2019

Candidate Experience Report:
Perceptions & Behaviors

talentegy

CONTENTS

METHODOLOGY

4,000+

Conducted in March 2019, we surveyed over 4,000 candidates, across all industries, generations and job levels, who had applied for a job in the **last 24 months**.

The study used **three primary sources** for candidates and research data.

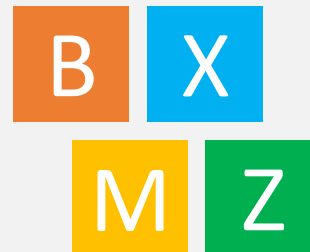Behaviors were profiled across millions of job seekers to support survey results.

Job seekers provided by Nexxt, a recruitment media company, were part of the survey audience.

An Audience Panel provided by Survey Monkey research was surveyed for the study.

The respondents were segmented into generational groups: Baby Boomers, Gen-X, Millennials and Gen-Z. Results and charts are presented with overall and generational results.

INTRODUCTION

WHY CANDIDATE EXPERIENCE MATTERS

While there is no "official" industry-wide definition of what candidate experience means most would define it as how job seekers perceive and react to an employers' recruiting, interviewing, hiring and onboarding processes. It has proven to be directly tied to recruiting performance and the company bottom line, making it one of the most highly regarded talent acquisition topics today. The term has moved from a catchphrase classification to a full-fledged area of focus under the talent acquisition umbrella.

At Talentegy, we wanted to approach our research differently than other industry reports which are primarily focused on a one-to-one relationship experience with a company. However, our business impact findings correlate closely with other significant research in the candidate experience space.* We felt it was important to measure how a candidate's perception plays into the mix across the broader career search and hiring experience. Perception after all is a candidate's reality.

** Refer to **Slide #95** for additional research on this topic.*

Job seekers said a negative experience would impact their decision to buy

54%

Job seekers who had a negative experience would rarely or never reapply again

69%

BUSINESS IMPACTS

CANDIDATE EXPERIENCE PARALYSIS

Making it urgent and important

It should come as no surprise to most of us in the HR industry that candidates still have negative things to say about most company's employment processes. However, now that is amplified by the transparency of social media and the ease to which it can be shared publicly. In fact, **69.4% of our respondents said they were likely or very likely to share their negative employment experience** with their friends and network, and conversely if **positive at 82.4%.** While some of the dissatisfaction could be sour grapes as HR turns most away, it still represents a significant business impact if candidates have a negative experience.

The critical missing step is how can Talent Acquisition leaders put that negative impact into numbers that speak to CEOs who need to fund initiatives to improve it. CEOs understand business and revenue impacts, just ask your sales and marketing leaders who must put those same data insights, goals and metrics together at every meeting. These negative experience impacts also go way beyond HR and into the revenue pockets of a company with **54.1%** of job seekers who had **a poor candidate experience stated it would have a negative influence on their decision to purchase a company's products or services or on their brand perception**.

How you treat candidates, even if not hired the first time around, will also make or break a company's top of the funnel pipeline. Our research shows a **negative experience means over 68.5% are unlikely or very unlikely to never apply again**, not to mention them sharing that with others which only brings this resentment percentage up even higher.

With more job openings than people to fill them, companies can't afford to turn off candidates in droves. Imagine if 68% of your company's customers never came back to buy anything else after their first purchase. Where would that business be? It would be "out of business." The dispositioning process, if treated well, in the end, is far less expensive than it is to spend more money remarketing out to job seekers only to continue the vicious cycle on delivering bad candidate experiences.

Many employers realize that is likely the case with their own candidate experience, and some blatantly acknowledge it, but most companies just seem paralyzed to act upon it. It's not really a tech problem but we likely throw tech at it in hopes of fixing it. It's not about more content on your website, but we often think personalization will solve the experience result – it doesn't. Our research shows part of the negative experience felt is caused by the **overwhelming lack of communication after applying with 63.2% of job seekers being dissatisfied or extremely dissatisfied**. Just improving that one component would bring huge impacts to the business.

Agreeably, we in HR are engrained into the norms of our industry and its realities which can make it hard to see the forest for the trees. We know what HR teams need to accomplish in a day and the resources they often have to do them, and sometimes that is a struggle to determine what we can offer candidates as it relates to time, communication and feedback. We all felt technology would help with this problem, but in reality, it hasn't changed the perceptions of job seekers from 20 plus years ago when we never heard of an ATS, AI or job boards for that matter.

63% ❯

Job seekers who are dissatisfied with the communication from most employers after applying

Never or rarely were asked for feedback after they applied ❮ # 75%

Unfortunately, job seekers who are less savvy in the world in which HR operates, are only able to express the dissatisfaction they've had in the process. Like it or not, that is their candidate experience perspective and that often impacts a company from acquiring great talent down the line or for future opportunities that are a better fit. Sadly, most candidates, **68.6% percent in our research**, **would rarely or never reapply** with a company from which they experienced a negative candidate experience. That's a huge barrier on keeping the talent pipeline full.

The top of the funnel is getting much smaller when there are 7.6 million job openings* which far exceeds the unemployed – further tipping the balance in favor of job seekers. Companies need to optimize every touch point they have with candidates as well as maximize their recruitment marketing spend wherever possible. That means delivering a positive candidate experience across the board and mapping out the candidate journey to know exactly where to make improvements.

* US Bureau of Labor & Statistics, Jan. 2019

Job seekers who would share a positive candidate experience

‹ **82%**

Job seekers who would share a poor candidate experience

‹ **69%**

RESEARCH

43%

Spend at least 1-2 hours researching your company before engaging in a job search

COMPANY RESEARCH IS A JOB SEEKER'S FIRST IMPRESSION

Will your employment brand stand out?

With the unemployment rate at an all-time low, job seekers are taking a much more strategic approach to how they research companies before they decide to change jobs. Many, **43.7%, are spending at least 1-2 hours in their efforts on a specific employer with another 11.6% stating it's as high as 3-5+ hours**.

Our research also indicates job seekers use several resources to learn more about how they may fit within your company and culture before they even consider applying. We asked survey respondents to pick the top sources they used when they start to consider a job change and limited their responses to 3 and across a variety of typical starting points. The results were interesting and varied across the generations.

We've been hearing **job boards** are dead for several years, but they **scored highest in our survey results at 74.5% overall** with professional social networks taking the second spot at 55.6% and the company's career site third highest with 31.1%. Recommendations from friends and peers (27.3%), search engines (27.2%) and employer research sites (26%) were all very closely scored in our overall results.

However, we did find notable generational differences in the results with **Millennials and Gen-Z candidates using a much wider array of sources** than their Baby Boomer and Gen-X counterparts. Additionally, **Millennials and Gen-Z** candidates **strongly favored search engines (37.9% and 61.3% respectively)** and non-professional social media.

We also wanted to better understand the **importance job seekers placed on resources** where employers don't directly control the content and messaging about themselves. We asked respondents to rate how important the following resources are in their consideration of a company for employment: non-professional social media channels, professional social media channels, feedback from friends and peers, and ratings and feedback on company review sites. Overall, **ratings and feedback on employer review sites scored highest (84.2%)** with a very narrow margin over feedback from friends and peers at (84.1%) as somewhat to extremely important. Overall, professional social media scored 66.9% vs. non-professional social media channels at 35.8%. Again, notably, Millennials and Gen-Z respondents trended lower on the importance scale for professional social media and higher on the importance scale for non-professional social media than their Baby Boomer and Gen-X counterparts. **Detailed results for each question can be reviewed [here].**

These results underscore the importance of providing compelling employment content for job seekers when possible and being keenly aware of employer reputation and brand.

Job boards are still a top resource when starting a job search

‹ **75%**

Job seekers listed professional social networks second highest resource

‹ **56%**

Job seekers listed the career website third highest resource

‹ **31%**

Note, while we partnered with Nexxt Market Research which comprised about a third of the survey respondents overall, the outcome for top resource (job boards) didn't change when we excluded and filtered their audience data out. While search engines and the career website traded places, the other resource positions remained the same. For transparency, we have also included those filtered results below:

- Job boards (65.1%)
- Professional social networks (42.8%)
- Search engines (38%)
- Company career website (34.8%)
- Employer research sites (23.5%)
- Headhunters/Staffing firms (9.02%)
- Non-professional social media channels (8.44%)
- Other (4.97%)

CONTENT & FEATURES

Job seekers that rate the ability to follow-up on an application as the most important feature on a career website

95%

MAXIMIZE YOUR RECRUITMENT MARKETING SPEND

What job seekers find most valuable

Employers have more options than ever to improve the candidate experience by providing compelling content to tell the story about what it is like to work at the company and to promote their overall culture and values as part of the employer brand. There are also some key technologies gaining traction in talent acquisition such as chatbots and video interviewing platforms that can drive both higher satisfaction and efficiency in the recruiting process.

We asked respondents about the **importance of six "features" on a company's career website by rating them as not at all important to extremely important** on a 5-point scale. For analysis purposes, we grouped somewhat important, very important and extremely important into one score and ranked the six features from highest to lowest as follows:

> An understanding of how-to follow-up on an application (94.9%)
> The ability to find information on culture and benefits (93.5%)
> Clear instructions on how to get help (85.1%)
> Employee testimonials (73.6%)
> Video content about the job or company (54.6%)
> The use of a chatbot or chat capability (25.9%)

Both the detailed overall and generational results can be found [here].

Overall, the results continue to show a strong demand for content that **helps candidates understand how to follow-up on an application and get help** when needed. There's also a strong desire for information about culture and benefits and to understand what it's like to work for a company through a current employee's point of view. And video content was viewed more important than not as a means of consuming information about a company or related jobs.

Only **chatbots and chat capabilities** fell below the more important than not threshold although generationally, **Gen-Z respondents rated the importance significantly higher at 39.6%.** There's no doubt that chatbots or a chat function can provide recruiting efficiencies that serve to provide a connection to key information such as how-to follow-up on an application, general help and linkage to other content. But those benefits haven't broadly translated into the same level of perceived value by the candidates yet or equally with most employers. **Only 13.6% of our respondents were ever presented with a way to get help when needed**, whether that was via interaction help, chat or even a feedback mechanism. We expect to see that change as chatbots mature.

Except for Gen-Z, the other generations were closely aligned on this question with Gen-Z scoring clear instructions, employee testimonials and chatbot capabilities higher than their other generational counterparts.

›**40%** Gen-Z respondents rated the importance of chat features higher than their counterparts

›**19%** Job seekers who were presented with a way to get help when needed

We also asked which method of interviewing is preferred and offered video, in-person and no specific preference as choices.

Interesting to note that while there are many innovative video interviewing tools in the market, **all generations, 74.7%, still prefer in-person interviews** over video interviews. In fact, against what one might assume could be a generational gap in adoption and comfortability, it's not. We found **Millennials and Gen- Z** also have the same preferences for **in-person interviews** as their older counterparts at **70.1% and 79.1%** respectively.

This isn't to say video interviewing isn't an extremely effective and efficient resource for HR teams, it is more likely candidates are less comfortable given the "preference" if asked and required technical preparation to get it right. A simple Google search on "how to prepare for a video interview" brings back over 175,000,000 results. Everything from video vendors in the space giving advice to tutorials and YouTube videos by career consultants and job boards. This plays well into why people may have a significant preference to elect in-person vs. video interviews, even if they are completely comfortable using video in their personal life's. That apparently doesn't ring true in a professional environment if given a choice. **An example of a "how to guide" can be found [here]**. No wonder it's intimidating from the right lighting to camera angles and eye contact to clothing and even the perfect chair – one can see how most get overwhelmed.

Job seekers that prefer in-person interviews over video interviews

‹75%

TECHNICAL ISSUES & HELP

Job seekers that encountered a technical issue during the apply process

56%

RECRUITING TECHNOLOGY STILL NEEDS WORK

Good help is hard to find

Our study shows that more than half at **56.3% of the respondents have encountered a technical issue,** error or have been unable to complete the search and application process because of such derailments. This leaves many to abandon their efforts, and sadly, never to return. Generationally, **Millennials and Gen-Z were at 50% while Baby Boomers and Gen-X encountered issues 59.3%** of the time, so there is a small difference there, but that is still an exceedingly high rate of technical issues encountered for a function that has been around since some of the earliest days of the Web. We wanted to better understand how job seekers are experiencing the search and apply process so inevitably we looked to what types of devices they were using.

A great mobile experience for job seekers has yet to be realized. Over the past few years many recruiting tech vendors have made enhancements to their platforms to make them more mobile accessible, but most are still far from mobile-friendly. This is also true of most career websites.

We asked respondents who indicated that they had encountered a technical issue what type of device they were using. Answer choices were a desktop/laptop, a mobile device/tablet or a combination of both. Overall, **desktop/laptop accounted for 32.8%, mobile/tablet for 27.4% and both had the highest overall with 39.6%**.

We continue to see job seekers needing to use a combination of mobile and more traditional large screen, PC-like devices to search and apply for jobs. In the survey, we see **68.4% of job seekers either used a mobile device or a combination of mobile and desktop-style devices to search and apply for jobs**. Generationally, we see Gen-X and Gen-Z with higher than average mobile/tablet only scores.

We also see this in **Talentegy client data** as well with mobile device traffic ranging between 45%-60% of the overall career site and application traffic. But while we see mobile traffic on par or even greater than desktop traffic, **mobile conversions of visitors to job applications lag desktop conversions by 2 to 3 times** on average.
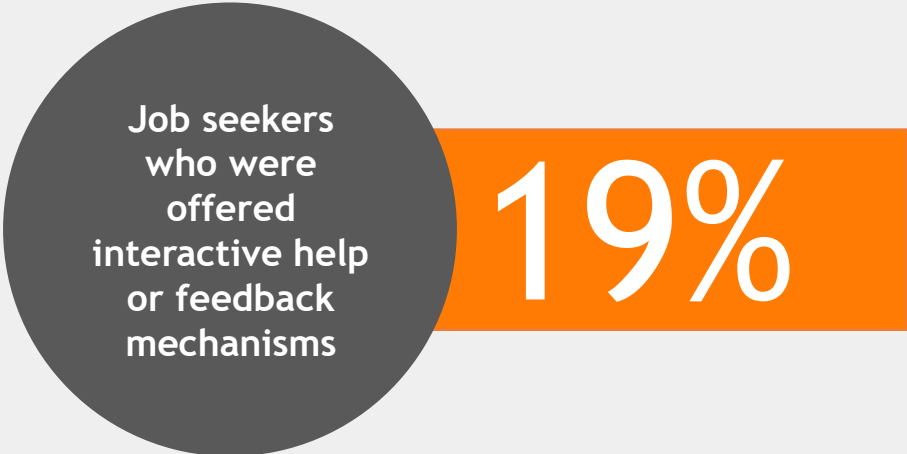
What's more concerning than the high issue rate is the lack of help resources. We asked respondents who encountered issues **if they were offered help via interactive help, chat or other feedback tools and only 18.7% said yes**. Many ATS providers offer a help link or FAQ from the application process but often it's difficult to find and rarely specific. We further asked those who encountered problems to rate their support experience if one was provided. Only **52.7% of respondents rated the support as somewhat useful while 33.3% rated it as very useful to extremely useful**.

Companies spend so much time and budget on driving candidates to the career site to apply only to lose those job seekers to technical issues and a lack of help options leading to lower conversion rates and increased candidate frustration.

33%

Respondents who rated the support experience very-to-extremely helpful

Job seekers who were offered interactive help or feedback mechanisms

19%

COMMUNICATION

CANDIDATE EXPERIENCE STARTS WITH COMMUNICATION

Turns out, we're bad at it

In previous job markets, employers had the luxury to be less communicative with job seekers – they had the upper hand in a tight labor market. That's just not going to cut it in today's competitive talent landscape. Overwhelmingly, candidates still believe the communication black hole in HR is real and has not improved, even with all the technology we tried putting in place to fix it.

After completing an application, **55.1%** of job seekers indicated they were **rarely or never kept informed about their status** in the process with most employers and an **additional 32.3% said** it was **only sometimes**. These high numbers indicate employers are still falling short with most candidates when it comes to their satisfaction around the communication processes they have in place.

As a customer, we expect to know, almost demand, to be kept informed on where we are in the process of fulfilling on a purchase or inquiry. Whether that is tracking where in real-time your Uber driver is, or what stage of delivery your Amazon purchase is in, or even when your Grubhub food delivery will be at your doorstep. This is the expectation candidates have as well with employers. For Millennials and Gen-Z, there is even greater communication dissatisfaction as they've grown up with these deeper digital experience expectations.

55%

Over half of job seekers were rarely or never kept informed after applying

We asked respondents to rate their satisfaction level for the communication they received after applying for a job. Choices were very dissatisfied, dissatisfied, satisfied and very satisfied. **The majority, 63.2%, indicated they were dissatisfied to very dissatisfied with the communication** from most employers. As we look at satisfaction levels across a generational view, there are some striations in the data showcasing Baby Boomers and Gen-X being more dissatisfied with the communication compared to their Gen-Z and Millennial counterparts. However, **only Gen-Z has a satisfaction score over 50%**. This bears notice as the trend would indicate the dissatisfaction level is strongest with candidates who likely have more years of experience in the job market. And as we all know, a senior level role is far more difficult to fill compared to less experienced positions. This brings importance to making sure we especially address the communication processes we have in place for highly skilled and experienced candidates.

Even though the new buzzwords thrown around for AI, big data, mobile, social or personalized content being the future of recruitment marketing communication improvements, if you really think about it, all of these elements are only important in how they help us to enhance candidates' experiences with our brands, and that starts with how we communicate with them. Even with all this technology, most companies are still under performing, at least from a job seekers' perspective.

Seems we may need to get back to the basics and spend less time on all the bells and whistles and refocus on what matters most to your candidate experience satisfaction scores—**COMMUNICATION**.

Job seekers who are dissatisfied with the communication after applying

‹63%

Clear instructions and understanding how to follow-up rated highest when it came to what job seekers value most important in career site content.

FEEDBACK

THE IMPORTANCE OF CANDIDATE FEEDBACK

Employers broadcast when they should be listening

Candidate feedback allows employers to better understand how candidates rate the various steps in their employment process. Yet our **respondents rarely (35.8%) or never (39.7%) were asked for feedback**. But most job seekers would share their experiences **with over 68.5% very likely or likely to provide it**. So why don't employers ask?

Very similar to how marketing and sales evaluate the customer journey, customer feedback helps companies determine what's important to them. For them it is critical in determining where a company's products and services excel or fall short compared to alternatives in the market. Why is that vital step for customers not essential for candidates? Both departments equally compete for market share against their competitors and brand recognition and loyalty with their audience (in recruiting that's referrals). The same should be true with the approach that talent acquisition takes with candidate experience feedback.

In the customer world, research indicates it takes 12 positive experiences* to make up for one unresolved negative one. Unfortunately, based on our survey results after a negative candidate experience, **68.5% are unlikely or very unlikely to ever reapply again**. Talent acquisition doesn't have the same opportunities or touch points to make up for that initial negative interaction. It seems much easier to continue to broadcast out more recruitment marketing messages than it might be to convert more at the top of the funnel with an improved user experience by listening to the voice of your candidates.

From discussions with many Talentegy clients there are two obstacles to implementing a candidate feedback program: fear of what will be said and the lack of resources to address the underlying issues. However, **Talentegy clients who do offer candidate feedback features see double-digit improvement in source effectiveness, candidate conversions and recruiting performance, as well as improvements to external ratings on employer review sites**. It's the best opportunity to increase your candidate pipeline in a very competitive market.

*Source: "Understanding Customers" by Ruby Newell-Legner

Candidates with a negative experience won't reapply again ❮ **69%**

75% ❯ **Never or rarely were asked for feedback after they applied**

Candidates who would offer feedback if asked ❮ **68%**
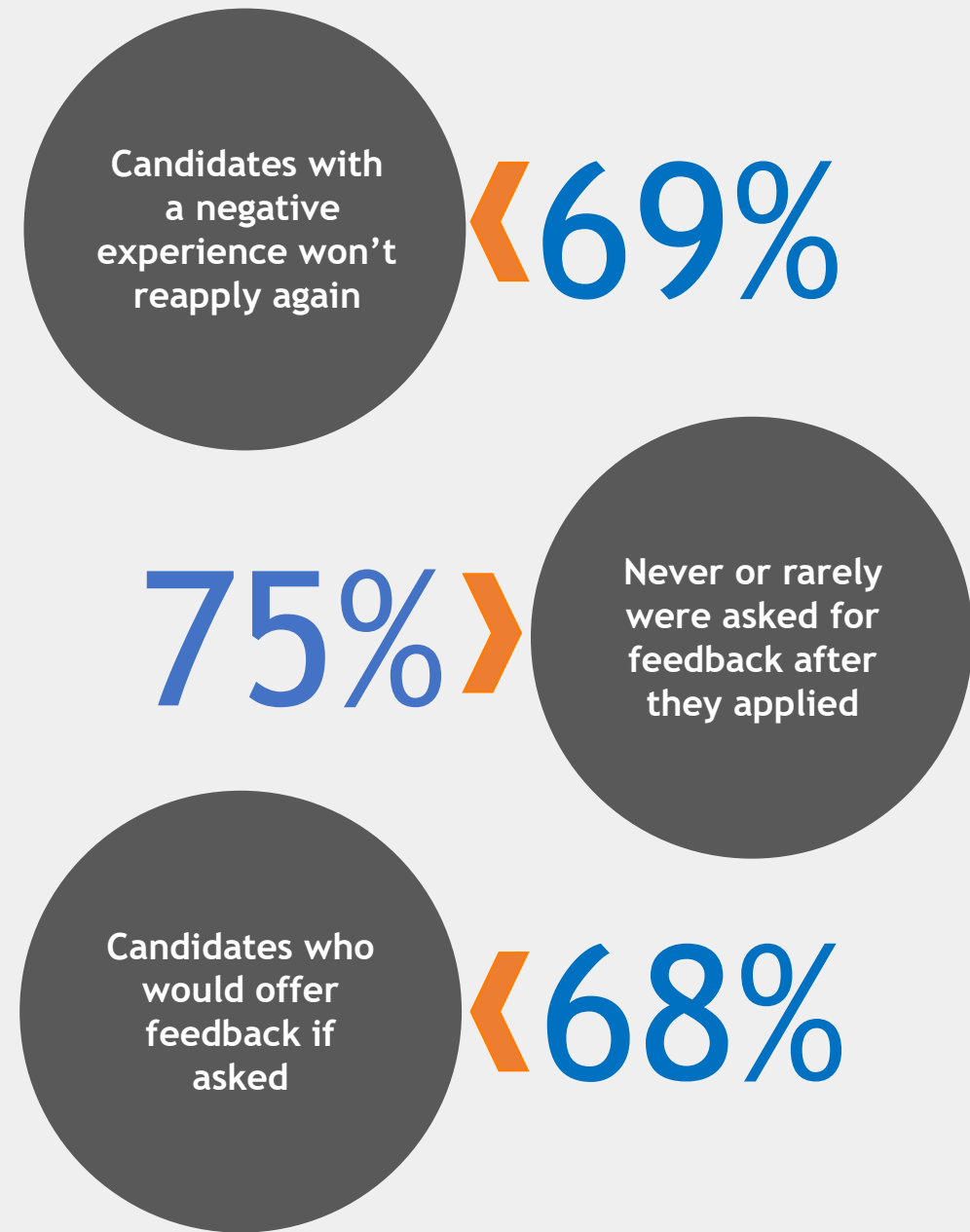
CANDIDATE BEHAVIORS

Job seekers who admit to applying for positions that may not be exactly suited for their current skill or experience level

63%

UNDERSTANDING CANDIDATE PERCEPTIONS

How well do they align with the employment process

We so often make analogies between candidate, consumer and customer behaviors. Talent Acquisition as a function is in the process of transitioning from a process-based, supply chain reactive function to a marketing driven, strategic, data-driven function. And, while that transition seems painfully slow at times, we often forget about some of the incredibly important nuances in attracting and acquiring talent.

