scale Ratings



NA Candidate 4-PT NPS Ratings







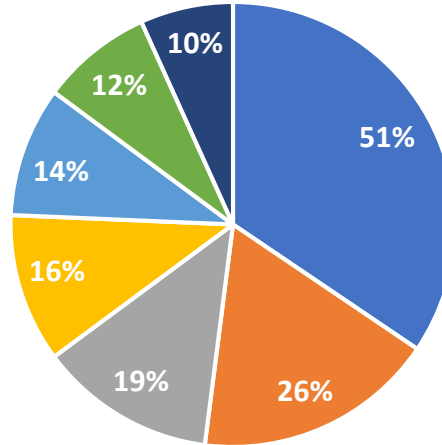




THE BUSINESS IMPACT



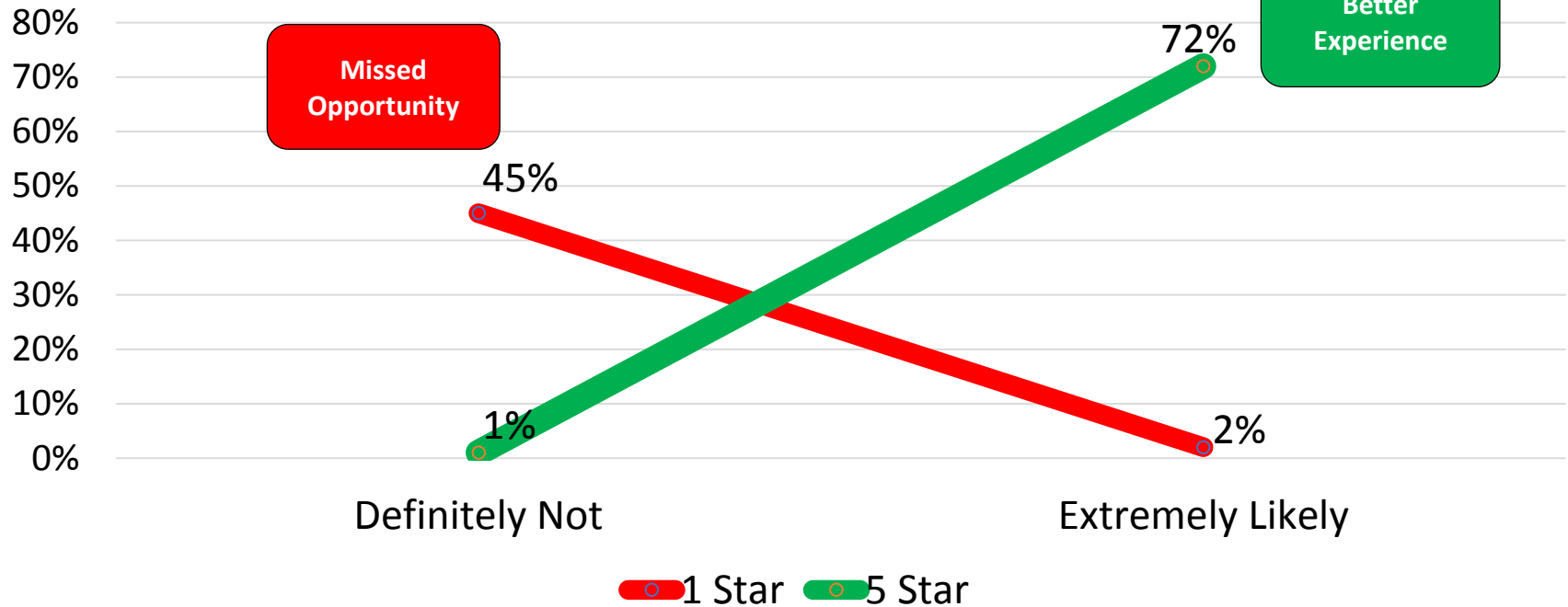
The Business Impact – Withdrawal



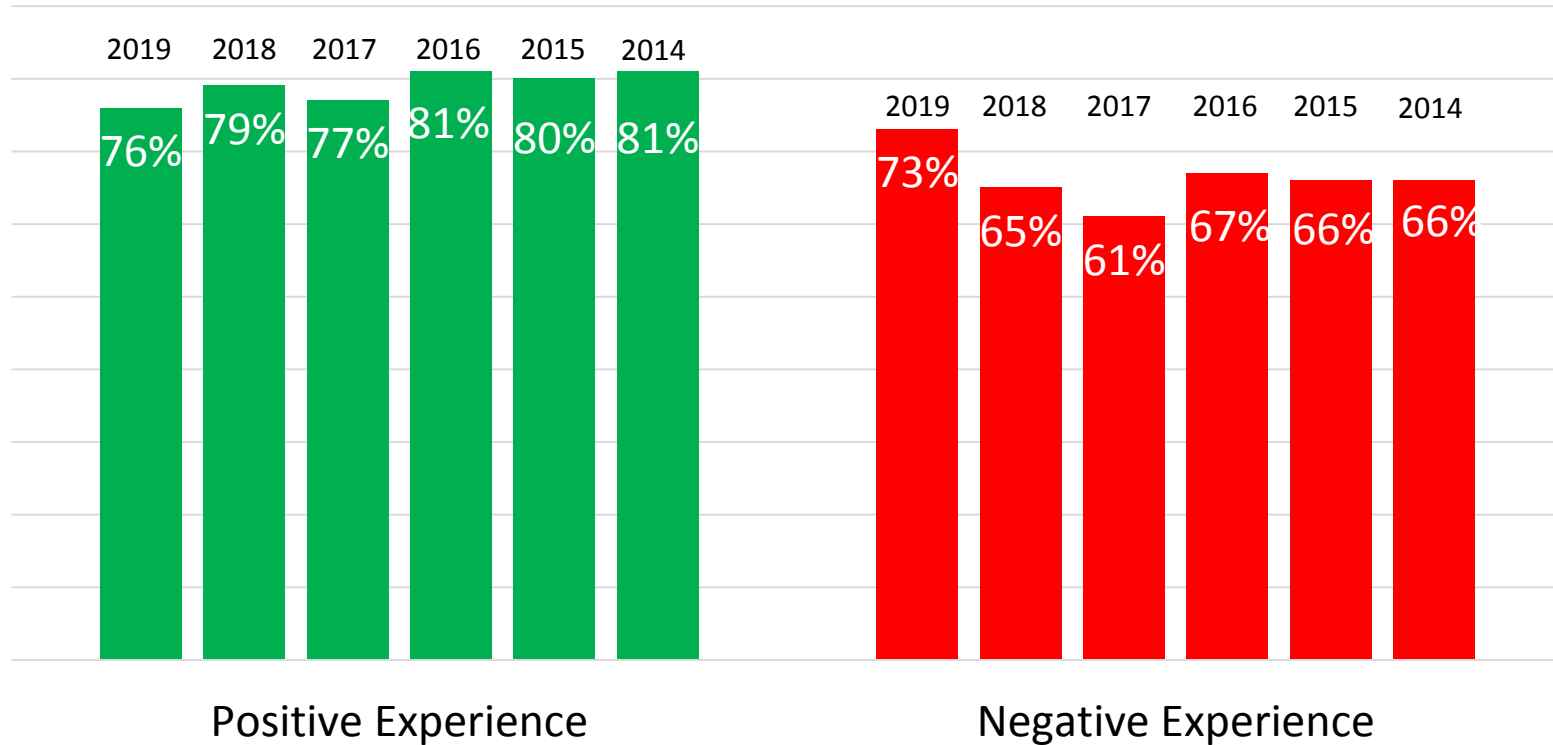
- Time Disrespected During Interviews and Appointments
- Process Took Too Long
- Salary Didn't Meet Expectations
- Job Description and Interview Discrepancy
- Company Culture Not a Fit
- Poor Communication
- Poor Rapport