In a consumer market, the customer makes a purchase and unless it's consumed generally can return it, get a refund and start over. Those that don't return a product or keep a service also have outlets to give feedback on their satisfaction post-purchase both directly to the company and through feedback shared publicly. The metrics that peel off those activities represent product-to-market fit and are closely monitored and measured by successful companies.

In our Talentegy research, we wanted to understand a candidates' point of view about key behaviors and perceptions during the hiring process to explore where disconnects may occur. First, we started at the very top of the funnel by asking respondents if they ever apply for positions that may not be exactly suited to their current skill and experience level. Their choices were never, rarely, sometimes, usually and always. Overall, 50% of respondents chose sometimes, while 9.64% chose usually and 2.70% chose always. **That's 62.5% of job seekers applying for positions that are likely not a fit or at least not the best fit for them**. Generationally, Millennials make up a larger percentage of the usually and always results, but everyone does it. People generally only make lateral moves when they're dissatisfied with their company or management. It's human nature to want to upgrade.

Let's continue down the funnel and look at a different point of candidate perception that leads to disconnects and frustration. We asked a series of four questions about key stages in the hiring process. The questions were phrased as follows: "Thinking about a job or jobs you applied to, but were not hired for, how well did the following stages match your expectations of the needed skills and experience."

The four stages were:

▶ The application and screening questions during the initial application **[see chart]**

▶ Pre-interview follow-up methods (phone screen, assessments, additional questions) **[see chart]**

▶ The interview process **[see chart]**

▶ Any post-interview evaluation methods (tests, assessments) **[see chart]**

Millennials report a larger percentage of applying to jobs over their skill and experience level

‹ **66%**

The answer choices here were never, sometimes, usually, always and not applicable to factor in candidates who didn't reach the specified stage. For the report, we'll focus on those that answered "never" and "sometimes" as it represents a disconnect between what the candidate expected and their experience.

For the application and screening questions, **33.2% of respondents felt that at least sometimes (and more often than not) the application and initial questions asked didn't match their expectation of the skills and experience needed for the job**. One school of thought says that technology is doing its job to help screen out poor fit candidates, but shouldn't that have happened before the candidate invested the time to research, register and apply? Also, from a candidate attraction cost standpoint, this inflates cost-per-click and programmatic advertising programs. This result is further validated by what we see in Talentegy client activities of the job application process: **Job seekers are up to 5x more likely to exit an application process during the pre-screening questions and more than one third of those who exit, don't continue the job search process with that employer**. An exit at the point of automated pre-screening is an opportunity to redirect the job seeker to other jobs that may be a better fit and a key point of measurement in determining whether recruitment marketing disconnects are occurring.

For pre-interview follow-up the disconnect increases. **Many respondents, 51.7%, felt that at least sometimes (and more often than not) that follow-up methods didn't match their expectations of the skills and experience needed for the job**. Again, the candidate has invested additional time and now the employer has likely invested time and possibly additional expenses.

33% ❯ Respondents felt the application and screening questions didn't match required skills and experience of the job

52% ❯ Respondents felt the pre-interview follow-up didn't match required skills and experience of the job

Moving to the interview process, overall scores fare a bit better at **26.5% of job seekers feeling that at least sometimes (and more often than not) the interview(s) process didn't match their expectations of the skills and experience needed for the job**. While the percentage is lower, **it's still 1 in 4** and by this time both the candidate and employer have made a significant investment in time and possibly additional expenses for the employer for the round.

Lastly, for additional evaluation methods after the interview process including post-interview tests and assessments, **46.9% of respondents felt that at least sometimes (and more often than not) the post-interview evaluation process didn't match their expectations of the skills and experience needed for the job**. Again, at this stage both the candidate and employer have invested a lot of time and the employer most likely has invested in additional screening costs. Providing a means to gather feedback post interview from all candidates and not just silver medalists can provide key insights to better align interview processes with and reduce candidate frustration.

Coupled with a candidate's perception of poor communication and follow-up from the employer, these types of metrics contribute to the black hole that job seekers so often feel that they're in. From an employer perspective, these metrics contribute to candidate ghosting as they disengage from the process, a drag on recruitment resources, hiring manager dissatisfaction and other negative performance and productivity impacts.

Respondents who felt the interview process didn't match required skills and experience of the job

‹27%

Job seekers who felt the post-interview evaluation process didn't match required skills and experience of the job

‹47%

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SURVEY QUESTIONS & CHART INDEX

The following tables list each question asked in the survey along with a classification of the question's analysis. There are 4 classification categories:

- **Overall Results:** These are the results across all respondents for the specific question, as asked without a generational breakdown.

- **Overall Results Generational:** These are the results across all respondents for the specific question, as asked with a generational breakdown. The chart also includes the related data table.

- **Overall Results Hybrid:** These are the results across all respondents for the specific question or questions compiled into a specific view for analysis purposes without a generational breakdown.

- **Overall Results Hybrid Generational:** These are the results across all respondents for the specific question or questions compiled into a specific view for analysis purposes with a generational breakdown. The chart also includes the related data table.

Chart Code	Question	Type	Page
Q1	What type of device(s) did you use when searching and applying for a job?	Overall Results	32
Q1-G	What type of device(s) did you use when searching and applying for a job?	Overall Results Generational	33
Q2	What are your top sources when you start to consider a job change? Choose up to 3 answers.	Overall Results	34
Q2-G	What are your top sources when you start to consider a job change? Choose up to 3 answers.	Overall Results Generational	35
Q3	How much time on average do you usually spend researching a company before actively engaging with a job search?	Overall Results	36
Q3-G	How much time on average do you usually spend researching a company before actively engaging with a job search?	Overall Results Generational	37
Q4	Have you encountered technical issues when searching or applying for jobs online? (Errors, display issues, unable to proceed or complete process, etc.)	Overall Results	38
Q4-G	Have you encountered technical issues when searching or applying for jobs online? (Errors, display issues, unable to proceed or complete process, etc.)	Overall Results Generational	39
Q5	If you encountered a technical issue, what device was it on?	Overall Results	40
Q5-G	If you encountered a technical issue, what device was it on?	Overall Results Generational	41
Q6	When considering a job with an employer, how important are the following features on a company's career website?	Overall Results Hybrid	42

Chart Code	Question	Type	Page
Q6-G	When considering a job with an employer, how important are the following features on a company's career website?	Overall Results Hybrid Generational	
Q6-1	When considering a job with an employer, how important is the ability to find information on the company's culture and benefits on the career website?	Overall Results	
Q6-1-G	When considering a job with an employer, how important is the ability to find information on the company's culture and benefits on the career website?	Overall Results Generational	
Q6-2	When considering a job with an employer, how important is a chatbot or chat capability on the career website?	Overall Results	
Q6-2-G	When considering a job with an employer, how important is a chatbot or chat capability on the career website?	Overall Results Generational	
Q6-3	When considering a job with an employer, how important is video content about the job or company on the career website?	Overall Results	
Q6-3-G	When considering a job with an employer, how important is video content about the job or company on the career website?	Overall Results Generational	
Q6-4	When considering a job with an employer, how important are employee testimonials on the career website?	Overall Results	
Q6-4-G	When considering a job with an employer, how important are employee testimonials on the career website?	Overall Results Generational	
Q6-5	When considering a job with an employer, how important are clear instructions on how to get help on the career website?	Overall Results	
Q6-5-G	When considering a job with an employer, how important are clear instructions on how to get help on the career website?	Overall Results Generational	

Chart Code	Question	Type	Page
Q6-6	When considering a job with an employer, how important is an understanding on how to follow-up on an application on the career website?	Overall Results	54
Q6-6-G	When considering a job with an employer, how important is an understanding on how to follow-up on an application on the career website?	Overall Results Generational	55
Q7	In general, please rate your satisfaction level for the communication from the company after applying for a job.	Overall Results	56
Q7-G	In general, please rate your satisfaction level for the communication from the company after applying for a job.	Overall Results Generational	57
Q8	After completing an application, how informed were you kept on your status in the recruiting process by most companies?	Overall Results	58
Q9	If you encountered issues on a company's career website, were you offered help via interactive help, chat or other feedback mechanism?	Overall Results	59
Q10	When you encountered issues on a company's career website, how would you rate that support experience?	Overall Results	60
Q11	In general, after your application submission, were you asked for specific feedback on the process or how to improve it?	Overall Results	61
Q12	If you had been asked to provide quick feedback on your user experience and/or application process, how likely would you have provided it?	Overall Results	62
Q12-G	If you had been asked to provide quick feedback on your user experience and/or application process, how likely would you have provided it?	Overall Results Generational	63

Chart Code	Question	Type	Page
Q13	Do you apply for positions that exceed or may not be exactly suited to your current skill and experience level?	Overall Results	65
Q13-G	Do you apply for positions that exceed or may not be exactly suited to your current skill and experience level?	Overall Results Generational	66
Q14-1	Thinking about a job(s) you applied for, but were not hired for, how well did the application process and screening questions match your expectations of the needed skills and experience?	Overall Results	67
Q14-1-G	Thinking about a job(s) you applied for, but were not hired for, how well did the application process and screening questions match your expectations of the needed skills and experience?	Overall Results Generational	68
Q14-2	Thinking about a job(s) you applied for, but were not hired for, how well did any pre-interview follow-up evaluation methods (phone screen, assessments, additional questions) match your expectations of the needed skills and experience?	Overall Results	69
Q14-2-G	Thinking about a job(s) you applied for, but were not hired for, how well did any pre-interview follow-up evaluation methods (phone screen, assessments, additional questions) match your expectations of the needed skills and experience?	Overall Results Generational	70
Q14-3	Thinking about a job(s) you applied for, but were not hired for, how well did the interview process and the questions asked match your expectations of the needed skills and experience?	Overall Results	71
Q14-3-G	Thinking about a job(s) you applied for, but were not hired for, how well did the interview process and the questions asked match your expectations of the needed skills and experience?	Overall Results Generational	72
Q14-4	Thinking about a job(s) you applied for, but were not hired for, after the interview process or any additional evaluation methods (tests, assessments, etc.) match your expectations of the needed skills and experience?	Overall Results	73

Chart Code	Question	Type	Page
Q14-4-G	Thinking about a job(s) you applied for, but were not hired for, after the interview process or any additional evaluation methods (tests, assessments, etc.) match your expectations of the needed skills and experience?	Overall Results Generational	
Q15	Which method do you prefer for interviews with a potential employer?	Overall Results	
Q15-G	Which method do you prefer for interviews with a potential employer?	Overall Results Generational	
Q16-G-A	How important are the following resources in your decision to consider a company for employment?	Generational Results Hybrid	
Q16-1	How important are non-professional social media channels (Facebook, Instagram, etc.) in your decision to consider a company for employment?	Overall Results	
Q16-1-G	How important are non-professional social media channels (Facebook, Instagram, etc.) in your decision to consider a company for employment?	Overall Results Generational	
Q16-2	How important are professional social media channels (such as LinkedIn) in your decision to consider a company for employment?	Overall Results	
Q16-2-G	How important are professional social media channels (such as LinkedIn) in your decision to consider a company for employment?	Overall Results Generational	
Q16-3	How important is feedback from friends and peers in your decision to consider a company for employment?	Overall Results	
Q16-3-G	How important is feedback from friends and peers in your decision to consider a company for employment?	Overall Results Generational	

Chart Code	Question	Type	Page
Q16-4	How important are company ratings and feedback on employer review sites (like Glassdoor, Indeed, Kununu, etc.) in your decision to consider a company for employment?	Overall Results	84
Q16-4-G	How important are company ratings and feedback on employer review sites (like Glassdoor, Indeed, Kununu, etc.) in your decision to consider a company for employment?	Overall Results Generational	85
Q16-17	If you had a poor candidate experience during the employment process, how likely is that to negatively influence your decision to buy or purchase a company's products or services, or your perception of their company brand?	Overall Results	87
Q16-17-G	If you had a poor candidate experience during the employment process, how likely is that to negatively influence your decision to buy or purchase a company's products or services, or your perception of their company brand?	Overall Results Generational	88
Q16-18	If you had a poor candidate experience during the employment process, how likely are you to share that with your friends and others in your network?	Overall Results	89
Q16-18-G	If you had a poor candidate experience during the employment process, how likely are you to share that with your friends and others in your network?	Overall Results Generational	90
Q16-19	If you had a positive candidate experience during the employment process, how likely are you to share that with your friends and others in your network?	Overall Results	91
Q16-19-G	If you had a positive candidate experience during the employment process, how likely are you to share that with your friends and others in your network?	Overall Results Generational	92
Q20	How likely are you to reapply to an employer with whom you experienced a negative or poor candidate experience?	Overall Results	93
Q20-G	How likely are you to reapply to an employer with whom you experienced a negative or poor candidate experience?	Overall Results Generational	94

What type of device(s) did you use when searching and applying for a job?

51.95% — A combination of Desktop and Mobile devices

31.59% — Desktop / Laptop

16.46% — Mobile Device (Phone, Tablet, etc.)
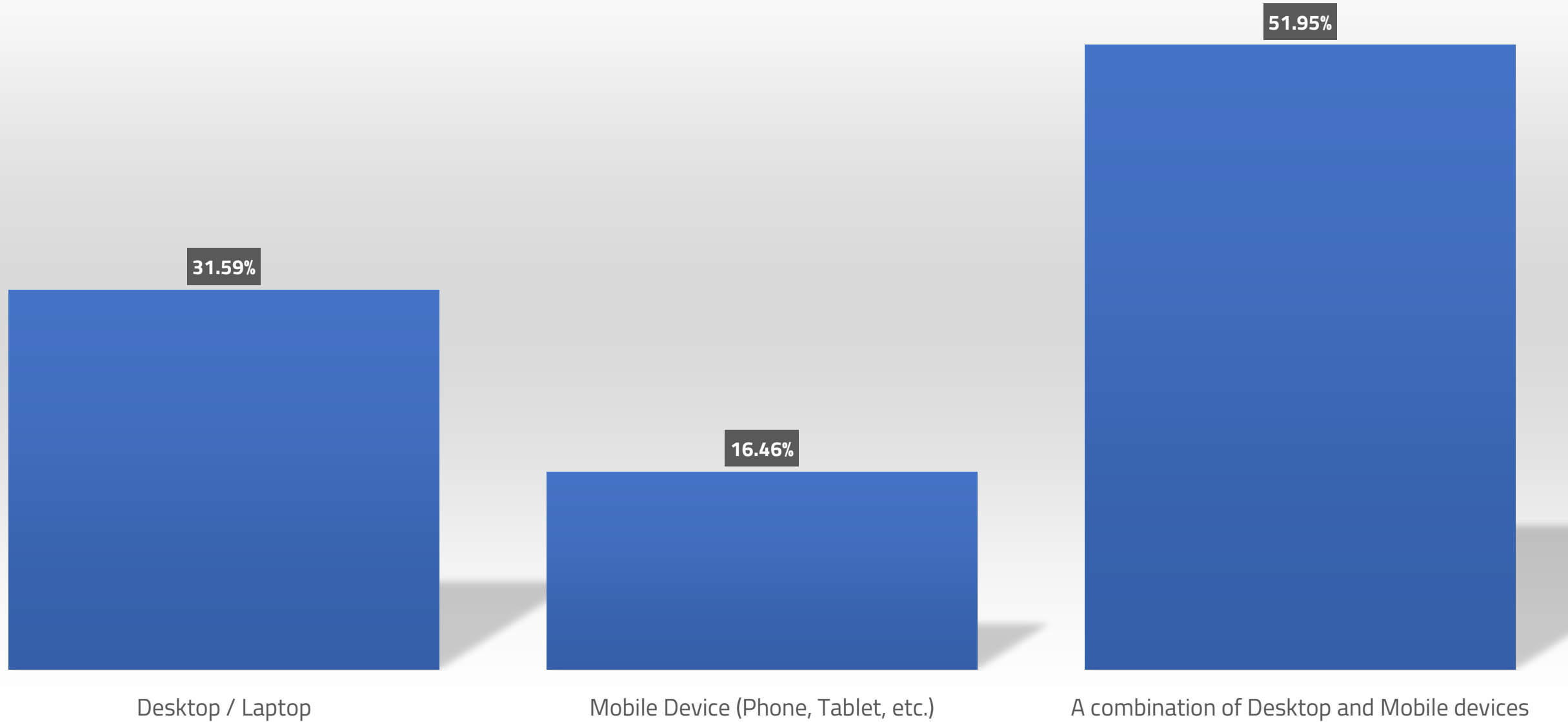
What type of device(s) did you use when searching and applying for a job?
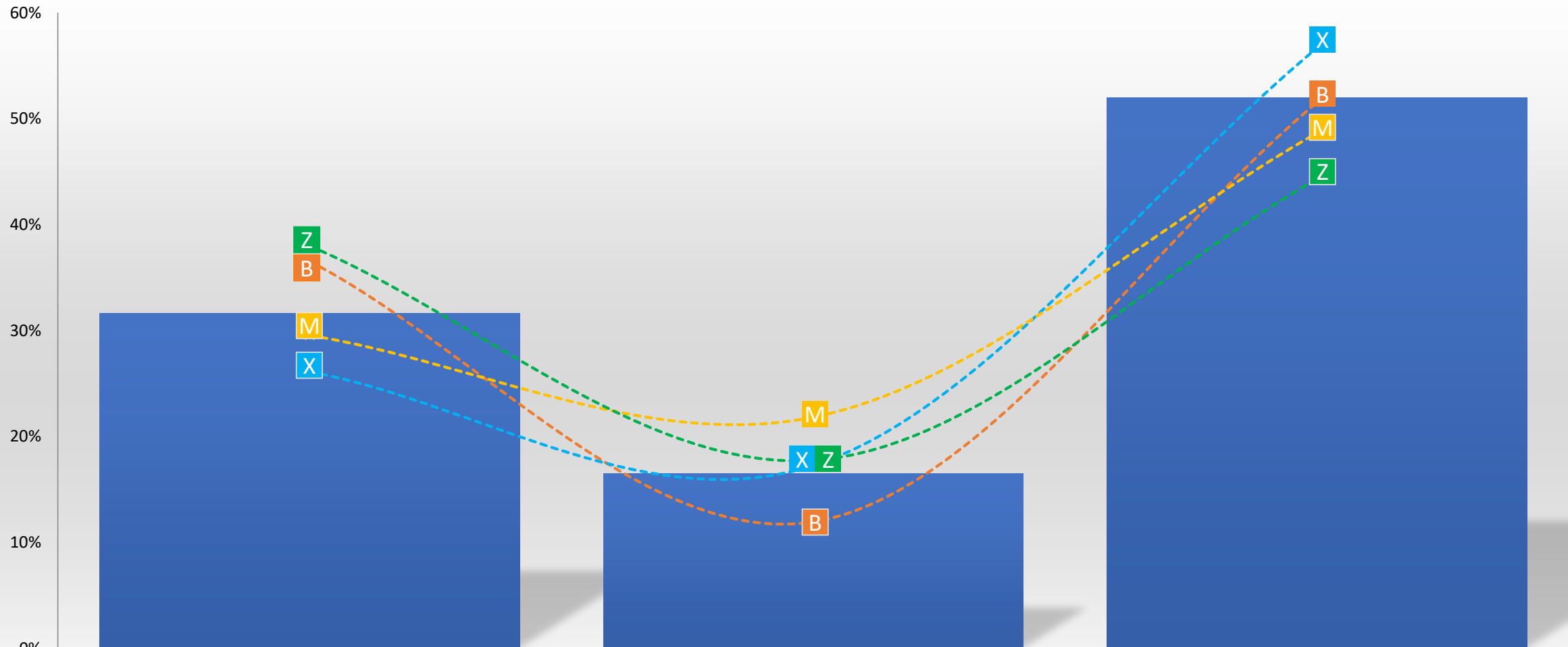
		Desktop / Laptop	Mobile Device (Phone, Tablet, etc.)	A combination of Desktop and Mobile devices
	All	31.59%	16.46%	51.95%
B	Baby Boomers	36.52%	11.95%	51.54%
X	Gen-X	26.08%	17.24%	56.68%
M	Millennials	29.53%	21.81%	48.65%
Z	Gen-Z	37.97%	17.72%	44.30%

What are your top sources when you start to consider a job change? Choose up to 3 answers.

Source	Percentage
Job boards (CareerBuilder, Nexxt, CraigsList, Indeed, etc.)	74.53%
Professional social networks like LinkedIn	55.63%
Company's career website	31.07%
Recommendations from peers and friends	27.33%
Search engines (Google, Bing, Yahoo, etc.)	27.23%
Employer research sites (Glassdoor, Kununu, etc.)	26.02%
Headhunters / staffing firms	17.99%
Social media non-professional (Facebook, Instagram, etc.)	6.28%
Other (please specify)	2.96%

What are your top sources when you start to consider a job change? Choose up to 3 answers.

	Job boards (CareerBuilder, Nexxt, CraigsList, Indeed, etc.)	Professional social networks like LinkedIn	Company's career website	Recommendations from peers and friends	Search engines (Google, Bing, Yahoo, etc.)	Employer research sites (Glassdoor, Kununu, etc.)	Headhunters / staffing firms	Social media non-professional (Facebook, Instagram, etc.)	Other (please specify)
All	74.53%	55.63%	31.07%	27.33%	27.23%	26.02%	17.99%	6.28%	2.96%
Baby Boomers	77.22%	59.98%	28.75%	27.99%	20.73%	22.70%	24.15%	4.27%	2.82%
Gen-X	77.05%	61.85%	31.79%	24.03%	20.15%	27.91%	19.50%	5.50%	2.37%
Millennials	69.61%	46.57%	33.58%	28.92%	37.99%	28.68%	10.66%	8.58%	3.80%
Gen-Z	65.19%	33.54%	31.01%	33.54%	61.39%	25.95%	1.27%	13.92%	3.16%

How much time on average do you usually spend researching a company before actively engaging with a job search?

43.72% — A little (Less than 1 hour)
40.70% — A moderate amount (1 to 2 hours)
8.43% — A lot (3-5 hours)
3.94% — None at all
3.22% — A great deal (More than 5 hours)

How much time on average do you usually spend researching a company before actively engaging with a job search?

	None at all	A little (Less than 1 hour)	A moderate amount (1 to 2 hours)	A lot (3-5 hours)	A great deal (More than 5 hours)
All	3.94%	43.72%	40.70%	8.43%	3.22%
B — Baby Boomers	4.35%	40.44%	43.00%	8.70%	3.50%
X — Gen-X	3.34%	43.43%	41.59%	8.51%	3.13%
M — Millennials	4.29%	47.67%	36.27%	8.33%	3.43%
Z — Gen-Z	2.53%	49.37%	41.14%	6.33%	0.06%

Have you encountered technical issues when searching or applying for jobs online?
(Errors, display issues, unable to proceed or complete process, etc.)

56.38%

43.62%

Yes

No
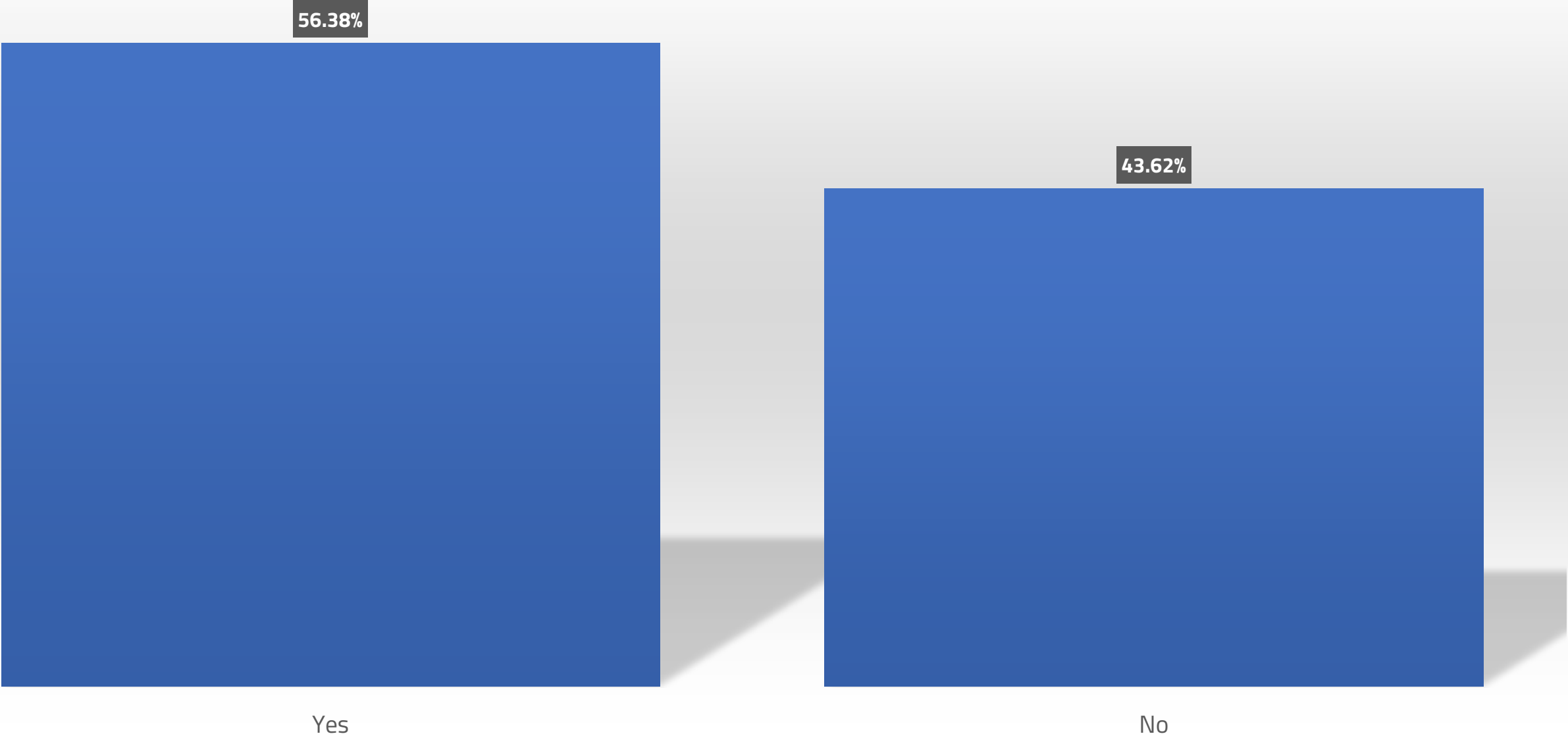
Have you encountered technical issues when searching or applying for jobs online?
(Errors, display issues, unable to proceed or complete process, etc.)
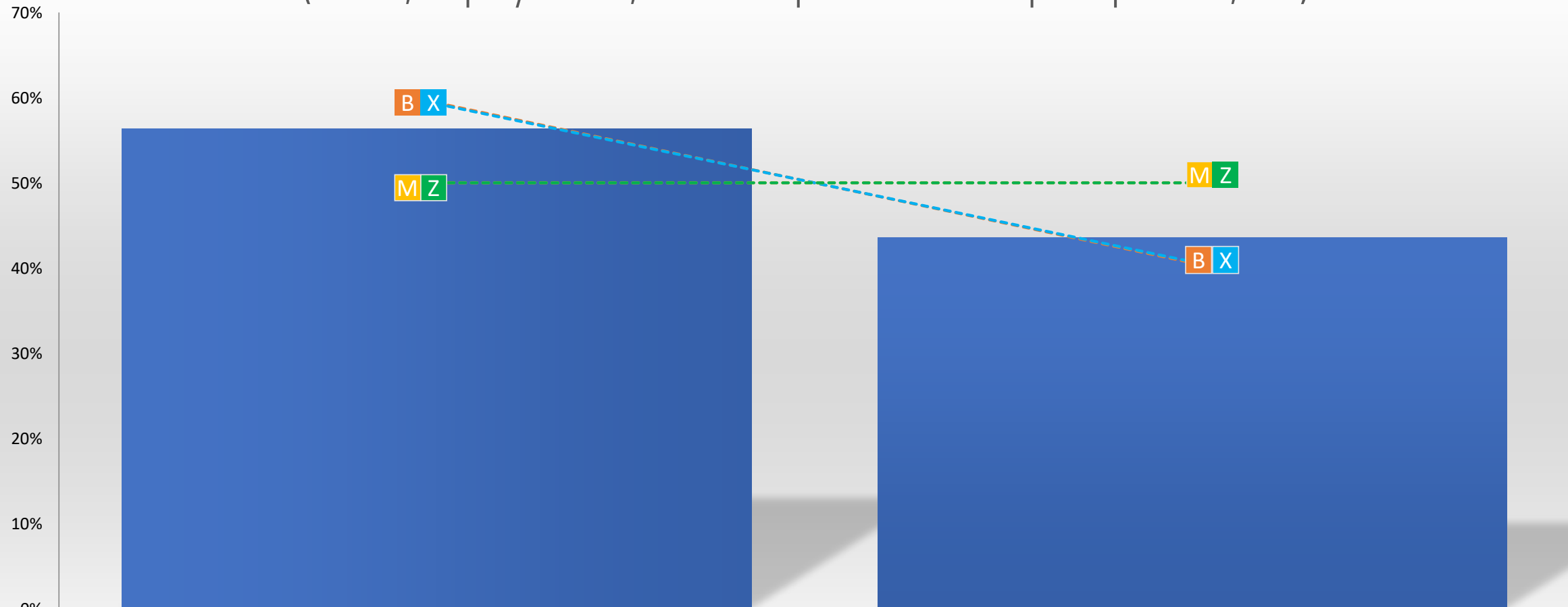
		Yes	No
	All	56.38%	43.62%
B	Baby Boomers	59.39%	40.61%
X	Gen-X	59.27%	40.73%
M	Millennials	50.00%	50.00%
Z	Gen-Z	50.00%	50.00%

If you encountered a technical issue, what device was it on?

39.69%

32.85%

27.46%

Desktop
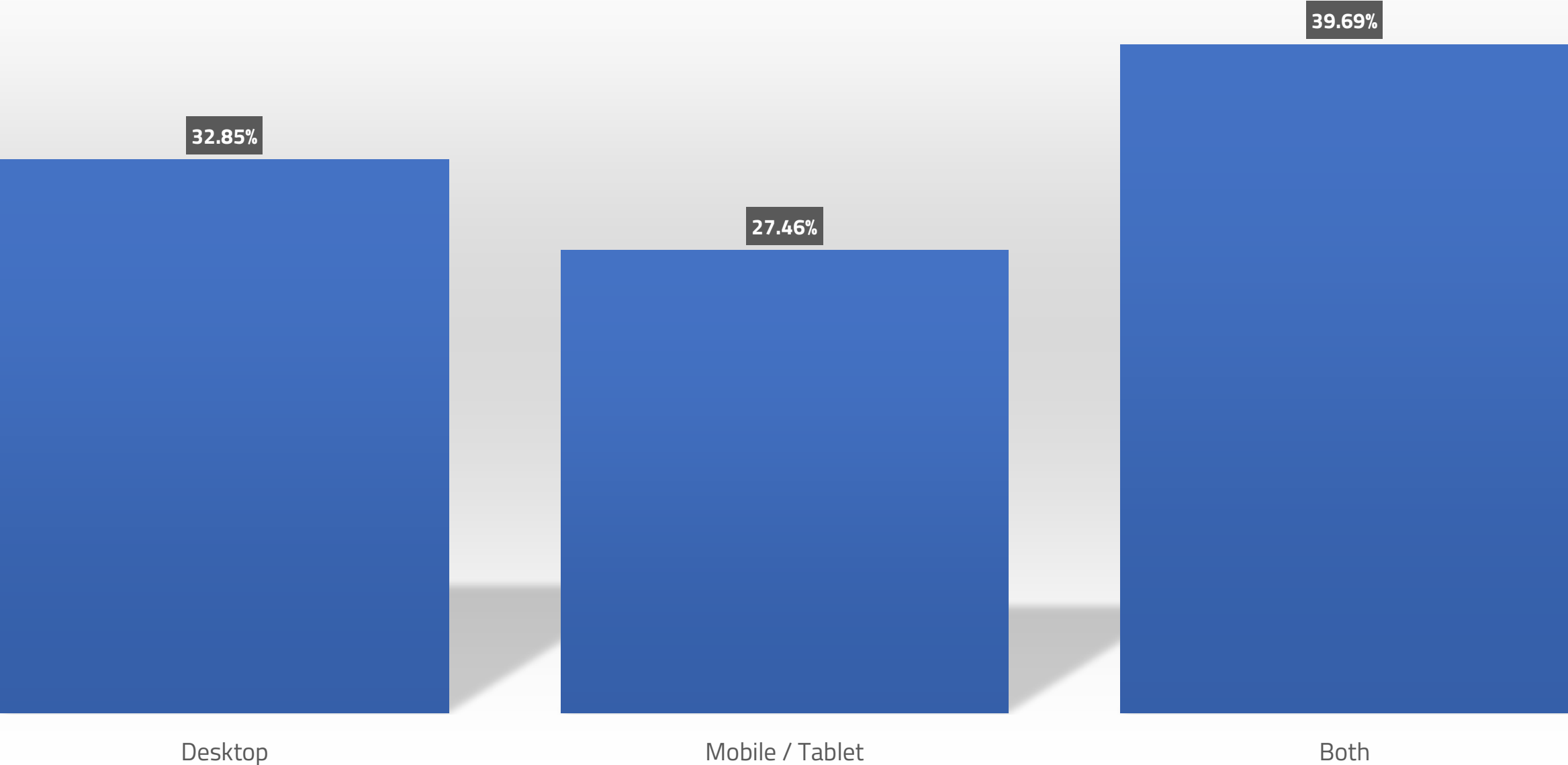
Mobile / Tablet

Both

If you encountered a technical issue, what device was it on?
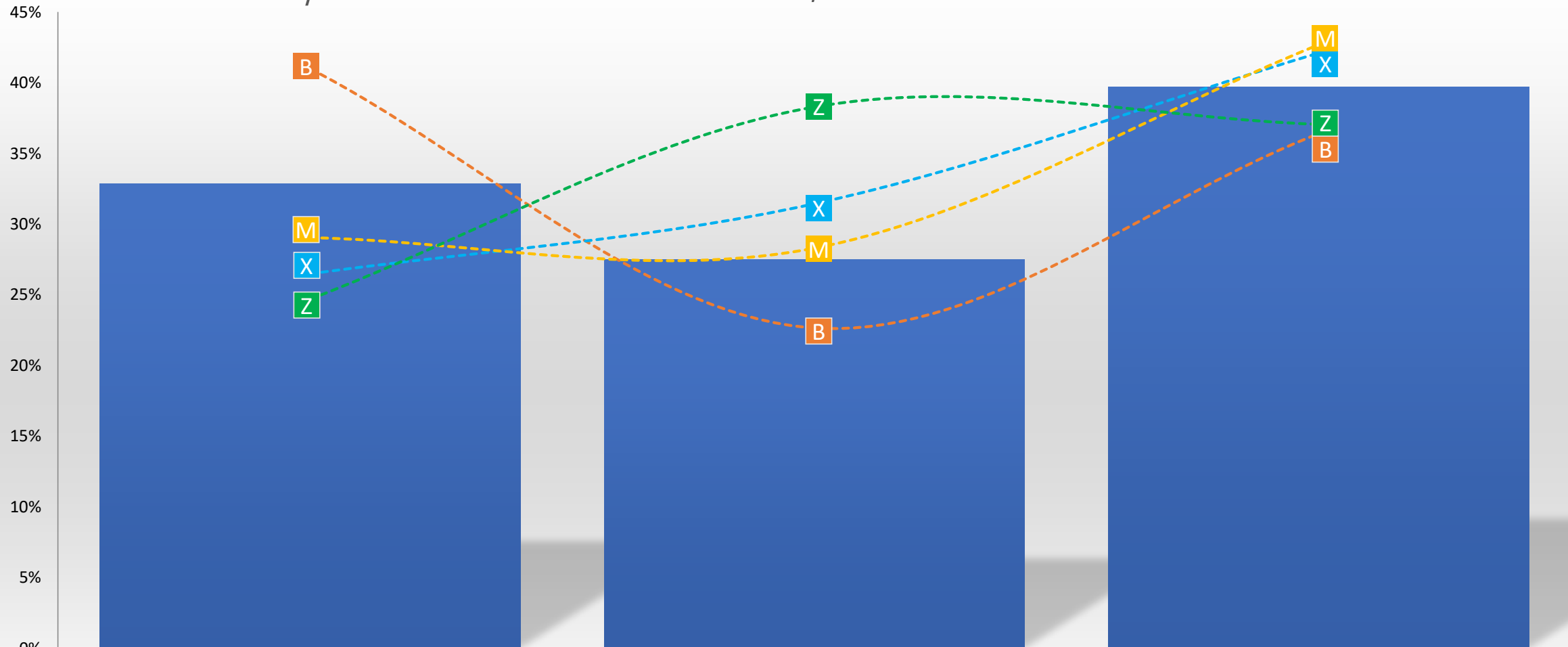
	Desktop / Laptop	Mobile / Tablet	Both
All	32.85%	27.46%	39.69%
B Baby Boomers	40.97%	22.64%	36.39%
X Gen-X	26.47%	31.43%	42.10%
M Millennials	29.03%	28.29%	42.68%
Z Gen-Z	24.69%	38.27%	37.04%

When considering a job with an employer, how important are the following features on a company's career website?

Category	Percentage
An understanding on how to follow-up on an application	94.90%
Ability to find information on company's culture and benefits	93.51%
Clear instructions on how to get help	85.11%
Employee testimonials	73.62%
Video content about the job or company	54.59%
A chatbot or chat capability	25.93%

When considering a job with an employer, how important are the following features on a company's career website?

	An understanding on how to follow-up on an application	Ability to find information on company's culture and benefits	Clear instructions on how to get help	Employee testimonials	Video content about the job or company	A chatbot or chat capability
All	94.90%	93.51%	85.11%	73.62%	54.59%	25.93%
B Baby Boomers	95.02%	93.71%	87.15%	71.24%	55.16%	23.78%
X Gen-X	94.77%	94.43%	84.08%	76.06%	56.58%	26.73%
M Millennials	94.35%	92.90%	82.13%	72.80%	51.25%	25.76%
Z Gen-Z	97.84%	89.21%	91.37%	82.01%	54.68%	39.57%

When considering a job with an employer, how important is the ability to find information on the company's culture and benefits on the career website?

1.87% — Not at all Important
4.62% — Not so Important
25.63% — Somewhat Important
47.69% — Very Important
20.19% — Extremely Important
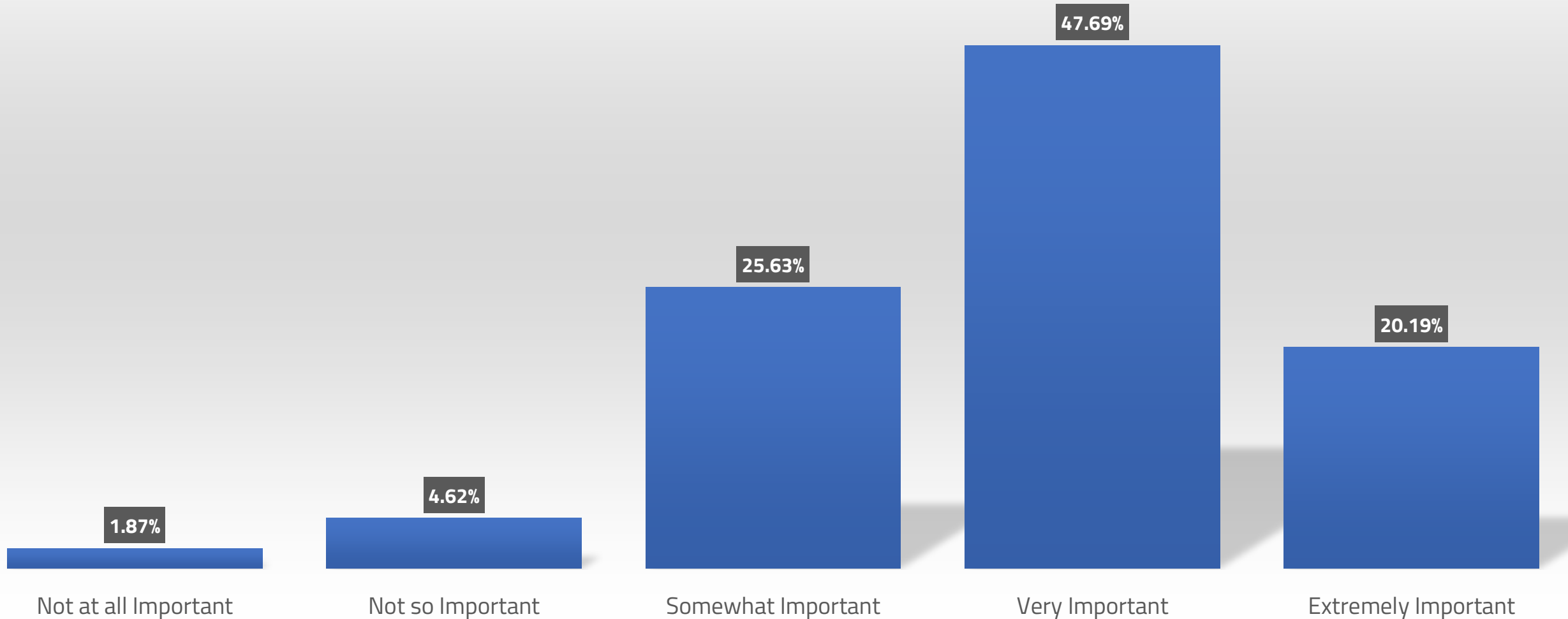
When considering a job with an employer, how important is the ability to find information on the company's culture and benefits on the career website?

	Not at all Important	Not so Important	Somewhat Important	Very Important	Extremely Important
All	1.87%	4.62%	25.63%	47.69%	20.19%
B - Baby Boomers	1.84%	4.46%	24.13%	49.48%	20.10%
X - Gen-X	1.56%	4.01%	23.72%	50.22%	20.49%
M - Millennials	2.10%	4.99%	29.70%	42.97%	20.24%
Z - Gen-Z	2.88%	7.91%	28.06%	42.45%	18.71%

When considering a job with an employer, how important is a chatbot or chat capability on the career website?

- Not at all Important: 35.32%
- Not so Important: 38.75%
- Somewhat Important: 18.66%
- Very Important: 5.88%
- Extremely Important: 1.39%
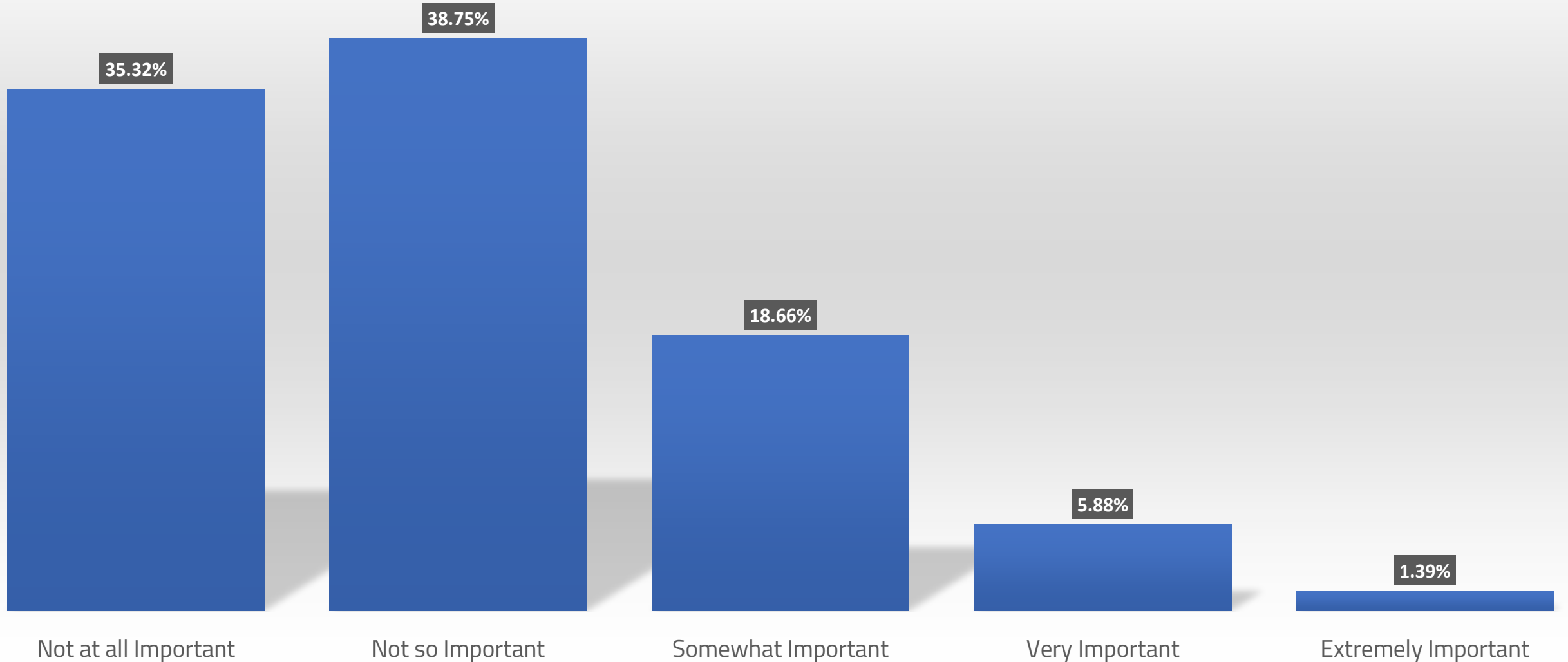
# When considering a job with an employer, how important is a chatbot or chat capability on the career website?
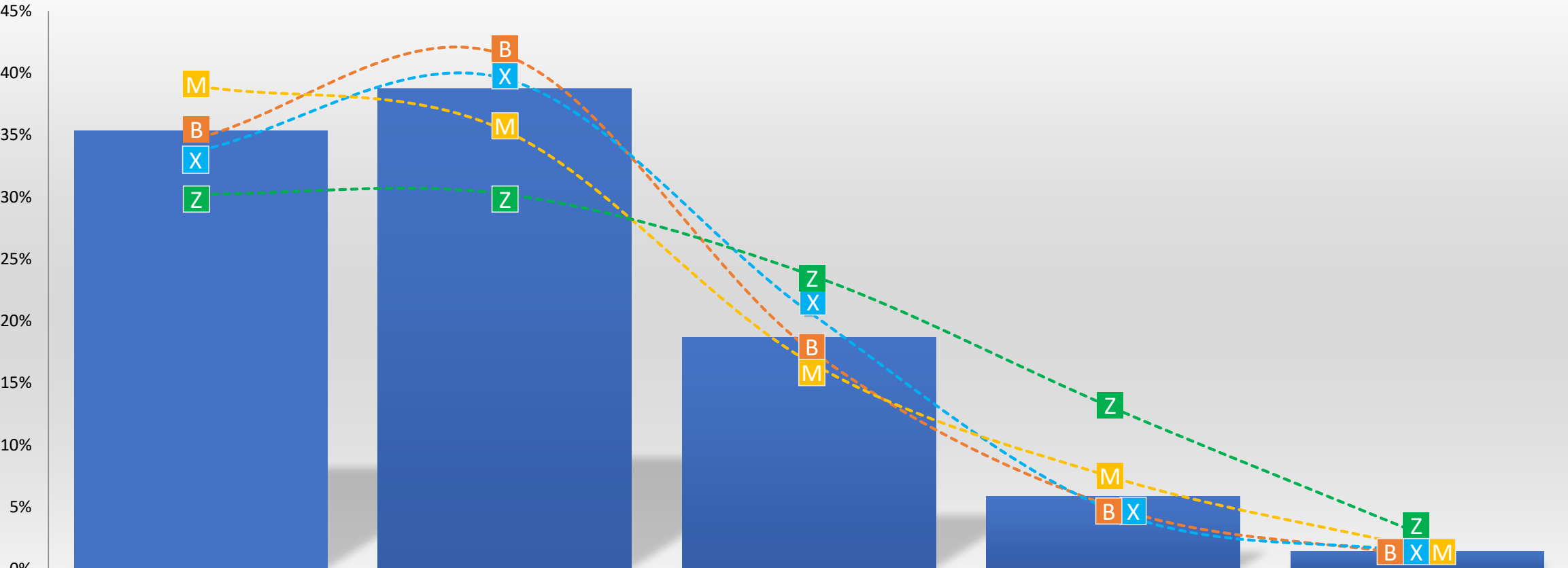
	Not at all Important	Not so Important	Somewhat Important	Very Important	Extremely Important
All	35.32%	38.75%	18.66%	5.88%	1.39%
B Baby Boomers	34.79%	41.43%	17.74%	4.98%	1.05%
X Gen-X	33.74%	39.53%	20.71%	4.68%	1.34%
M Millennials	38.90%	35.35%	16.69%	7.36%	1.71%
Z Gen-Z	30.22%	30.22%	23.74%	12.95%	2.88%

When considering a job with an employer, how important is video content about the job or company on the career website?