The Business Impact – Refer

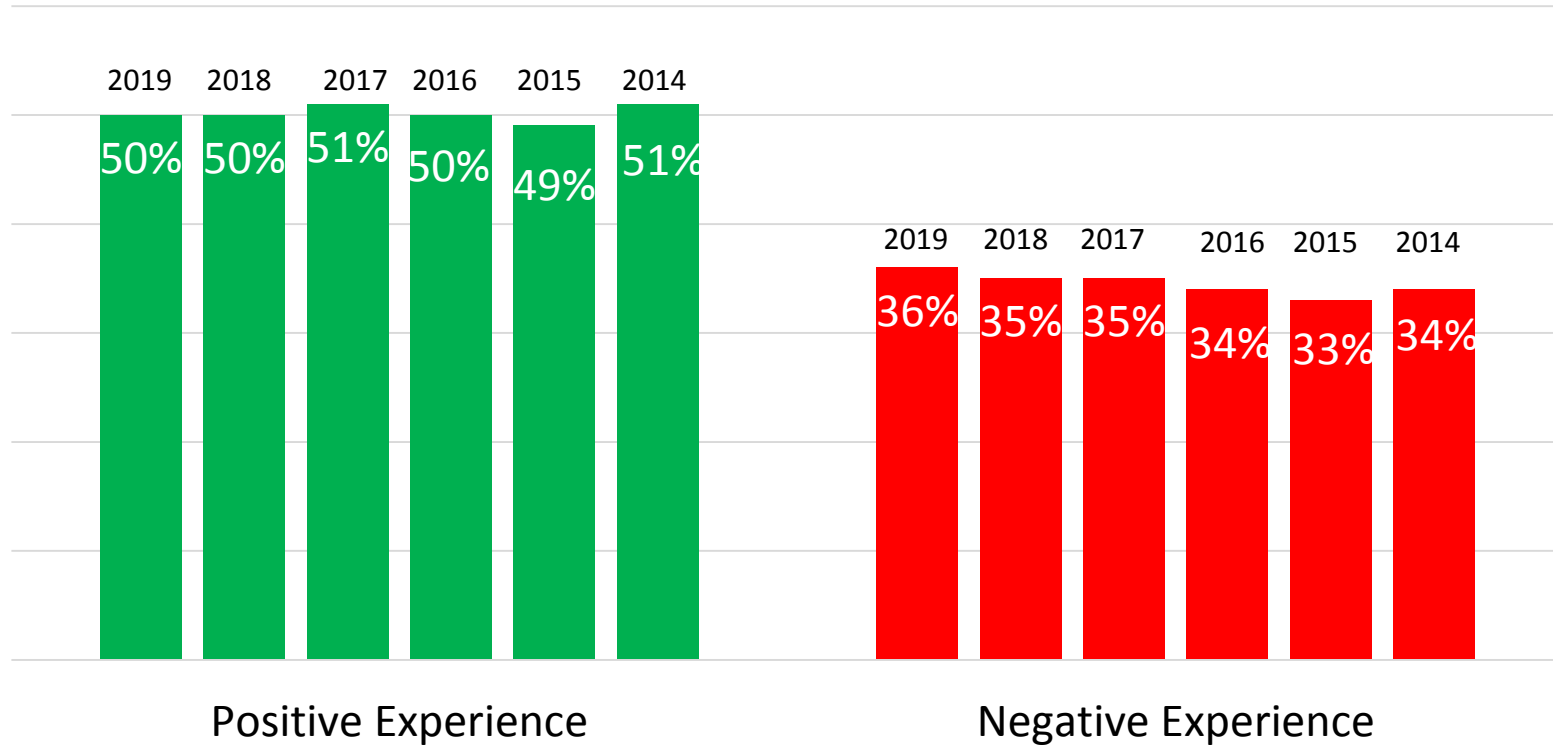
How likely are candidates to refer?