14.65% — Not at all Important
30.76% — Not so Important
35.69% — Somewhat Important
15.02% — Very Important
3.87% — Extremely Important
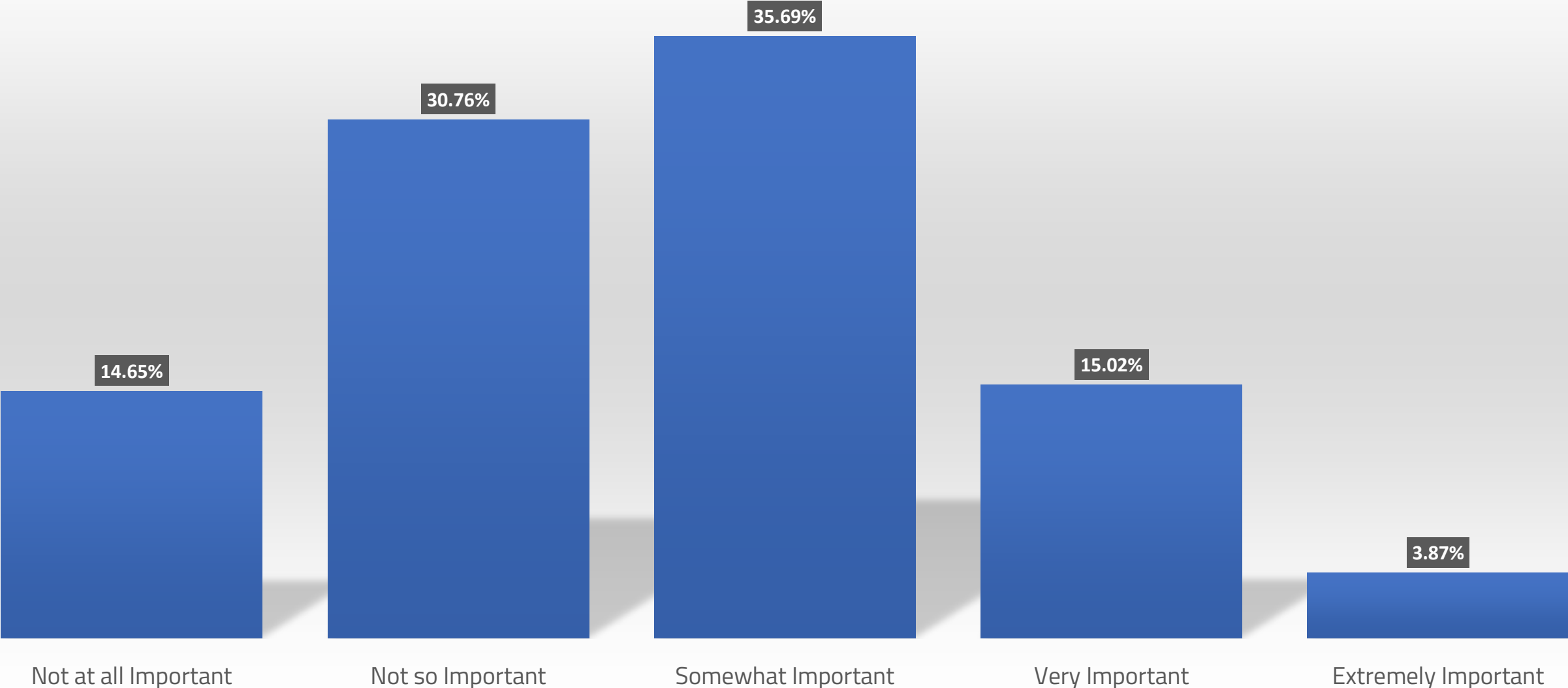
When considering a job with an employer, how important is video content about the job or company on the career website?
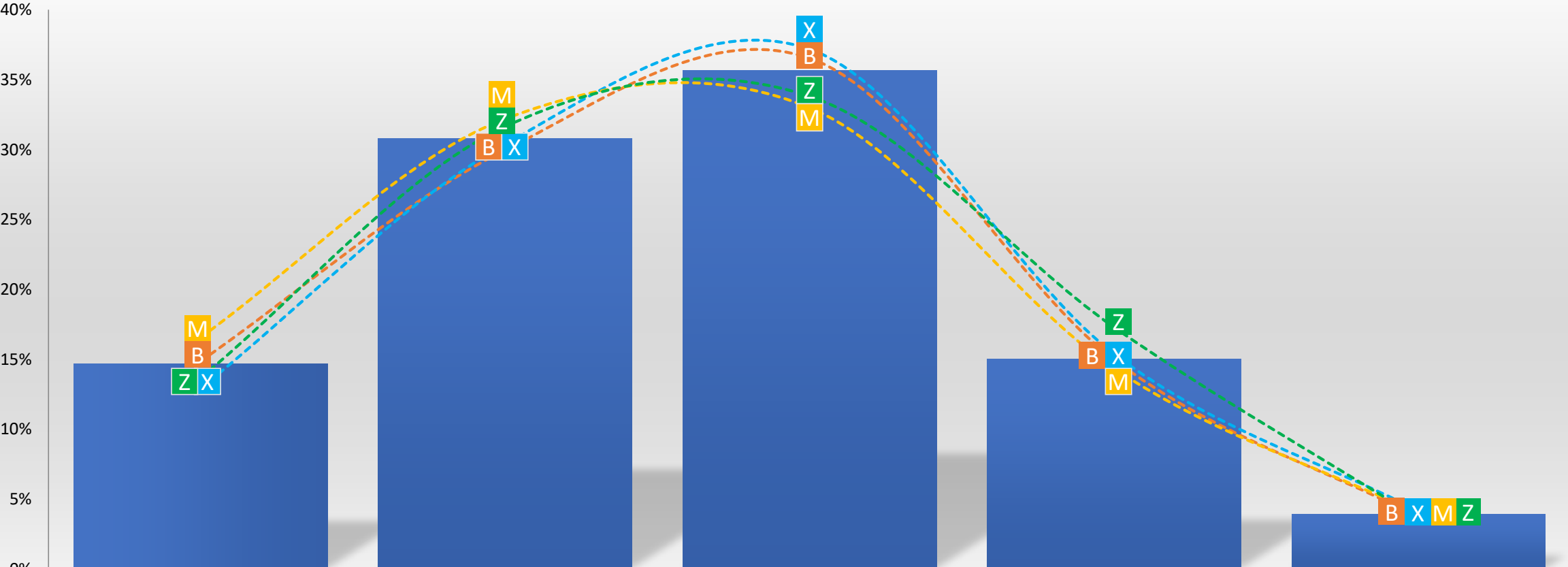
	Not at all Important	Not so Important	Somewhat Important	Very Important	Extremely Important
All	14.65%	30.76%	35.69%	15.02%	3.87%
B — Baby Boomers	14.86%	29.98%	36.54%	14.95%	3.67%
X — Gen-X	12.92%	30.40%	37.19%	15.37%	4.12%
M — Millennials	16.56%	32.19%	32.98%	14.32%	3.94%
Z — Gen-Z	13.67%	31.65%	33.81%	17.27%	3.60%

When considering a job with an employer, how important are employee testimonials on the career website?

Bar chart:
- Not at all Important: 8.70%
- Not so Important: 17.68%
- Somewhat Important: 38.95%
- Very Important: 25.73%
- Extremely Important: 8.94%
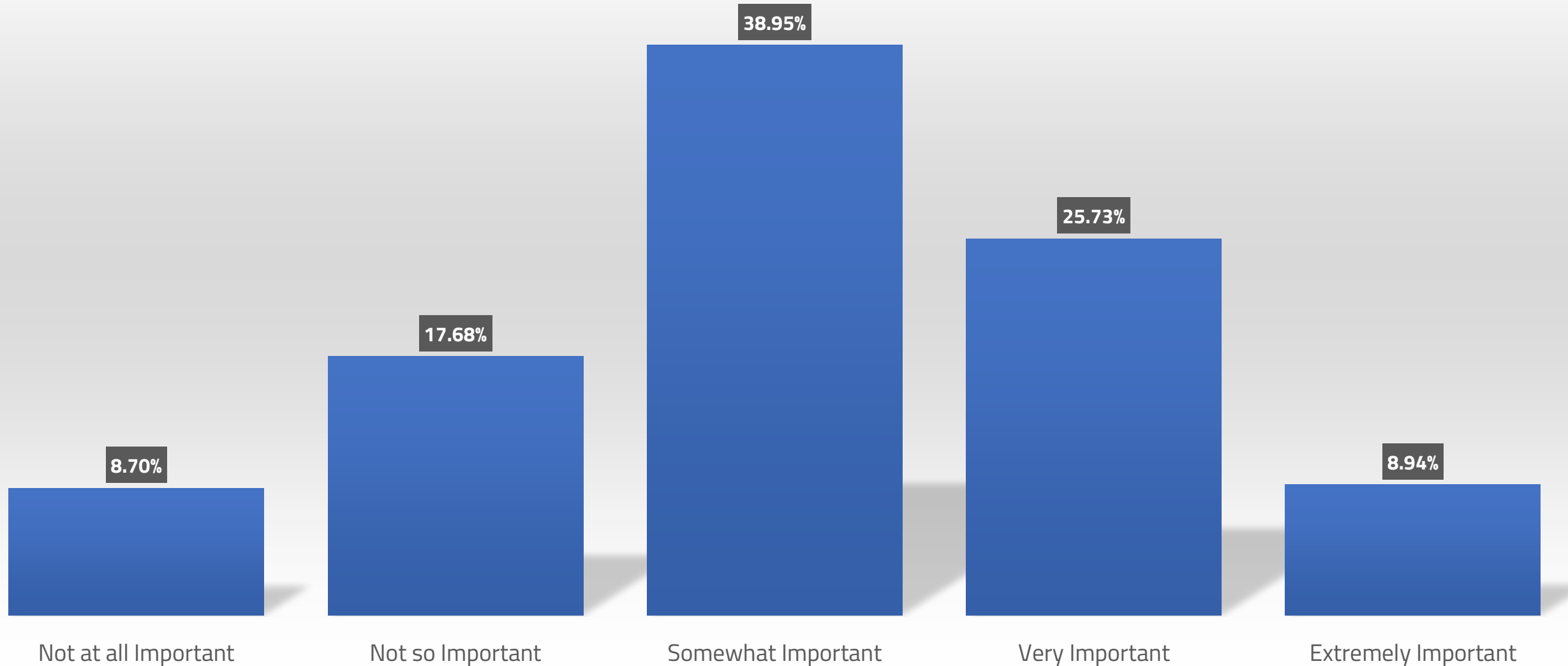
When considering a job with an employer, how important are employee testimonials on the career website?
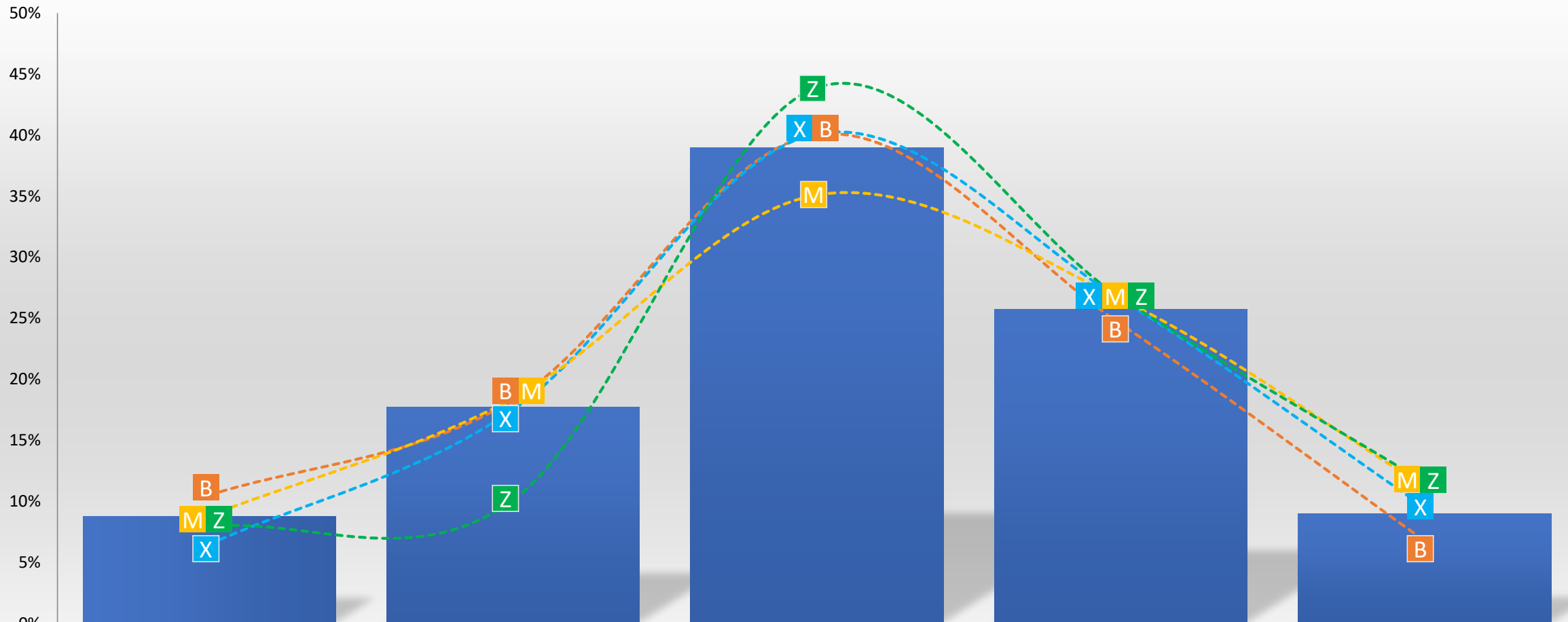
		Not at all Important	Not so Important	Somewhat Important	Very Important	Extremely Important
	All	8.70%	17.68%	38.95%	25.73%	8.94%
B	Baby Boomers	10.49%	18.27%	40.03%	24.48%	6.73%
X	Gen-X	6.46%	17.48%	40.09%	26.50%	9.47%
M	Millennials	8.80%	18.40%	35.09%	26.54%	11.17%
Z	Gen-Z	7.91%	10.07%	43.88%	26.62%	11.51%

When considering a job with an employer, how important are clear instructions on how to get help on the career website?

- Not at all Important — 4.21%
- Not so Important — 10.67%
- Somewhat Important — 30.73%
- Very Important — 38.55%
- Extremely Important — 15.84%
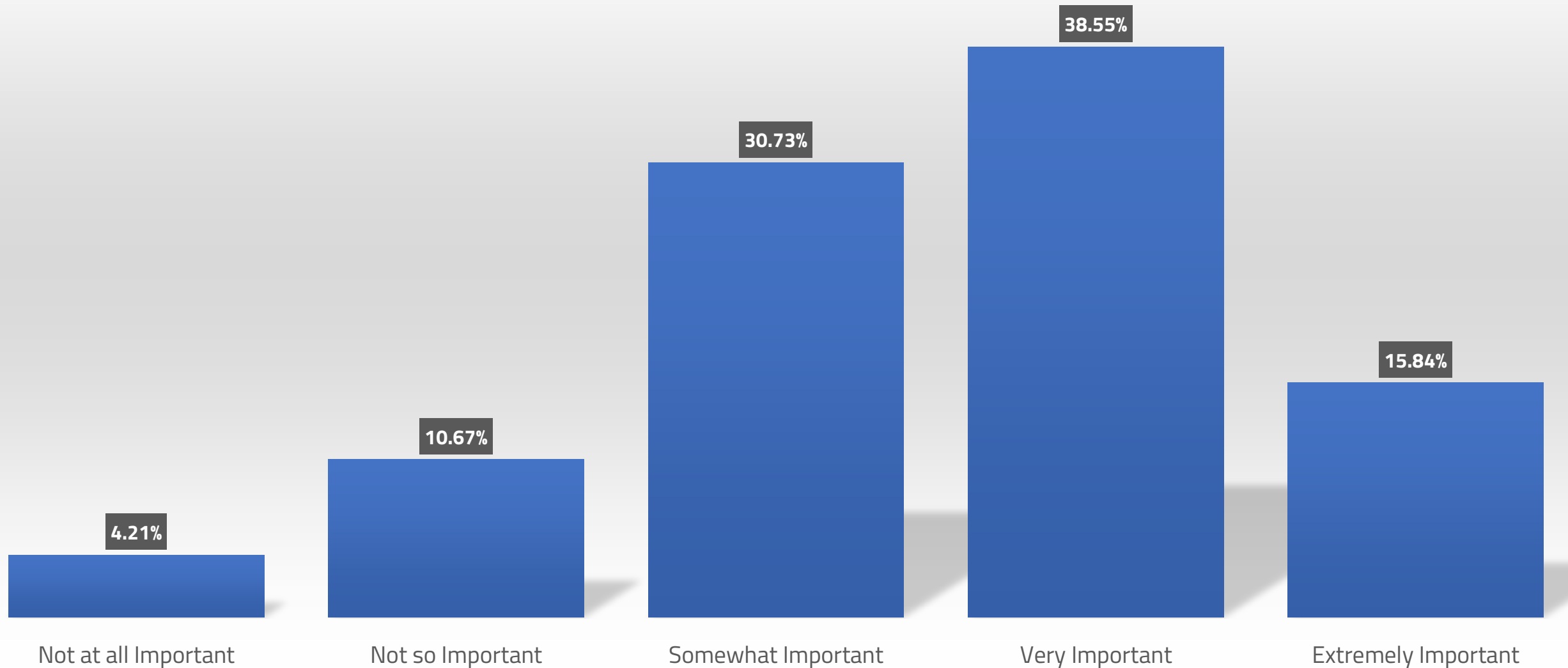
When considering a job with an employer, how important are clear instructions on how to get help on the career website?
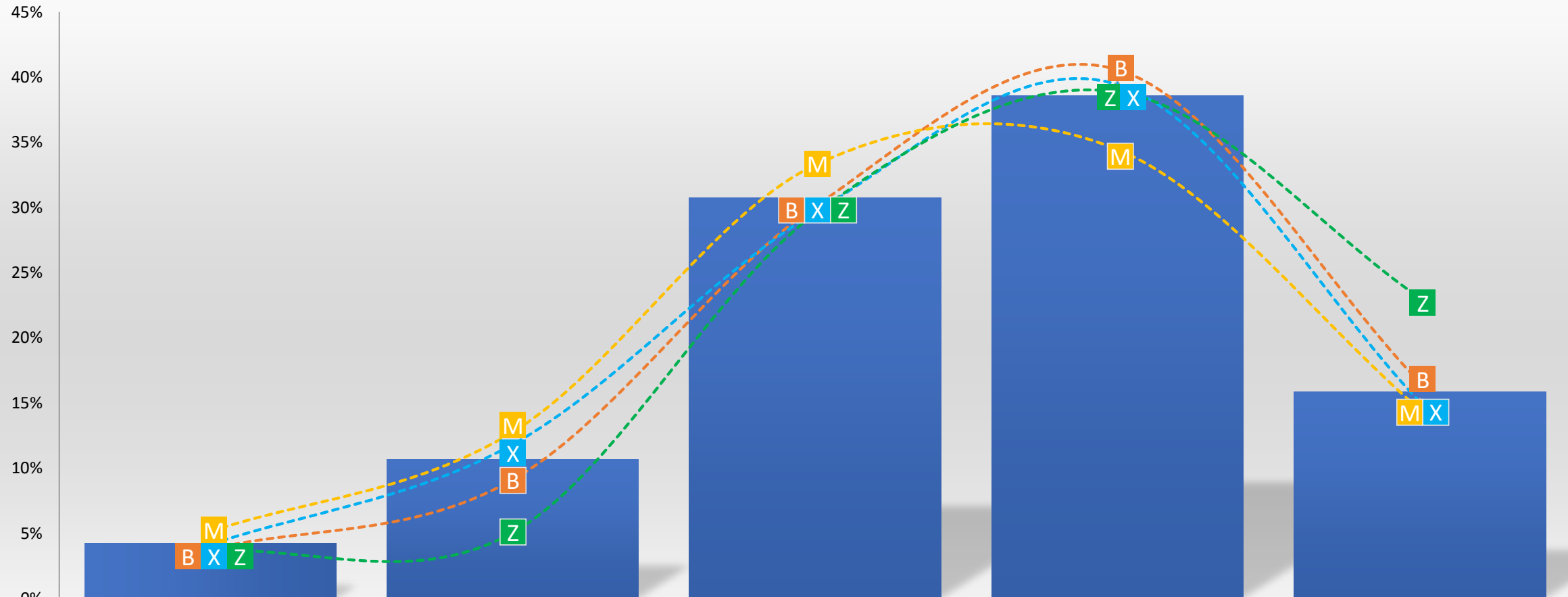
	Not at all Important	Not so Important	Somewhat Important	Very Important	Extremely Important
All	4.21%	10.67%	30.73%	38.55%	15.84%
B - Baby Boomers	3.76%	9.09%	30.07%	40.56%	16.52%
X - Gen-X	4.12%	11.80%	29.62%	39.42%	15.03%
M - Millennials	5.12%	12.75%	33.25%	34.43%	14.45%
Z - Gen-Z	3.60%	5.04%	29.50%	38.85%	23.02%

When considering a job with an employer, how important is an understanding on how to follow-up on an application on the career website?