The Business Impact – Inner Circle

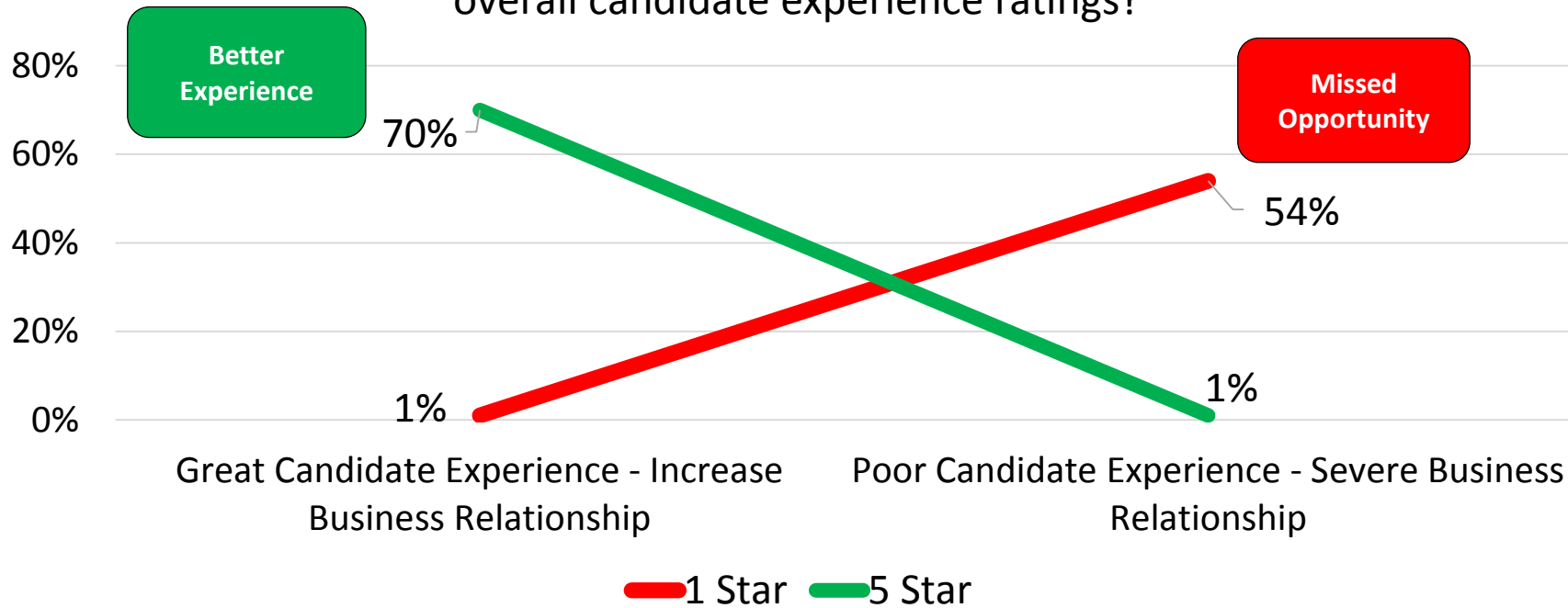


The Business Impact – Online

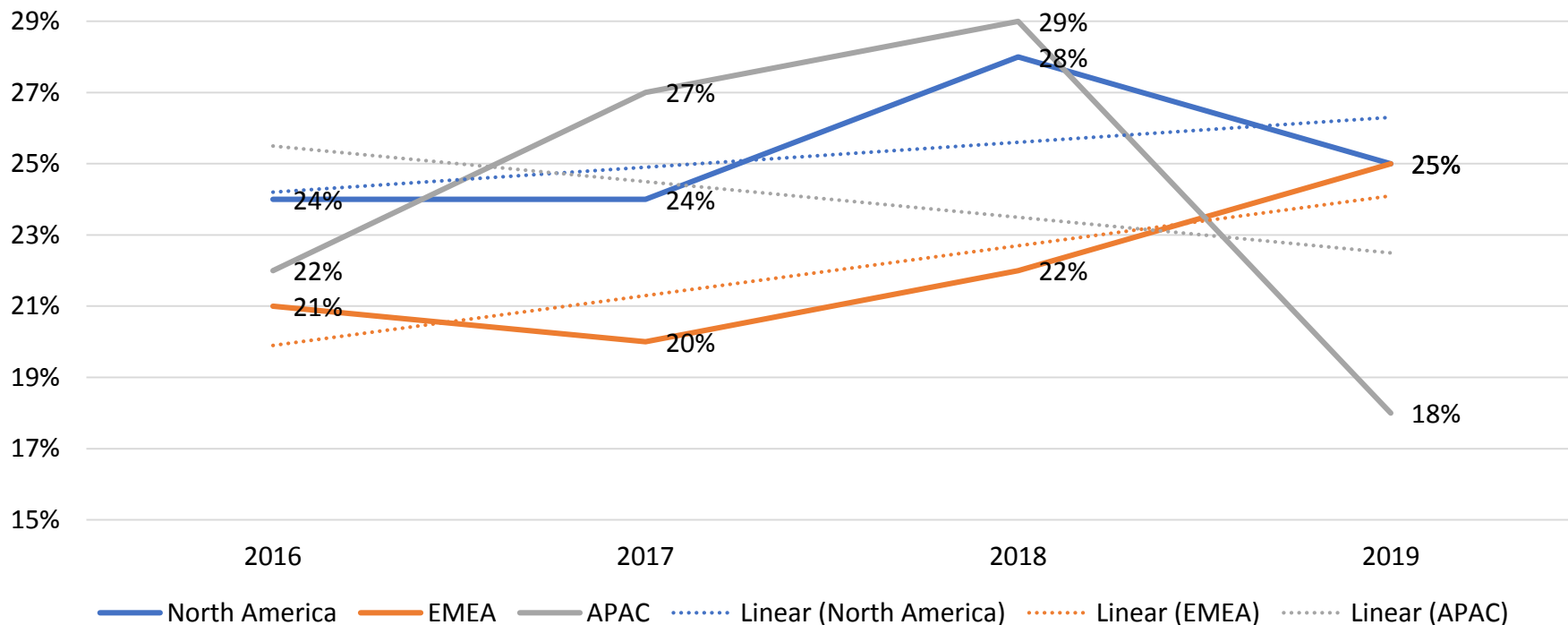


The Business Impact – Relationship

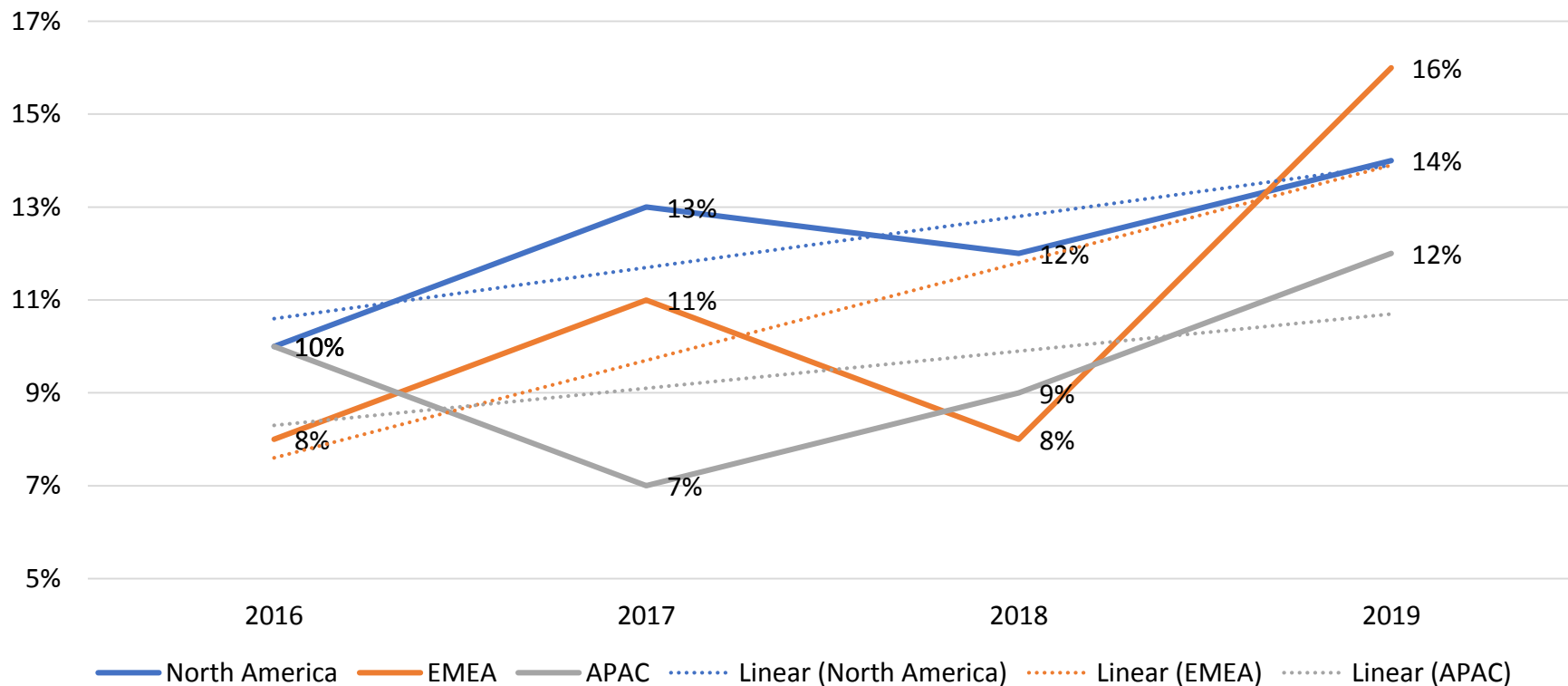
How likely will candidates change relationship status based on their overall candidate experience ratings?