- 1.77% — Not at all Important
- 3.33% — Not so Important
- 16.04% — Somewhat Important
- 44.56% — Very Important
- 34.30% — Extremely Important
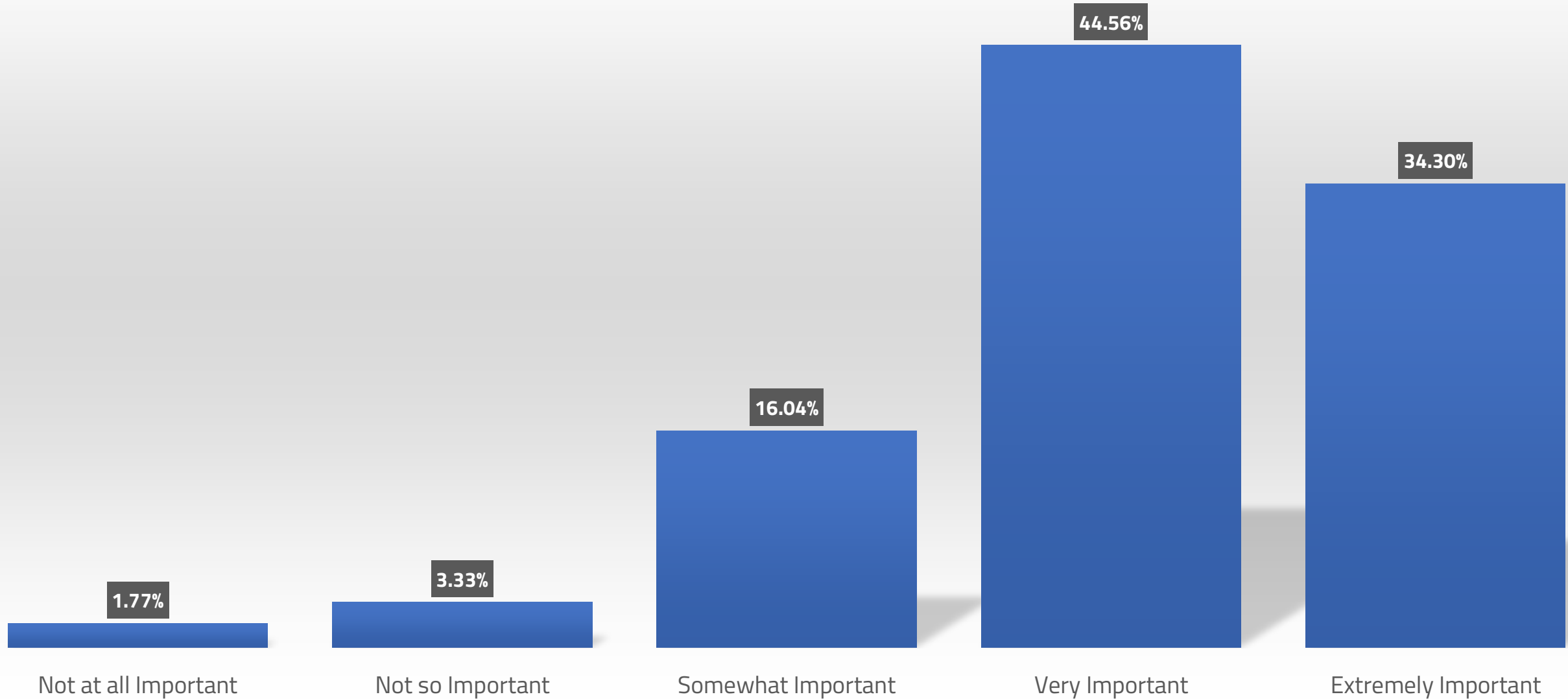
When considering a job with an employer, how important is an understanding on how to follow-up on an application on the career website?
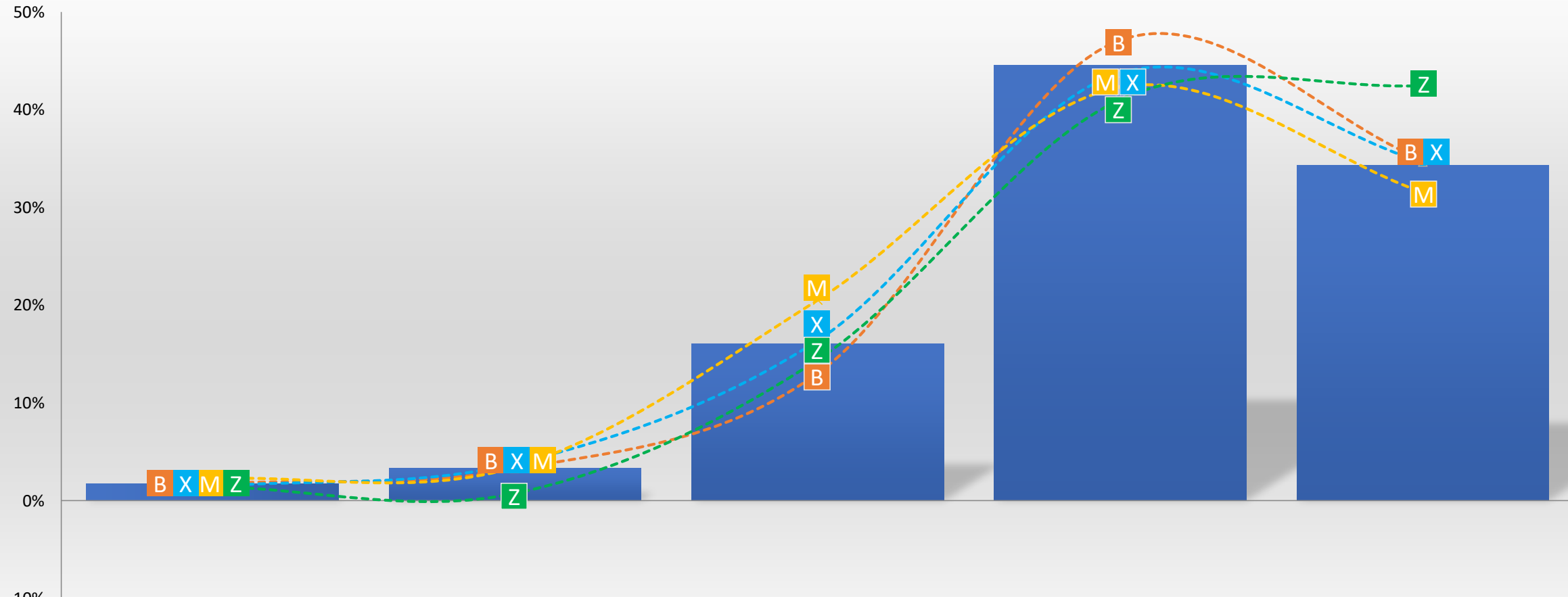
	Not at all Important	Not so Important	Somewhat Important	Very Important	Extremely Important
All	1.77%	3.33%	16.04%	44.56%	34.30%
B — Baby Boomers	1.75%	3.23%	13.02%	47.12%	34.88%
X — Gen-X	1.45%	3.79%	16.37%	43.76%	34.63%
M — Millennials	2.23%	3.42%	20.50%	42.31%	31.54%
Z — Gen-Z	1.44%	0.72%	14.39%	41.01%	42.45%

In general, please rate your satisfaction level for the communication from the company after applying for a job.

Very Dissatisfied — 25.70%
Dissatisfied — 37.50%
Satisfied — 27.70%
Very Satisfied — 9.10%
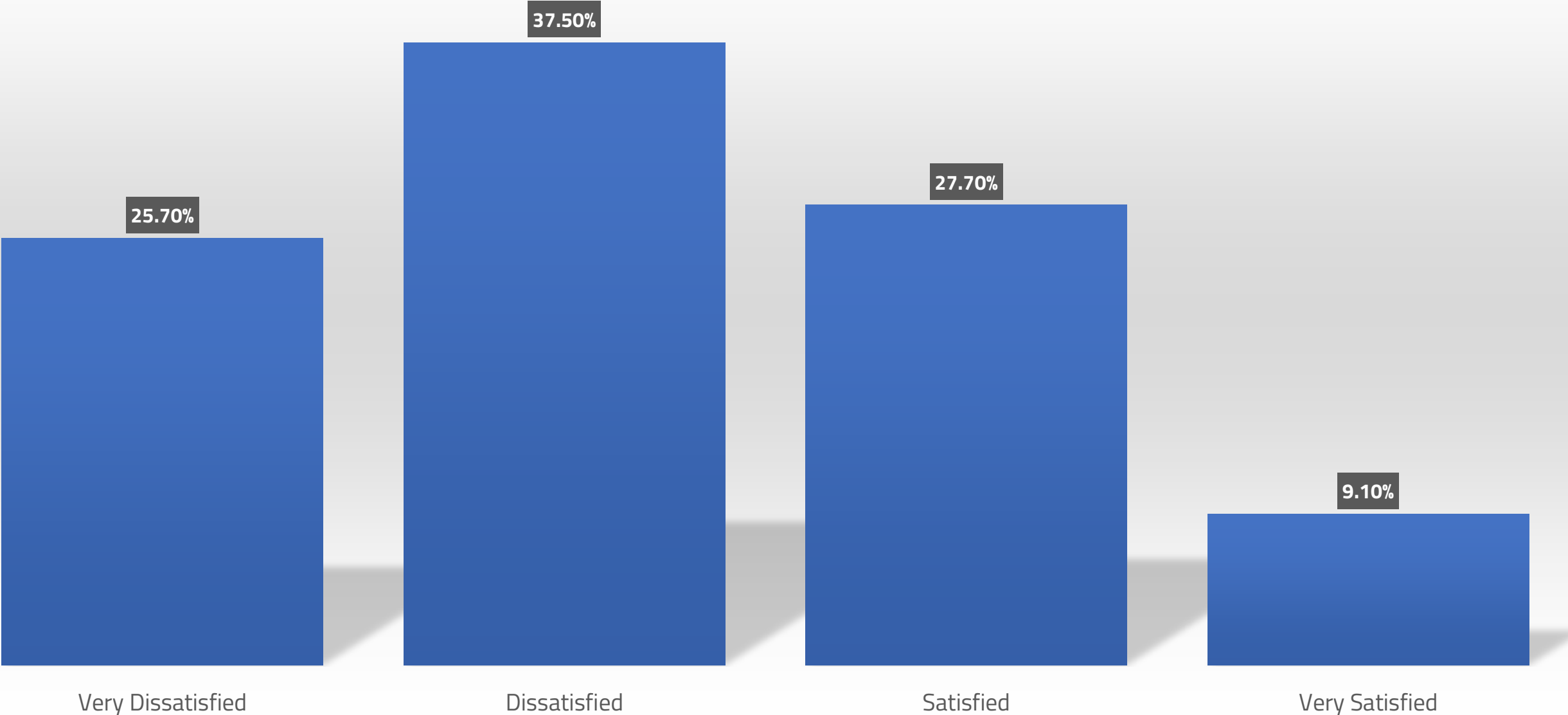
In general, please rate your satisfaction level for the communication from the company after applying for a job.
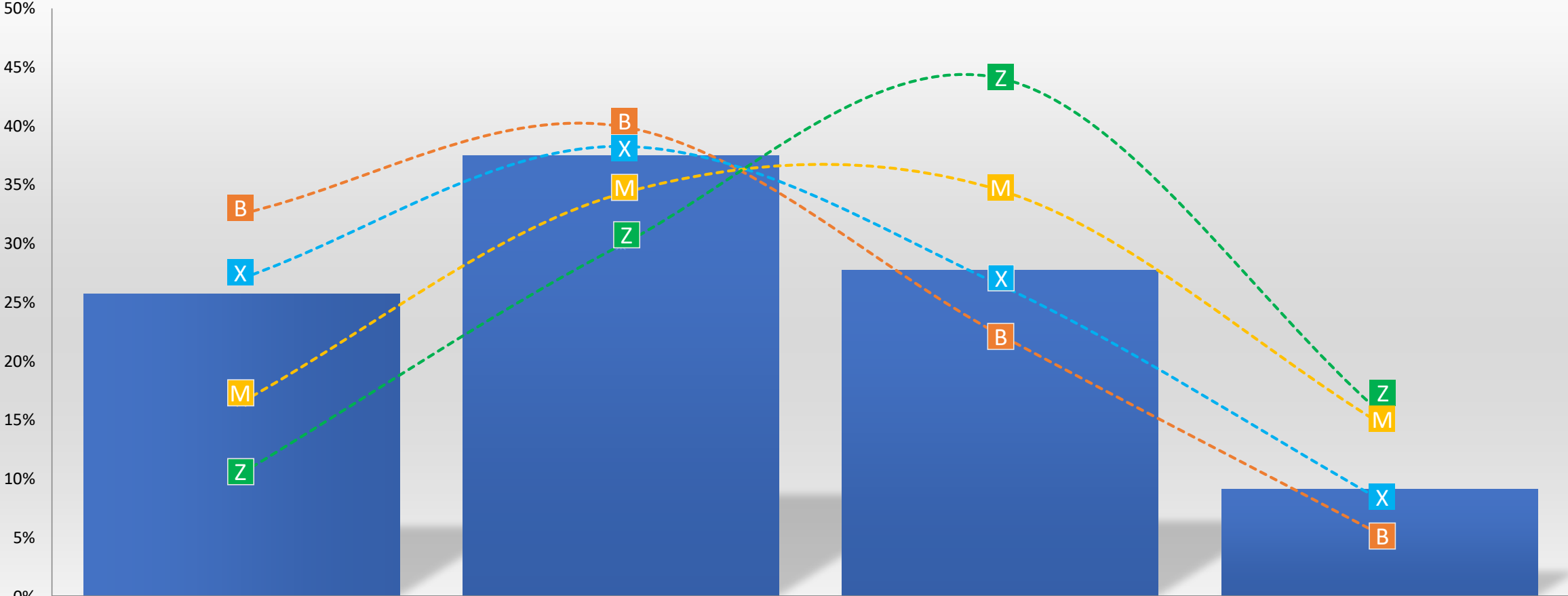
	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied
All	25.70%	37.50%	27.70%	9.10%
B – Baby Boomers	32.53%	39.96%	22.22%	5.29%
X – Gen-X	27.03%	38.26%	26.46%	8.25%
M – Millennials	16.51%	34.24%	34.52%	14.73%
Z – Gen-Z	10.45%	29.85%	44.03%	15.67%

After completing an application, how informed were you kept on your status in the recruiting process by most companies?

9.05%	46.14%	32.37%	9.83%	2.61%
Never	Rarely	Sometimes	Usually	Always

If you encountered issues on a company's career website, were you offered help via interactive help, chat or other feedback mechanism?

81.30%

18.70%

Yes

No

When you encountered issues on a company's career website, how would you rate that support experience?

- 2.49% — Not at all Useful
- 11.44% — Not so Useful
- 52.74% — Somewhat Useful
- 30.10% — Very Useful
- 3.23% — Extremely Useful

In general, after your application submission, were you asked for specific feedback on the process or how to improve it?

39.75%	35.85%	19.56%	3.73%	1.11%
Never	Rarely	Sometimes	Usually	Always

If you had been asked to provide quick feedback on your user experience and/or application process, how likely would you have provided it?

Very Unlikely	Unlikely	Neither Likely nor Unlikely	Likely	Very Likely
3.35%	8.47%	19.39%	48.88%	19.91%

If you had been asked to provide quick feedback on your user experience and/or application process, how likely would you have provided it?

	Very Unlikely	Unlikely	Neither Likely nor Unlikely	Likely	Very Likely
All	3.35%	8.47%	19.39%	48.88%	19.91%
B — Baby Boomers	3.46%	7.45%	15.44%	51.29%	22.36%
X — Gen-X	2.94%	7.58%	20.02%	48.98%	20.48%
M — Millennials	3.88%	10.56%	23.80%	44.65%	17.11%
Z — Gen-Z	2.24%	11.19%	23.88%	51.49%	11.19%

talentegy

Listen to the voice of your candidates.

Understanding how candidates go through your recruiting process is the first step in making sure you optimize every touch point you have with them. Learn where they struggle or how you can make improvements to keep your candidate conversions high and your talent pipeline full.

Talentegy's survey platform allows you to seamlessly gather feedback on your career site and application stage or at various steps in your recruiting process. You've paid to get them there, don't lose them due to a bad candidate experience.

talentegy.com/voice

68%
of job seekers are willing to provide feedback on your candidate experience if asked.

Do you apply for positions that exceed or may not be exactly suited to your current skill and experience level?

- Never: 9.13%
- Rarely: 28.38%
- Sometimes: 50.16%
- Usually: 9.64%
- Always: 2.70%

Do you apply for positions that exceed or may not be exactly suited to your current skill and experience level?

	Never	Rarely	Sometimes	Usually	Always
All	9.13%	28.38%	50.16%	9.64%	2.70%
B - Baby Boomers	12.16%	30.35%	48.54%	7.19%	1.77%
X - Gen-X	7.81%	29.64%	50.68%	9.05%	2.83%
M - Millennials	6.28%	24.33%	52.67%	13.10%	3.61%
Z - Gen-Z	8.21%	26.12%	46.27%	14.93%	4.48%

Thinking about a job(s) you applied for, but were <u>not</u> hired for, how well did the application process and screening questions match your expectations of the needed skills and experience?

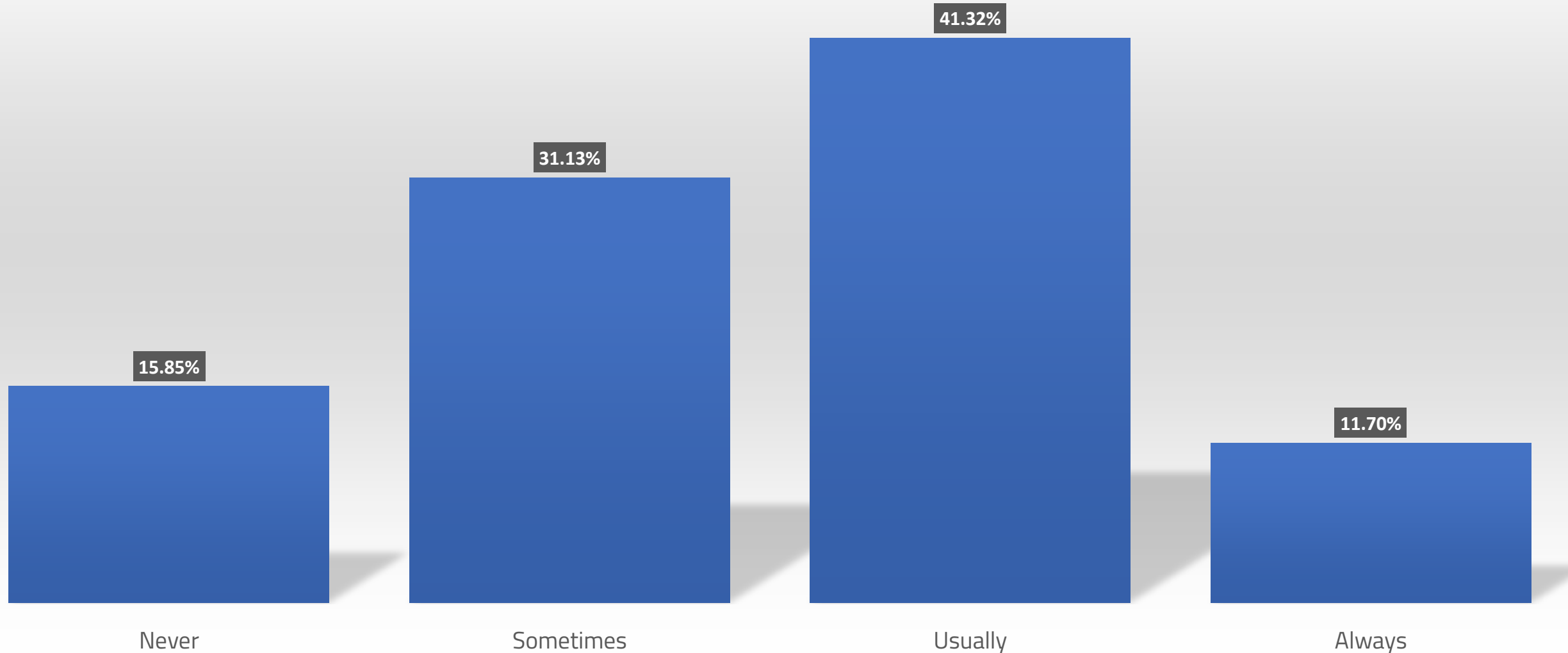|			
3.52%	29.71%	52.71%	14.07%
Never	Sometimes	Usually	Always

Thinking about a job(s) you applied for, but were <u>not</u> hired for, how well did the application process and screening questions match your expectations of the needed skills and experience?
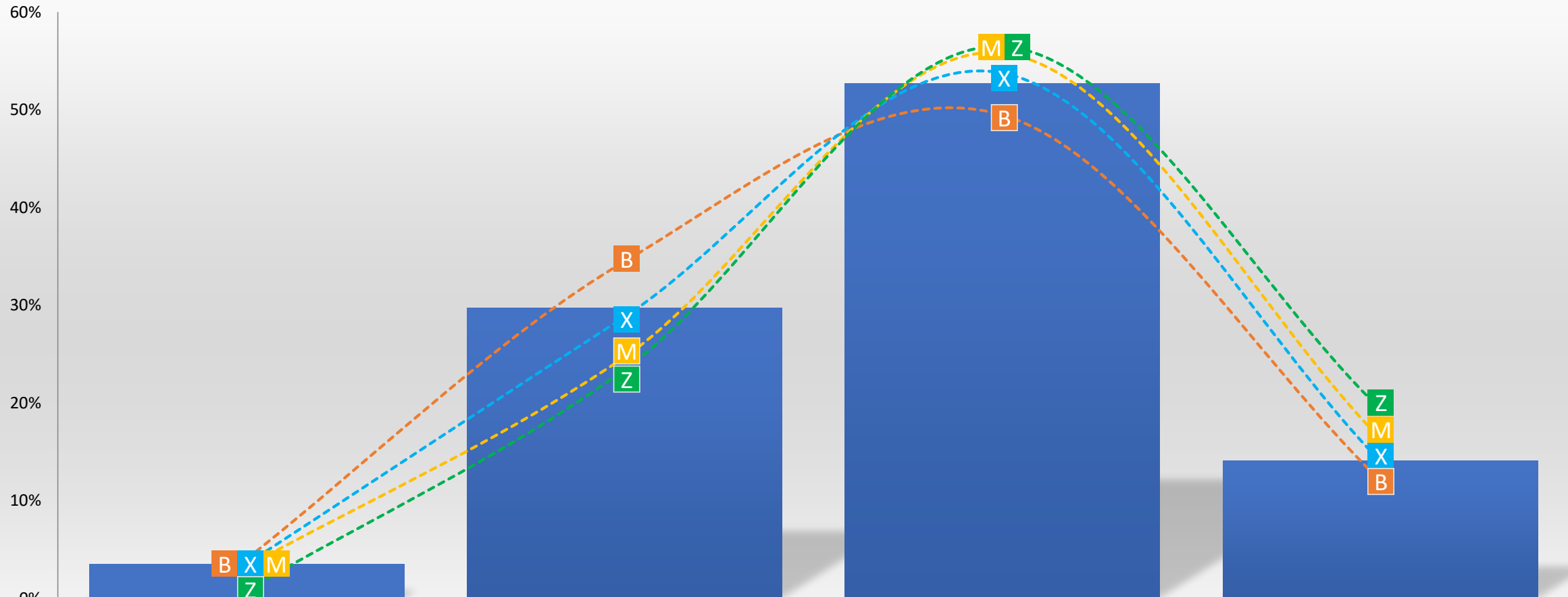
	Never	Sometimes	Usually	Always
All	3.52%	29.71%	52.71%	14.07%
B - Baby Boomers	4.04%	34.47%	49.45%	12.04%
X - Gen-X	3.50%	28.79%	53.73%	13.99%
M - Millennials	3.21%	24.69%	55.79%	16.32%
Z - Gen-Z	0.81%	23.39%	56.45%	19.35%

Thinking about a job(s) you applied for, but were not hired for, how well did any pre-interview follow-up evaluation methods (phone screen, assessments, additional questions) match your expectations of the needed skills and experience?