Great Candidate Experience (Increase Relationship)



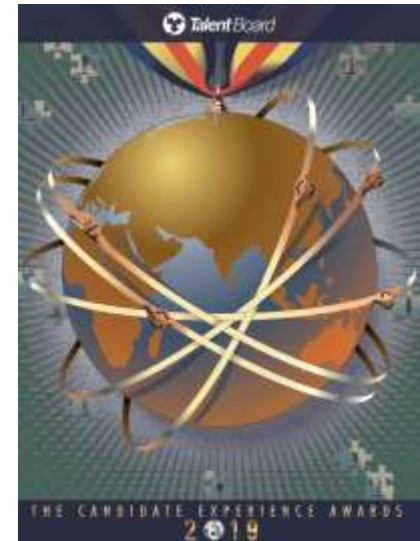
Poor Candidate Experience (Sever Relationship)



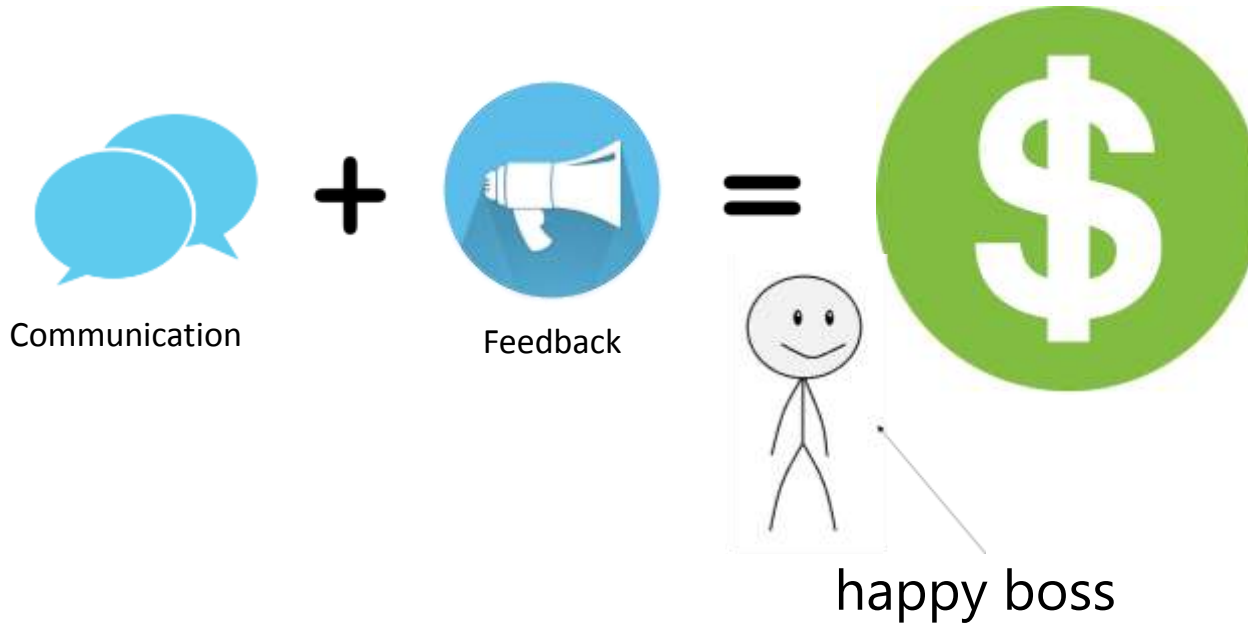


Kimberly-Clark Corporation is a global consumer goods corporation with some of the most recognized brands in world-Huggies, Kleenex, Scott, Cottonelle and Kotex.

- The most important thing – recognize that the candidate is our #1 customer
- Lifetime customer value = \$30,000
- ***If we can get 5% of our annual candidates to be customers, that's another 10,000 customers that could equal \$300 million in revenue***



...it's all about improving the impact on the bottom line.



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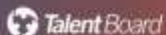


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YOU ARE WHO YOU HIRE





Chris Hoyt
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We are delighted to have
Chris Hoyt as our emcee

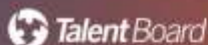
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Yasmine
Roshel-Magel
MECHANICAL ENGINEER,
WATER AND AIRCRAFT



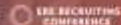
COME LISTEN TO OUR KEYNOTE SPEAKERS TALK ABOUT:

Diversity & Inclusion,
Internal Mobility & Bias, and
Company Culture & Belonging

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Susan LaMotte
CEO + FOUNDER, EXALTED
MODERATOR



Aristavale Bartholomew
GENERAL MANAGER
GLOBAL TALENT SOLUTIONS
PIONEERING



Matt McInnis
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Thank you!



Kevin W. Grossman
President and Board Member
Talent Board
kevin.grossman@thetalentboard.org
[@KevinWGrossman](#)
www.linkedin.com/in/kevinwgrossman