Never: 17.04%
Sometimes: 34.73%
Usually: 38.33%
Always: 9.89%
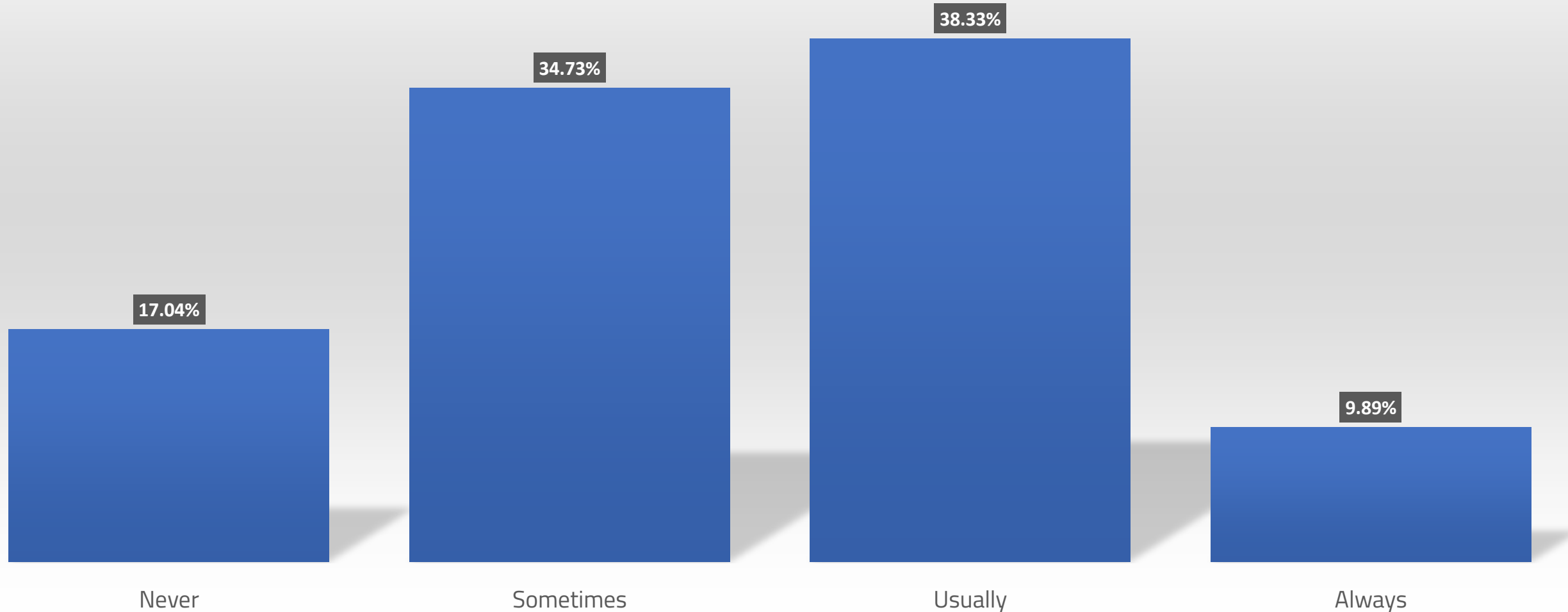
Thinking about a job(s) you applied for, but were <u>not</u> hired for, how well did any pre-interview follow-up evaluation methods (phone screen, assessments, additional questions) match your expectations of the needed skills and experience?
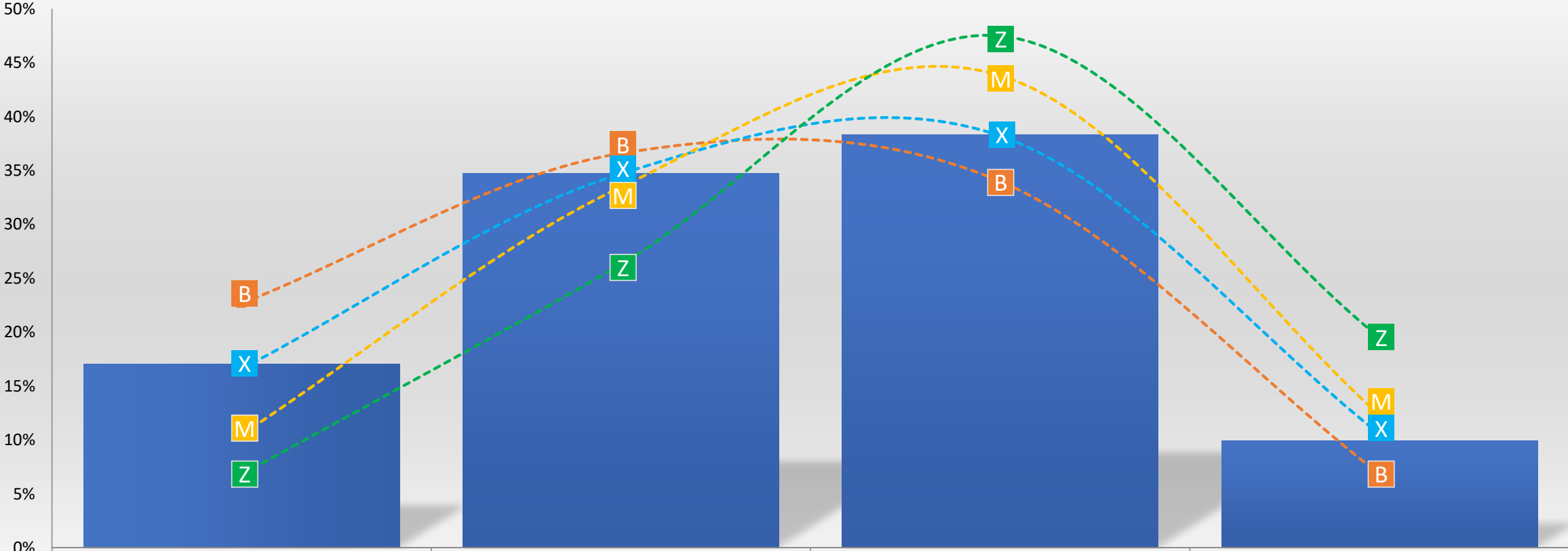
	Never	Sometimes	Usually	Always
All	17.04%	34.73%	38.33%	9.89%
B – Baby Boomers	22.65%	36.57%	33.97%	6.81%
X – Gen-X	16.60%	34.68%	38.19%	10.53%
M – Millennials	10.50%	33.44%	43.78%	12.28%
Z – Gen-Z	6.78%	26.27%	47.46%	19.49%

Thinking about a job(s) you applied for, but were not hired for, how well did the interview process and the questions asked match your expectations of the needed skills and experience?

Never	Sometimes	Usually	Always
2.92%	23.66%	52.92%	20.51%
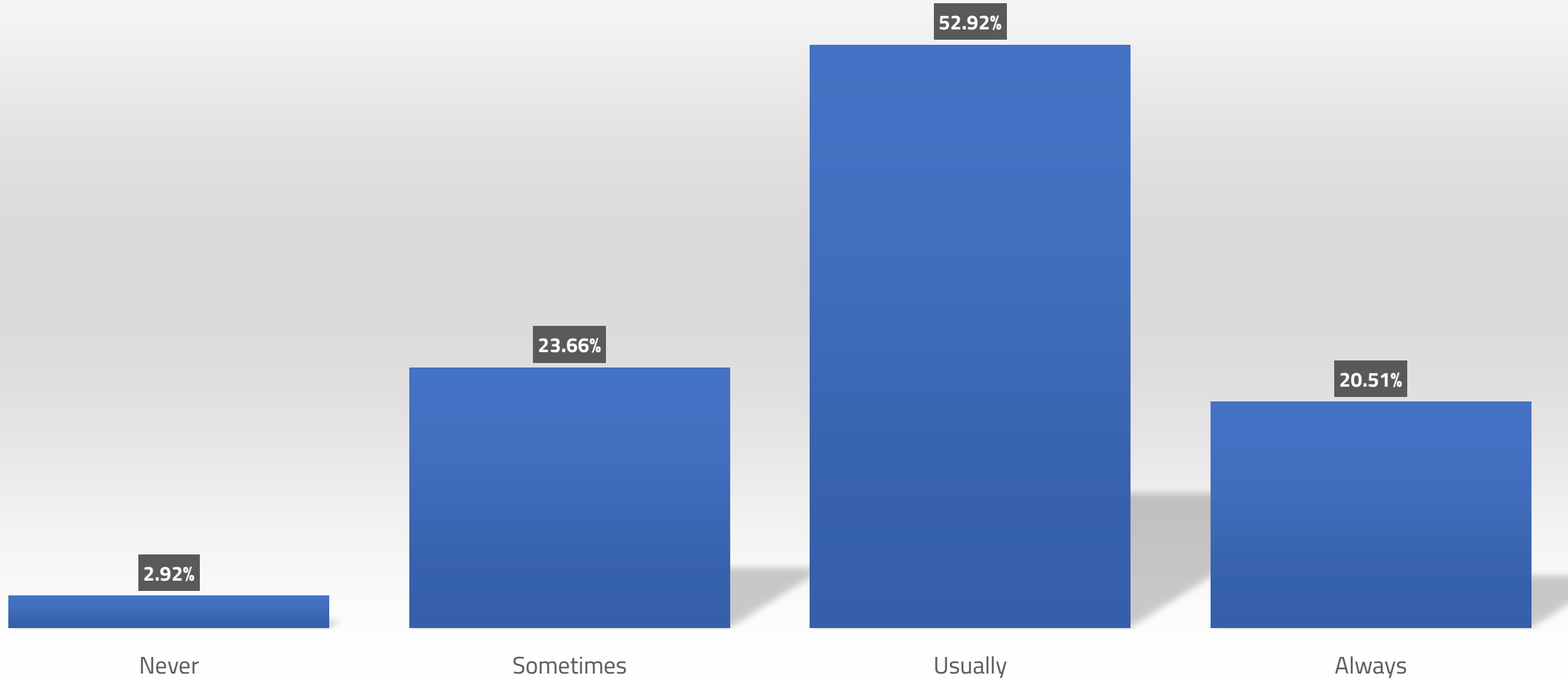
Thinking about a job(s) you applied for, but were <u>not</u> hired for, how well did the interview process and the questions asked match your expectations of the needed skills and experience?
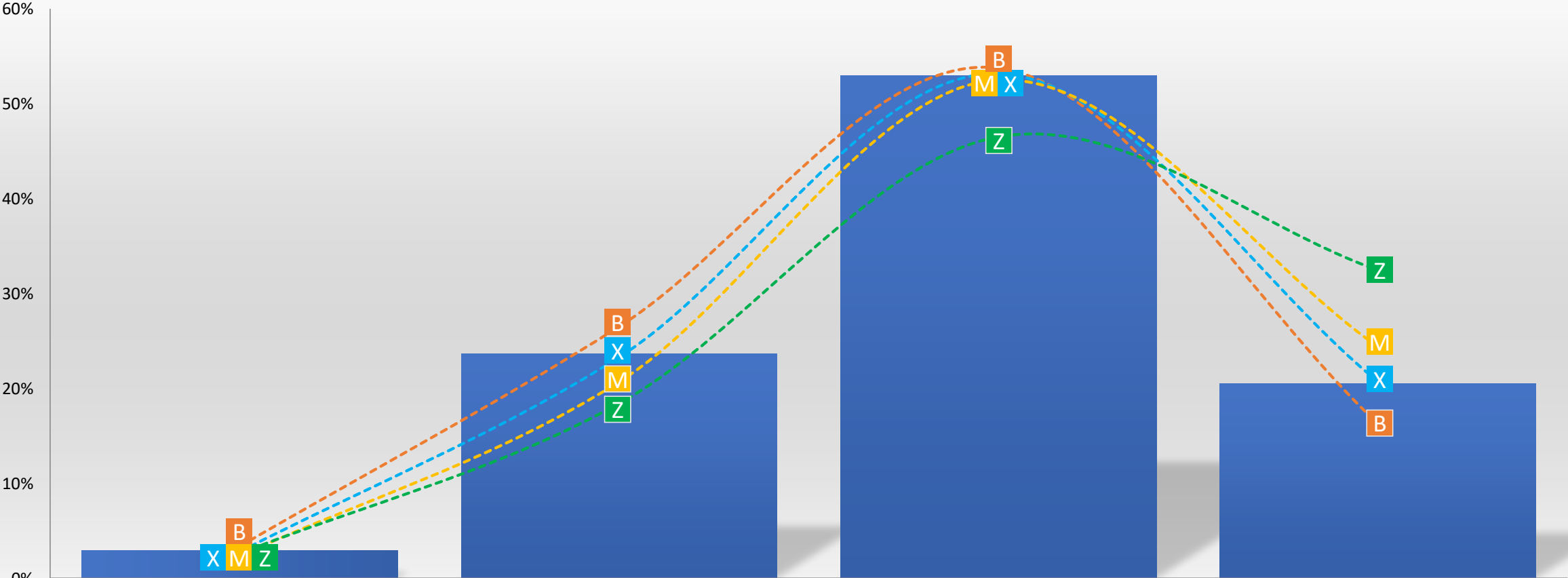
	Never	Sometimes	Usually	Always
All	2.92%	23.66%	52.92%	20.51%
B Baby Boomers	3.40%	26.53%	53.75%	16.32%
X Gen-X	2.82%	23.30%	53.14%	20.74%
M Millennials	2.37%	20.71%	52.51%	24.41%
Z Gen-Z	2.63%	18.42%	46.49%	32.46%

Thinking about a job(s) you applied for, but were <u>not</u> hired for, after the interview process or any additional evaluation methods (tests, assessments, etc.) match your expectations of the needed skills and experience?

15.85% — Never
31.13% — Sometimes
41.32% — Usually
11.70% — Always

Thinking about a job(s) you applied for, but were <u>not</u> hired for, after the interview process or any additional evaluation methods (tests, assessments, etc.) match your expectations of the needed skills and experience?

	Never	Sometimes	Usually	Always
All	15.85%	31.13%	41.32%	11.70%
B Baby Boomers	21.10%	33.56%	36.92%	8.42%
X Gen-X	16.37%	31.42%	40.12%	12.09%
M Millennials	8.63%	29.27%	48.73%	13.37%
Z Gen-Z	8.57%	19.05%	44.76%	27.62%

Which method do you prefer for interviews with a potential employer?

4.42% — Video interviews

74.77% — In-person interviews

20.81% — No specific preference
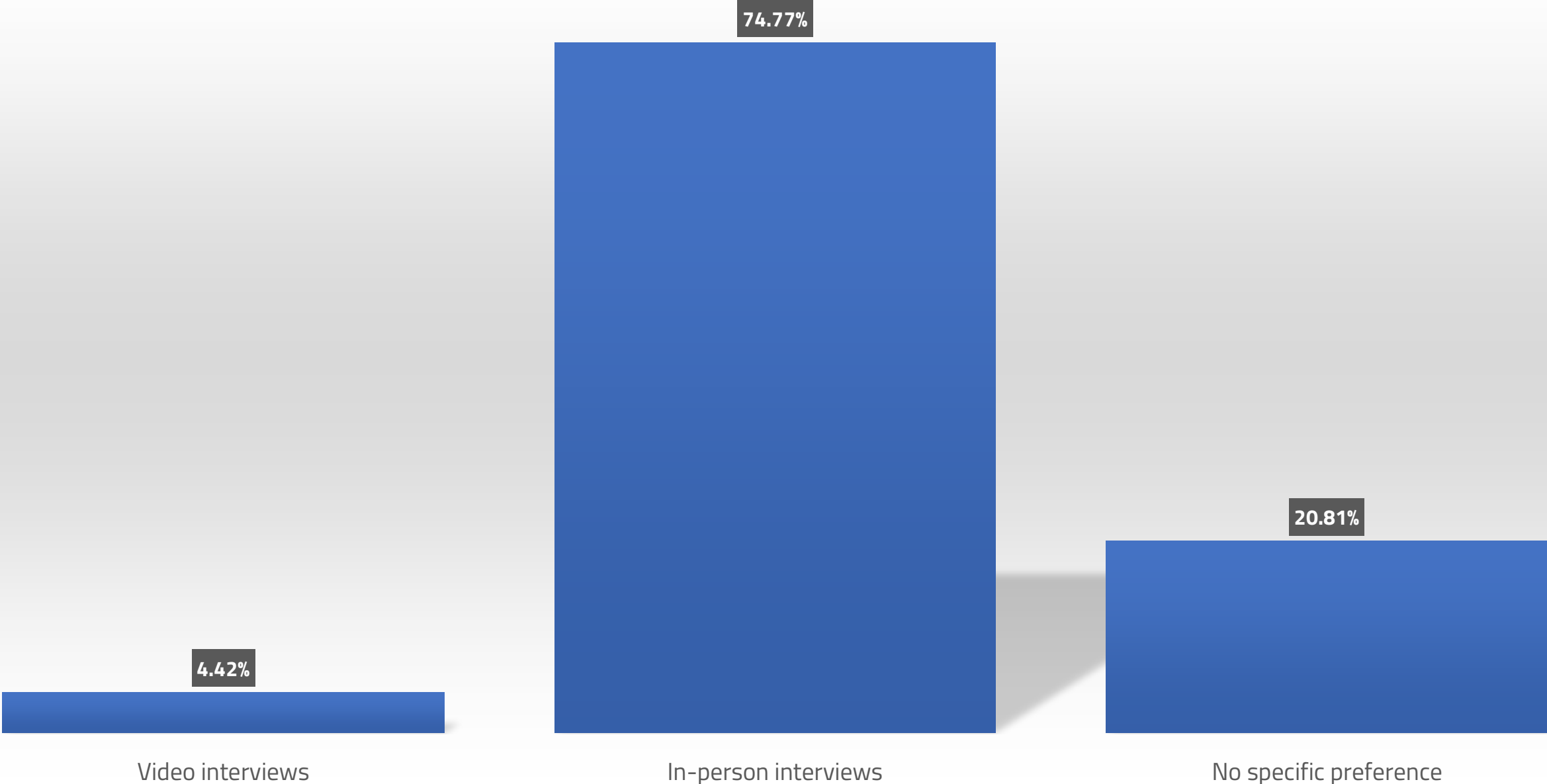
Which method do you prefer for interviews with a potential employer?
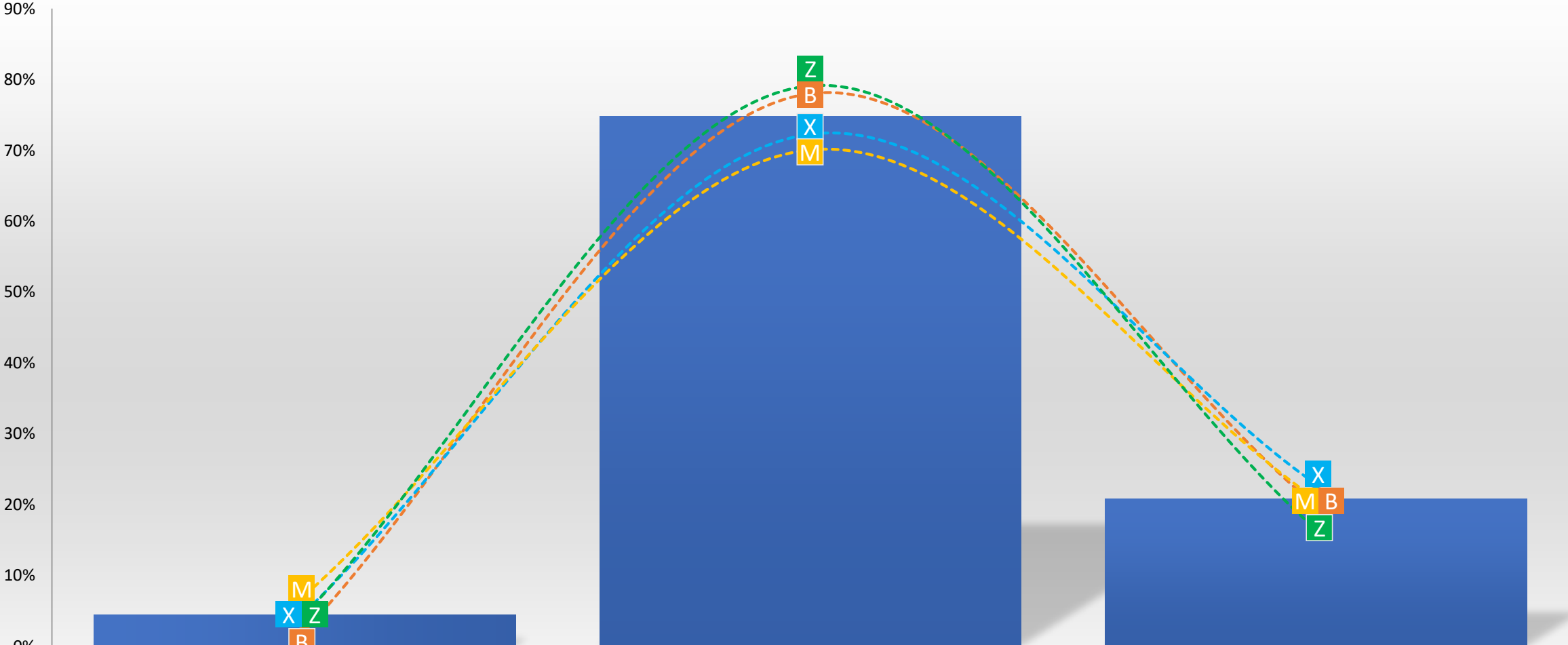
	Video interviews	In-person interviews	No specific preference
All	4.42%	74.77%	20.81%
B — Baby Boomers	2.20%	77.99%	19.79%
X — Gen-X	4.86%	72.29%	22.85%
M — Millennials	7.22%	70.06%	20.72%
Z — Gen-Z	4.48%	79.10%	16.42%

How important are the following resources in your decision to consider a company for employment?
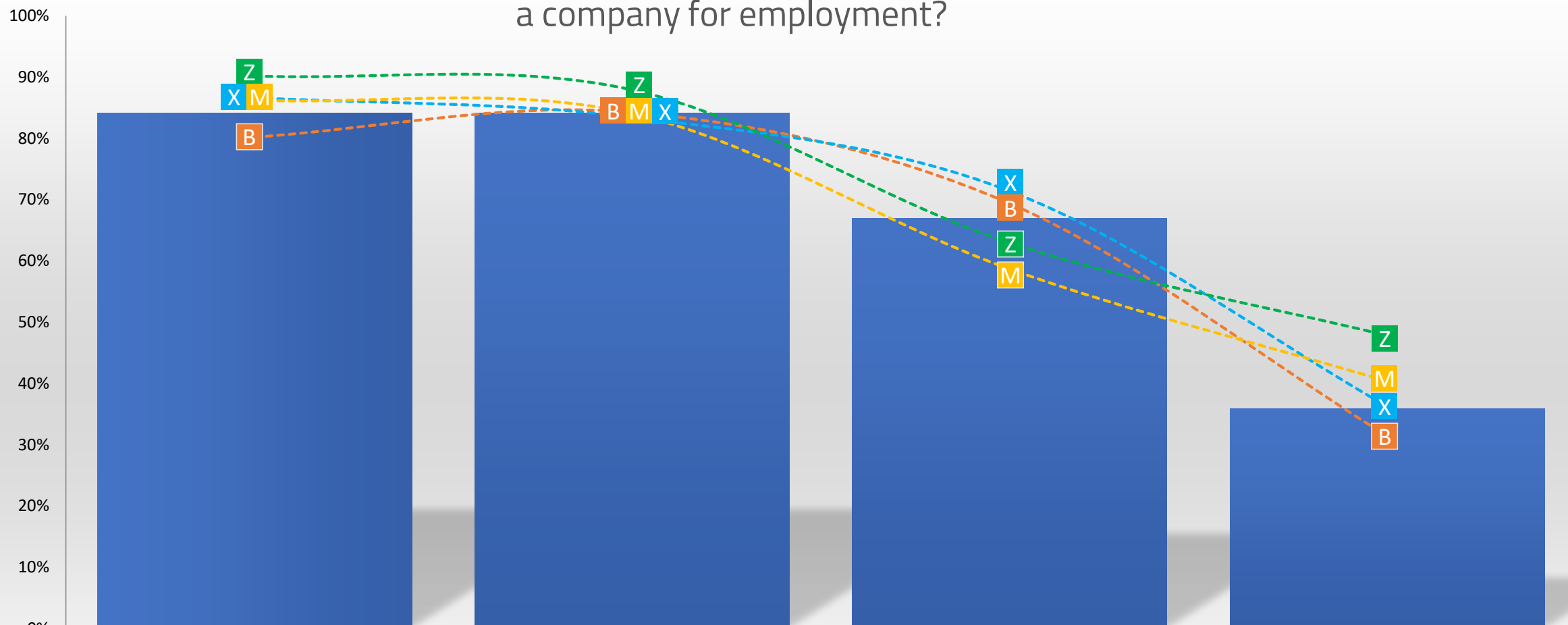
	Ratings and feedback on employer review sites (Glassdoor, Indeed, Kununu, etc.)	Feedback from friends and peers	Social media, professional channels such as LinkedIn	Social media, non-professional channels (Facebook, Instagram, etc.)
All	84.15%	84.08%	66.90%	35.89%
B — Baby Boomers	80.20%	84.23%	69.35%	31.36%
X — Gen-X	86.58%	83.39%	71.33%	36.18%
M — Millennials	86.16%	83.99%	58.62%	40.30%
Z — Gen-Z	90.15%	87.88%	62.88%	47.73%

How important are non-professional social media channels (Facebook, Instagram, etc.) in your decision to consider a company for employment?
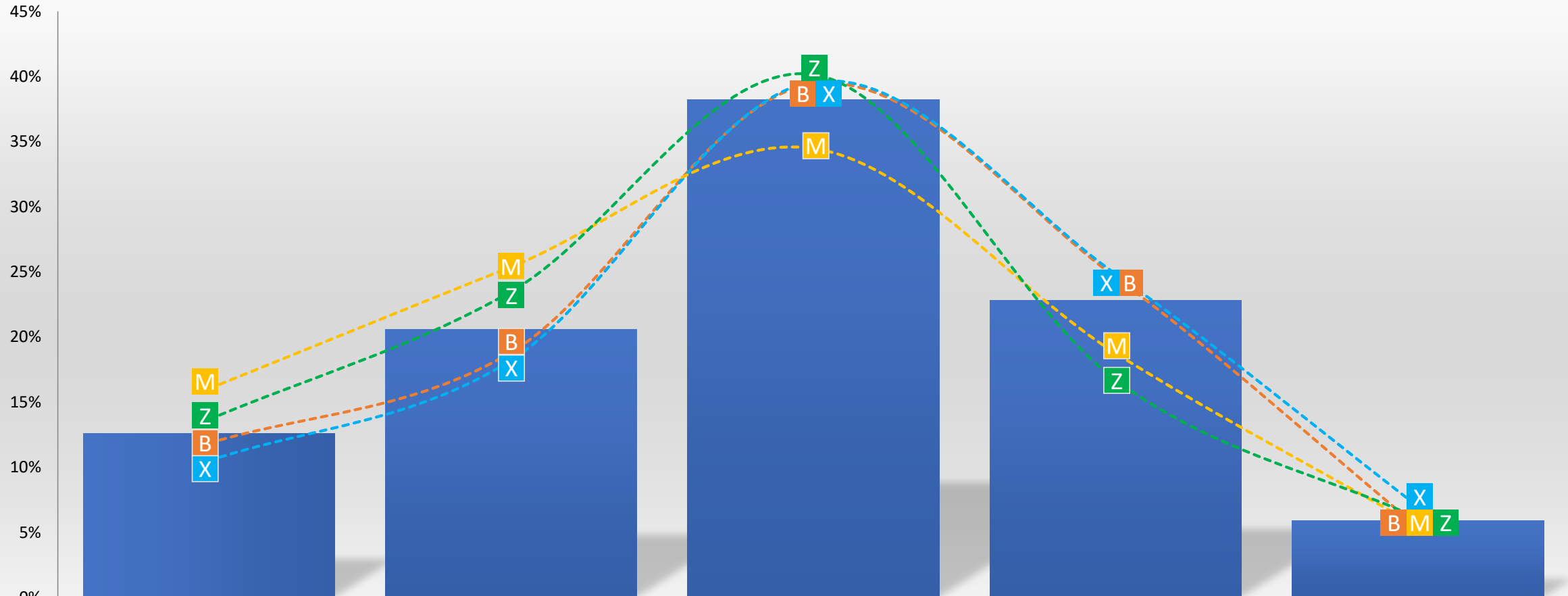
- Not at all Important — 26.71%
- Not so Important — 37.40%
- Somewhat Important — 25.70%
- Very Important — 8.52%
- Extremely Important — 1.68%

How important are non-professional social media channels (Facebook, Instagram, etc.) in your decision to consider a company for employment?
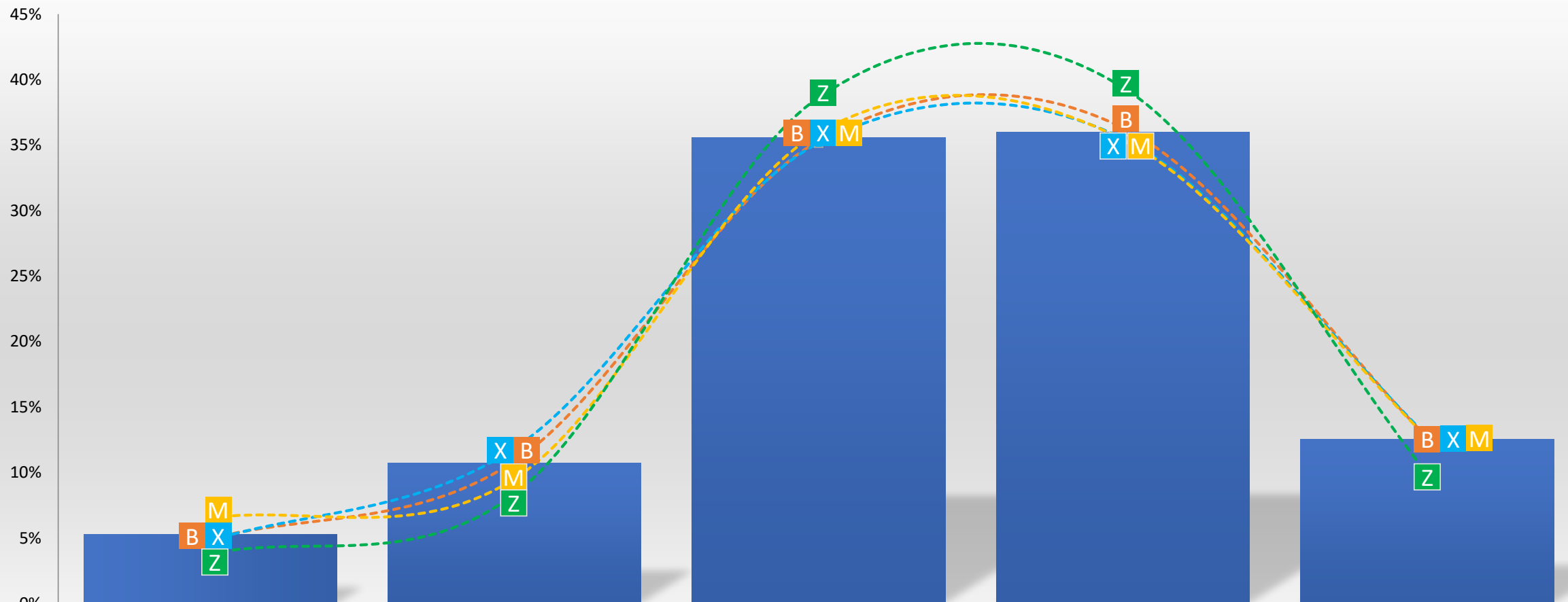

		Not at all Important	Not so Important	Somewhat Important	Very Important	Extremely Important
	All	26.71%	37.40%	25.70%	8.52%	1.68%
B	Baby Boomers	31.09%	37.54%	24.73%	5.47%	1.16%
X	Gen-X	24.57%	39.25%	25.37%	9.33%	1.48%
M	Millennials	23.61%	36.09%	26.87%	11.53%	1.90%
Z	Gen-Z	21.21%	31.06%	29.55%	12.12%	6.06%

How important are professional social media channels (such as LinkedIn) in your decision to consider a company for employment?

- Not at all Important: 12.57%
- Not so Important: 20.53%
- Somewhat Important: 38.23%
- Very Important: 22.77%
- Extremely Important: 5.90%

Q16-2
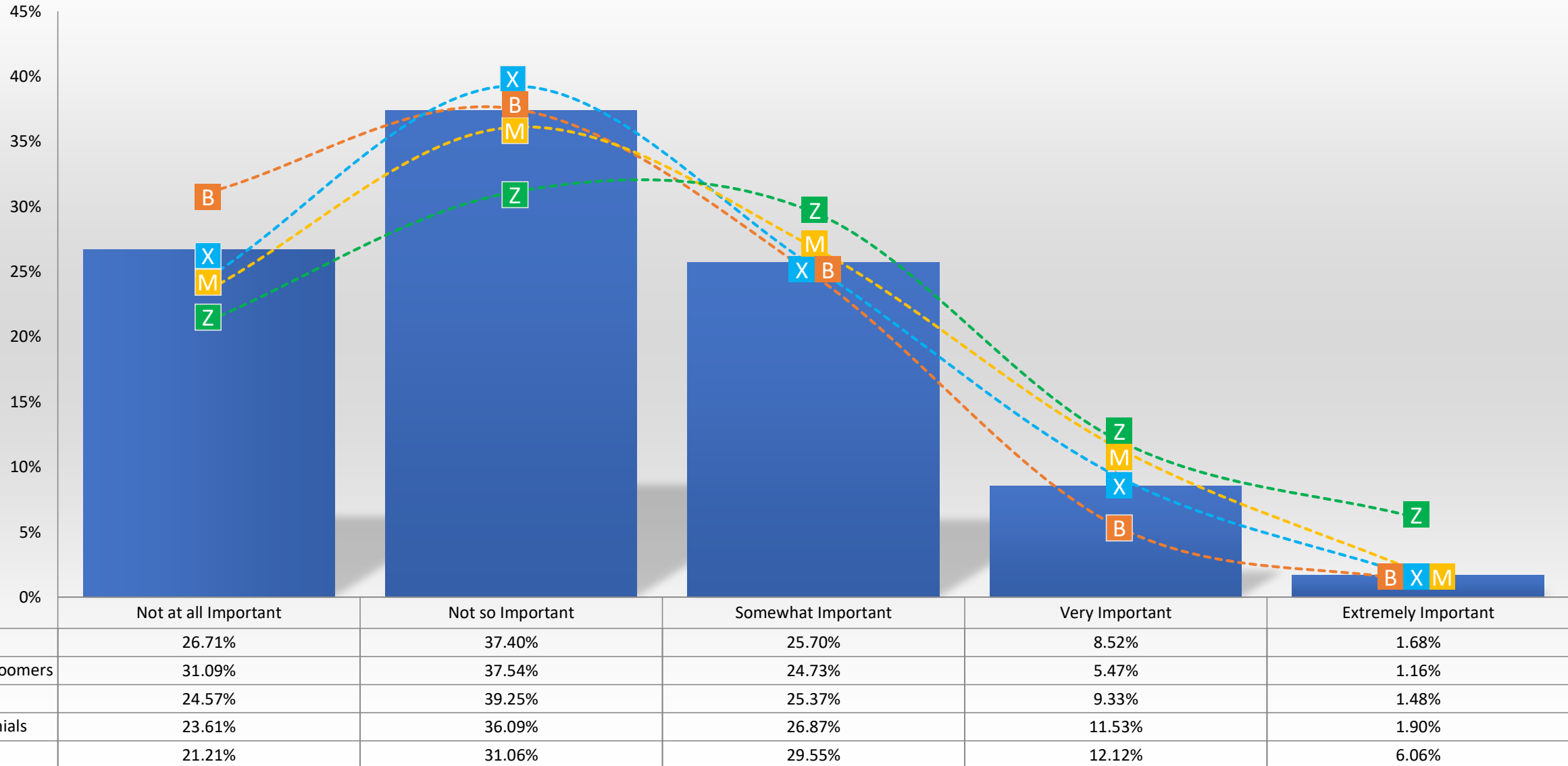
# How important are professional social media channels (such as LinkedIn) in your decision to consider a company for employment?

	Not at all Important	Not so Important	Somewhat Important	Very Important	Extremely Important
All	12.57%	20.53%	38.23%	22.77%	5.90%
B – Baby Boomers	11.83%	18.82%	39.43%	24.55%	5.38%
X – Gen-X	10.47%	18.20%	39.59%	24.80%	6.94%
M – Millennials	16.01%	25.37%	34.46%	18.72%	5.43%
Z – Gen-Z	13.64%	23.48%	40.15%	16.67%	6.06%

How important is feedback from friends and peers in your decision to consider a company for employment?

- Not at all Important: 5.24%
- Not so Important: 10.68%
- Somewhat Important: 35.58%
- Very Important: 35.96%
- Extremely Important: 12.53%
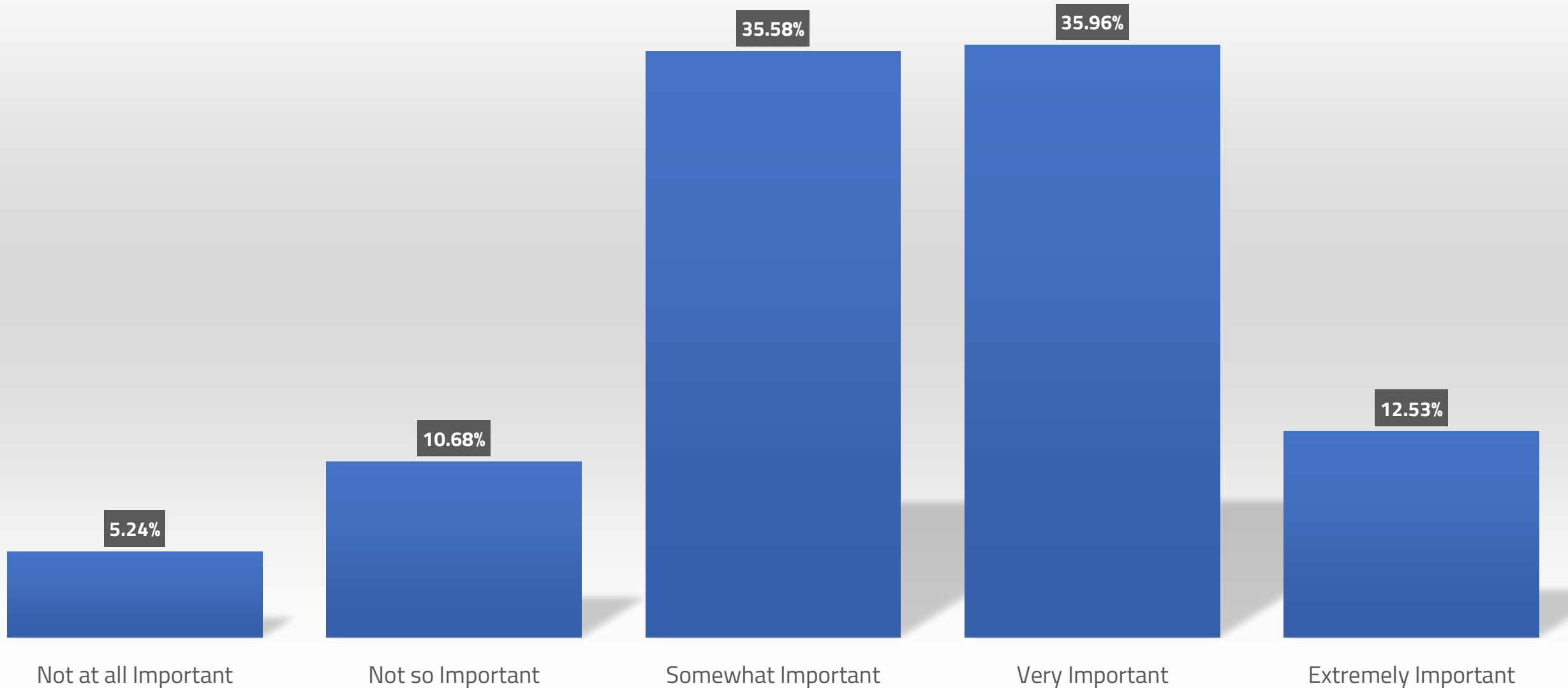
How important is feedback from friends and peers in your decision to consider a company for employment?

	Not at all Important	Not so Important	Somewhat Important	Very Important	Extremely Important
All	5.24%	10.68%	35.58%	35.96%	12.53%
B – Baby Boomers	4.93%	10.84%	35.30%	36.29%	12.63%
X – Gen-X	4.78%	11.83%	35.15%	35.49%	12.74%
M – Millennials	6.51%	9.50%	35.96%	35.41%	12.62%
Z – Gen-Z	3.79%	8.33%	38.64%	39.39%	9.85%

How important are company ratings and feedback on employer review sites (like Glassdoor, Indeed, Kununu, etc.) in your decision to consider a company for employment?

Not at all Important	Not so Important	Somewhat Important	Very Important	Extremely Important
4.78%	11.07%	39.53%	33.83%	10.79%
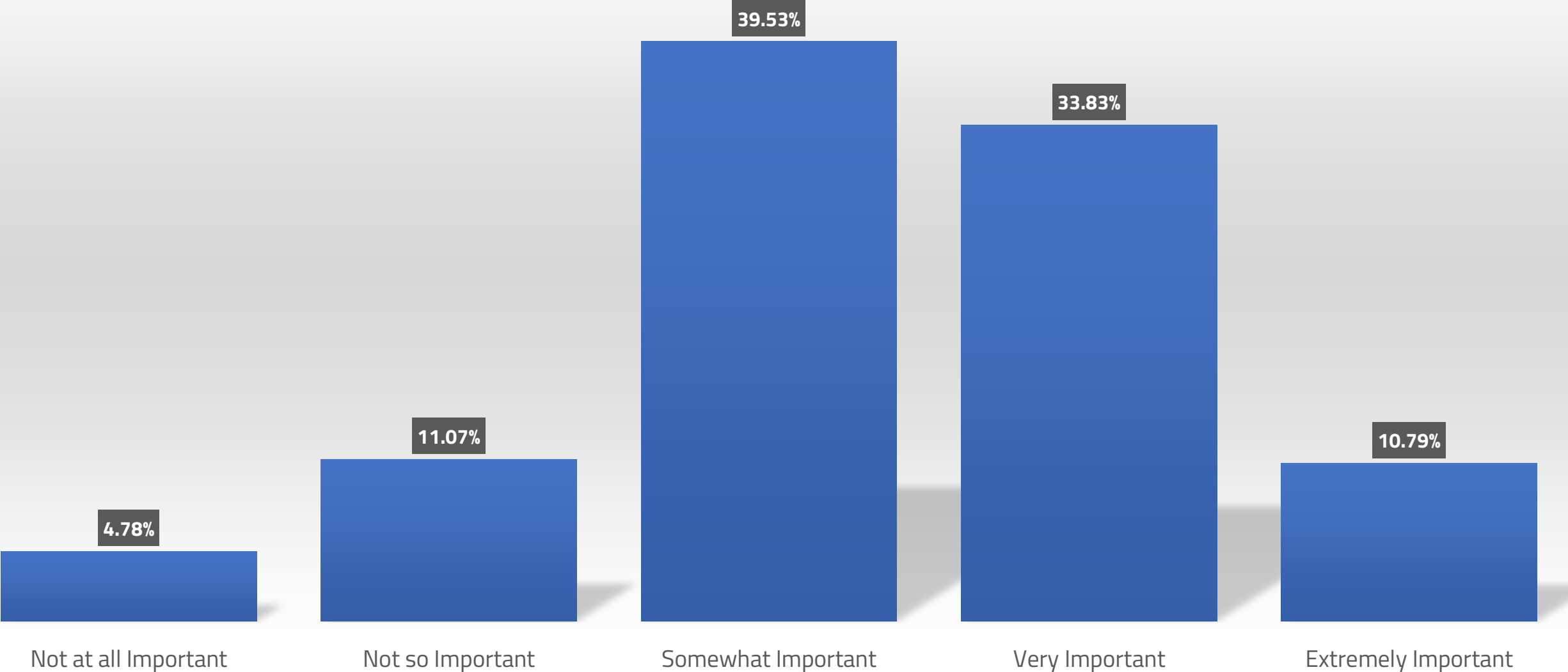
How important are company ratings and feedback on employer review sites (like Glassdoor, Indeed, Kununu, etc.) in your decision to consider a company for employment?
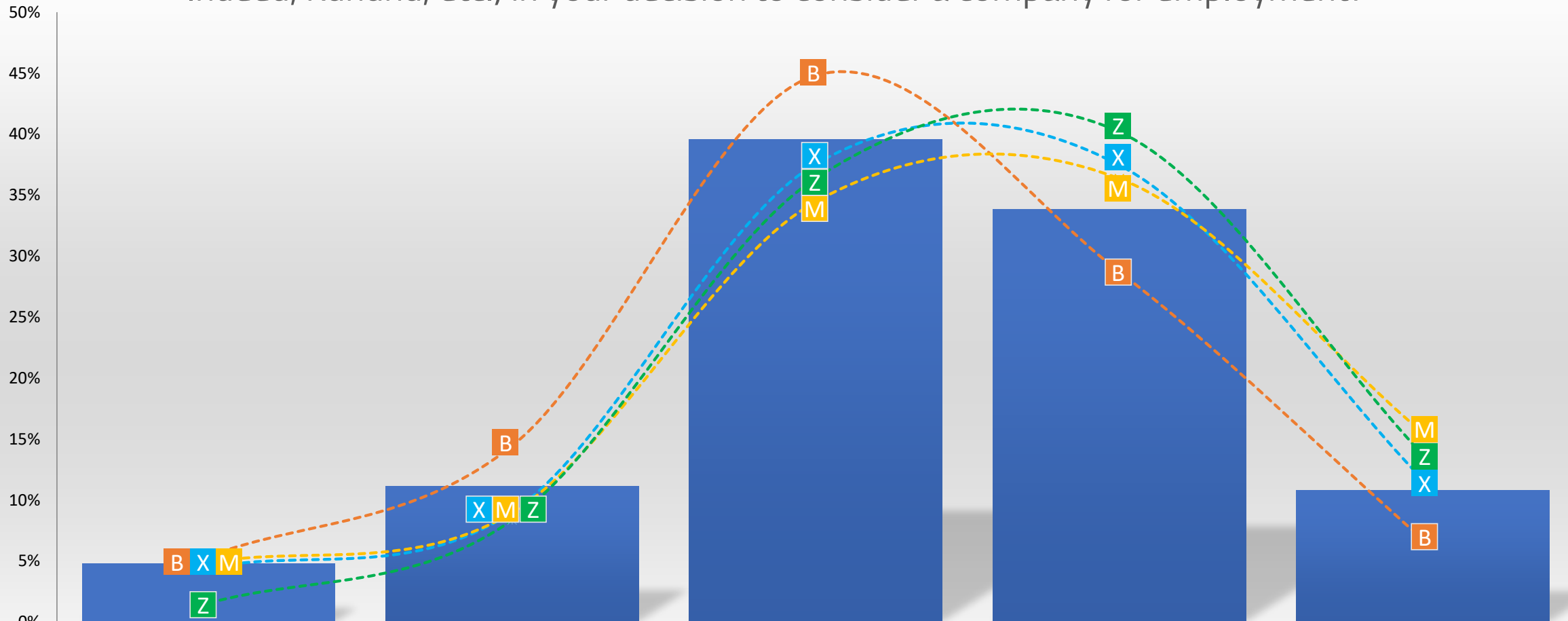
		Not at all Important	Not so Important	Somewhat Important	Very Important	Extremely Important
	All	4.78%	11.07%	39.53%	33.83%	10.79%
B	Baby Boomers	5.38%	14.43%	44.80%	28.67%	6.72%
X	Gen-X	4.44%	8.99%	37.54%	37.43%	11.60%
M	Millennials	4.88%	8.96%	34.46%	36.33%	15.47%
Z	Gen-Z	1.52%	8.33%	36.36%	40.15%	13.64%

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Employer Review Monitoring Beyond Compare.

Keeping track of what candidates say about your company can be time-consuming. But it is critical as most job seekers will spend a significant amount of time researching your organization on employer review sites, even **before** they apply. Negative reviews about your candidate experience can hurt your ability to turn those ideal candidates into hires.
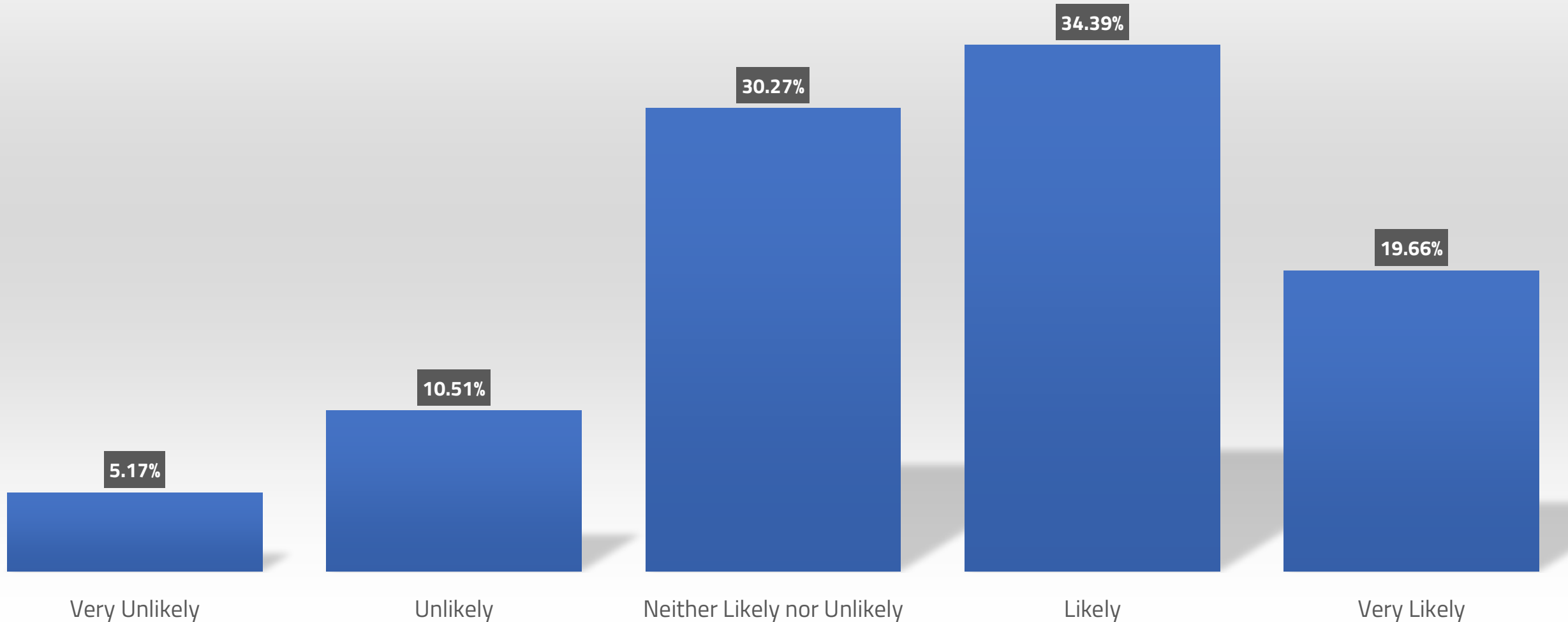
Let **Talentegy** automate it for you. We track the ratings on leading employer review sites in one unified dashboard - and we even compare your company to your top competitors. One solution to measure it all.

talentegy.com/reviews

If you had a poor candidate experience during the employment process, how likely is that to negatively influence your decision to buy or purchase a company's products or services, or your perception of their company brand?

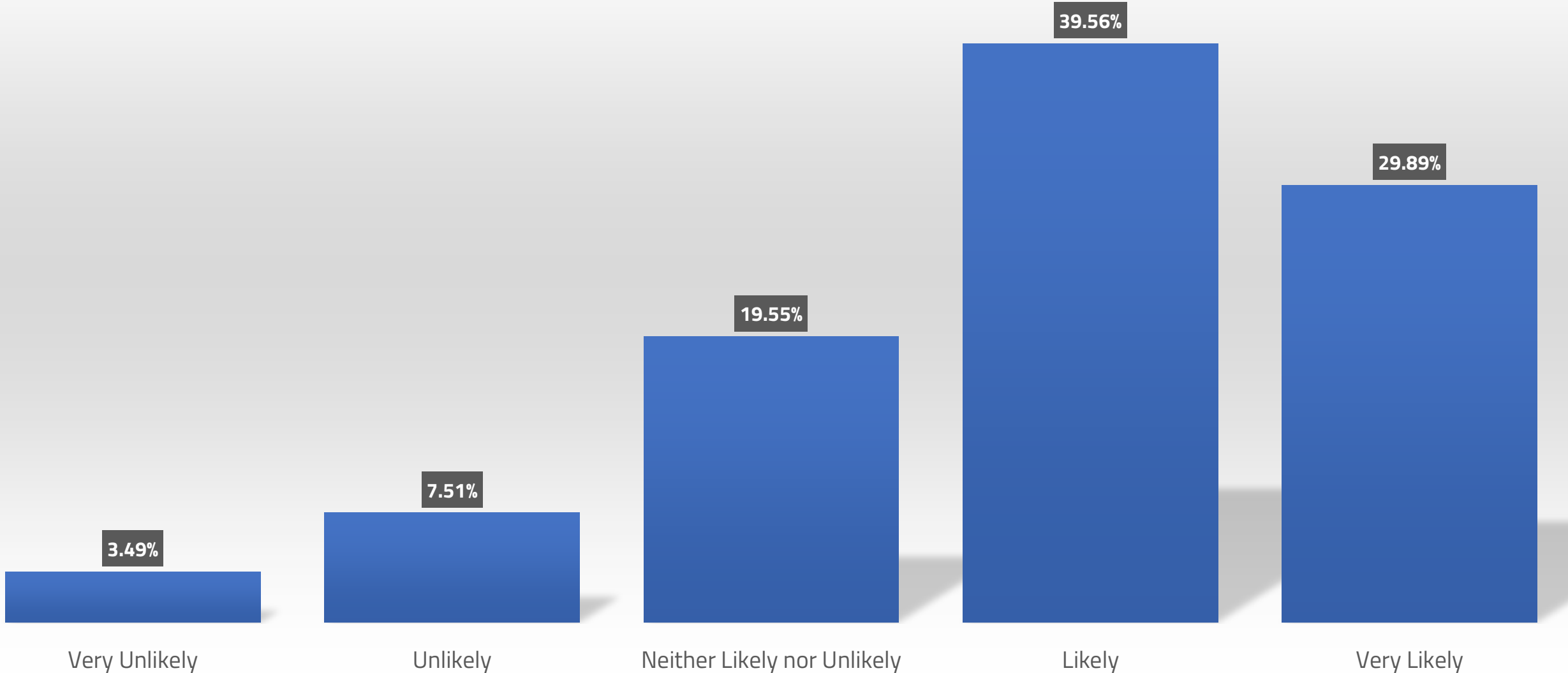| Very Unlikely	Unlikely	Neither Likely nor Unlikely	Likely	Very Likely
5.17%	10.51%	30.27%	34.39%	19.66%

If you had a poor candidate experience during the employment process, how likely is that to negatively influence your decision to buy or purchase a company's products or services, or your perception of their company brand?
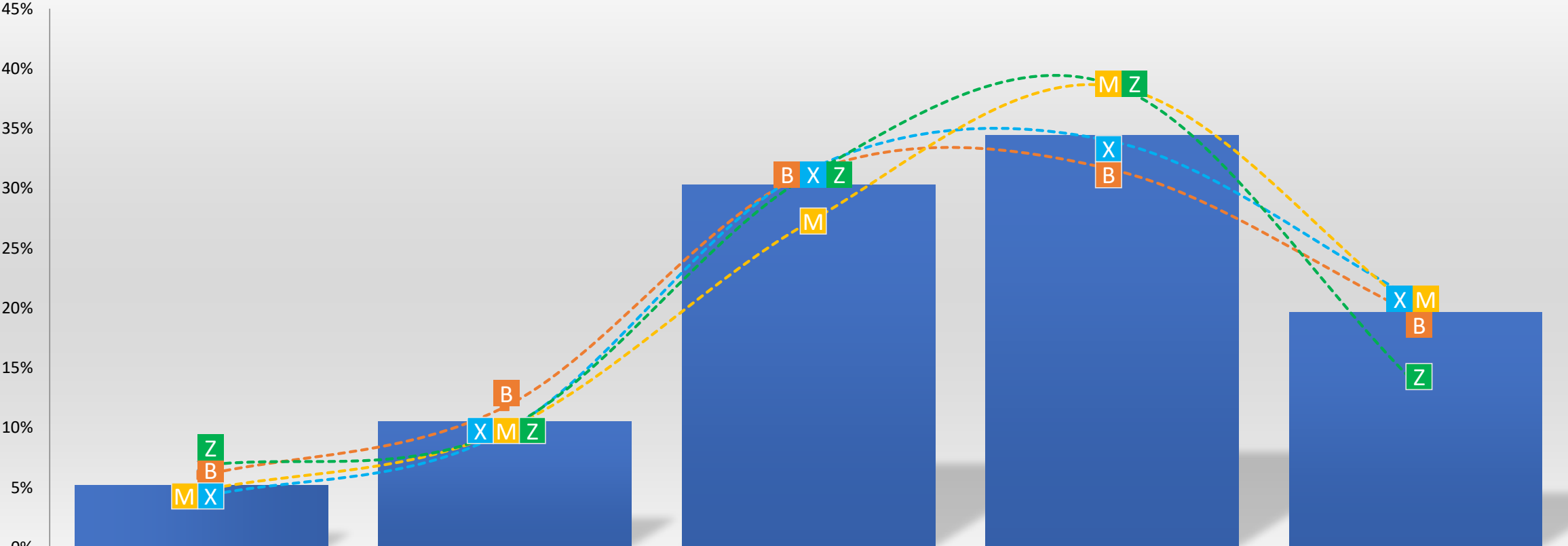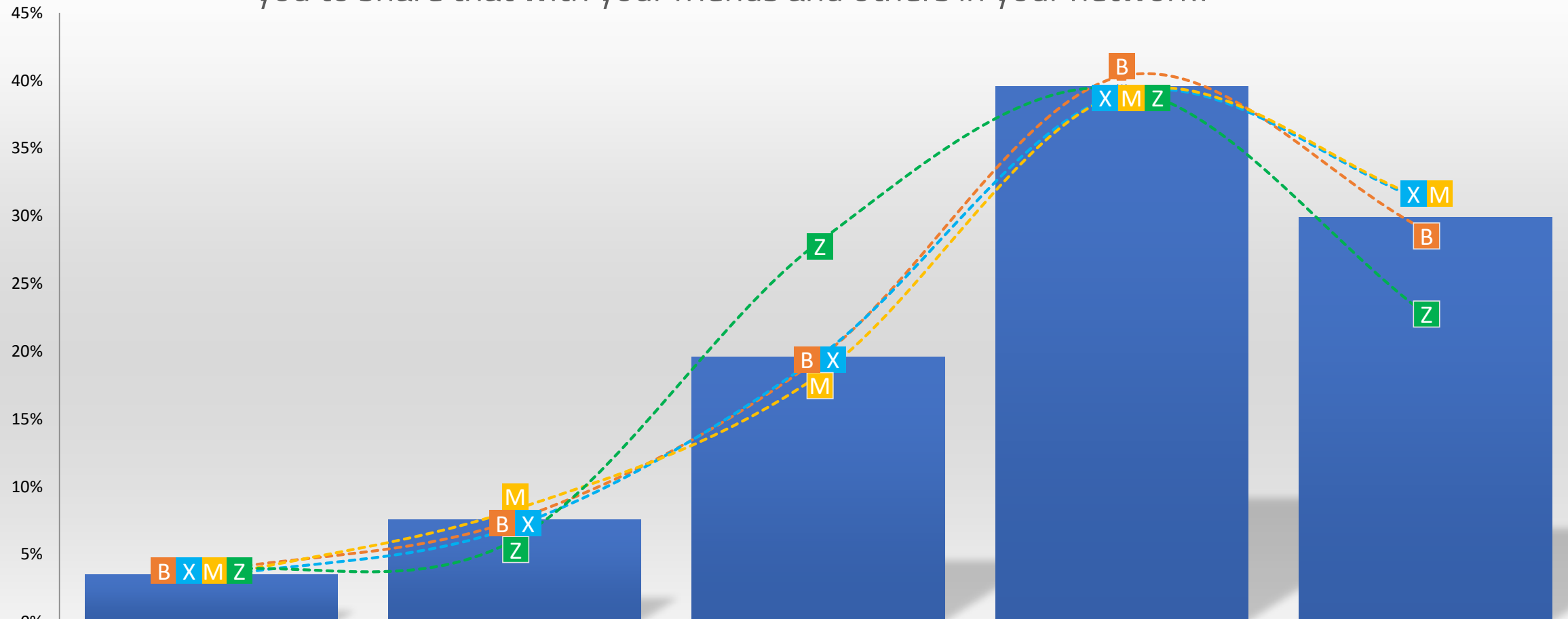
	Very Unlikely	Unlikely	Neither Likely nor Unlikely	Likely	Very Likely
All	5.17%	10.51%	30.27%	34.39%	19.66%
B Baby Boomers	6.00%	11.74%	31.27%	31.54%	19.44%
X Gen-X	4.21%	9.67%	31.51%	33.90%	20.71%
M Millennials	4.75%	9.77%	27.14%	38.53%	19.81%
Z Gen-Z	6.82%	9.85%	31.06%	38.64%	13.64%

If you had a poor candidate experience during the employment process, how likely are you to share that with your friends and others in your network?

Very Unlikely	Unlikely	Neither Likely nor Unlikely	Likely	Very Likely
3.49%	7.51%	19.55%	39.56%	29.89%

If you had a poor candidate experience during the employment process, how likely are you to share that with your friends and others in your network?
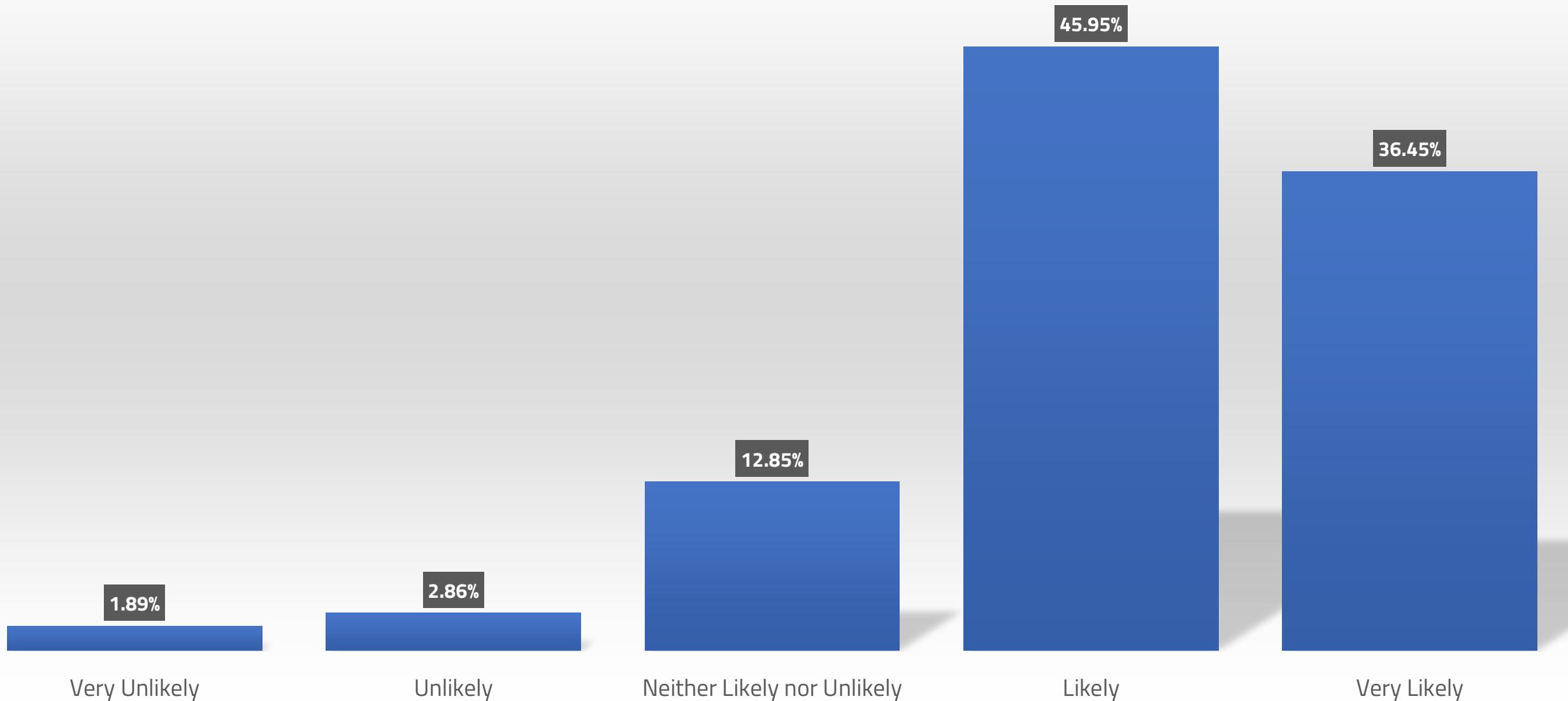
	Very Unlikely	Unlikely	Neither Likely nor Unlikely	Likely	Very Likely
All	3.49%	7.51%	19.55%	39.56%	29.89%
Baby Boomers	3.76%	7.53%	19.44%	40.32%	28.94%
Gen-X	3.30%	7.05%	19.57%	39.02%	31.06%
Millennials	3.26%	8.28%	18.18%	39.08%	31.21%
Gen-Z	3.79%	6.06%	28.03%	39.39%	22.73%

If you had a positive candidate experience during the employment process, how likely are you to share that with your friends and others in your network?
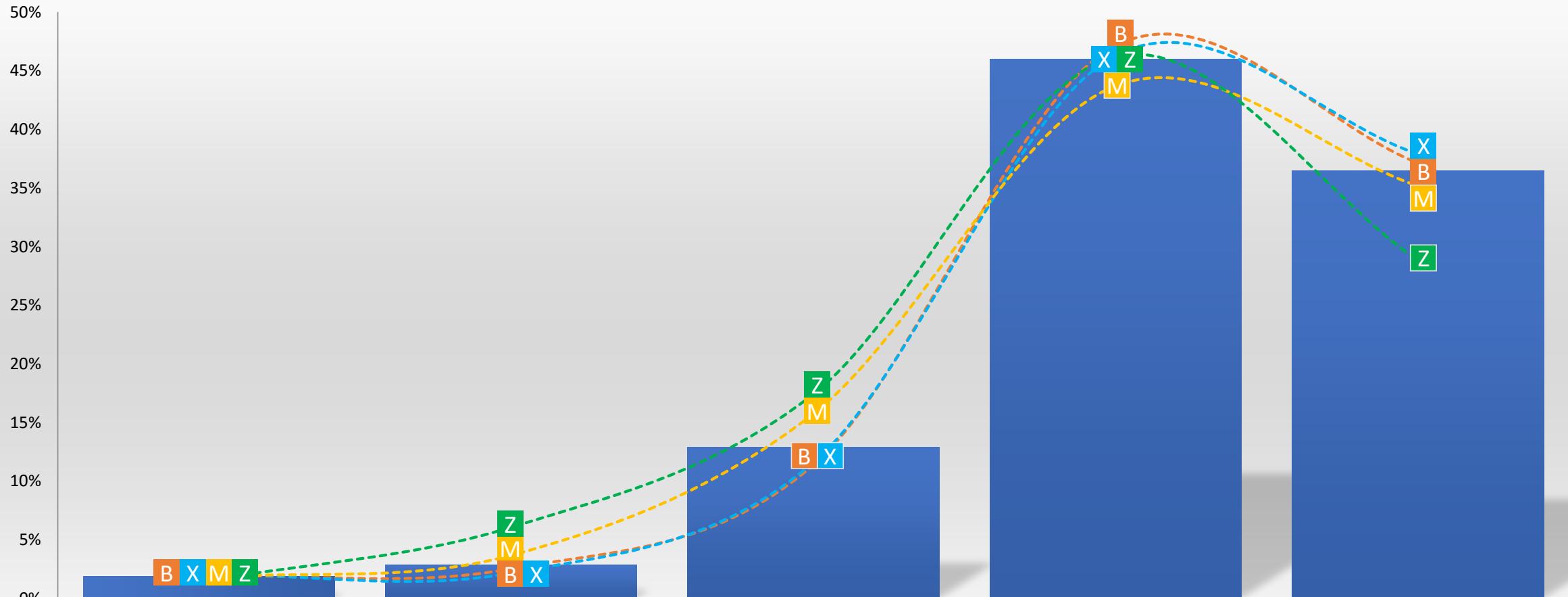
- Very Unlikely: 1.89%
- Unlikely: 2.86%
- Neither Likely nor Unlikely: 12.85%
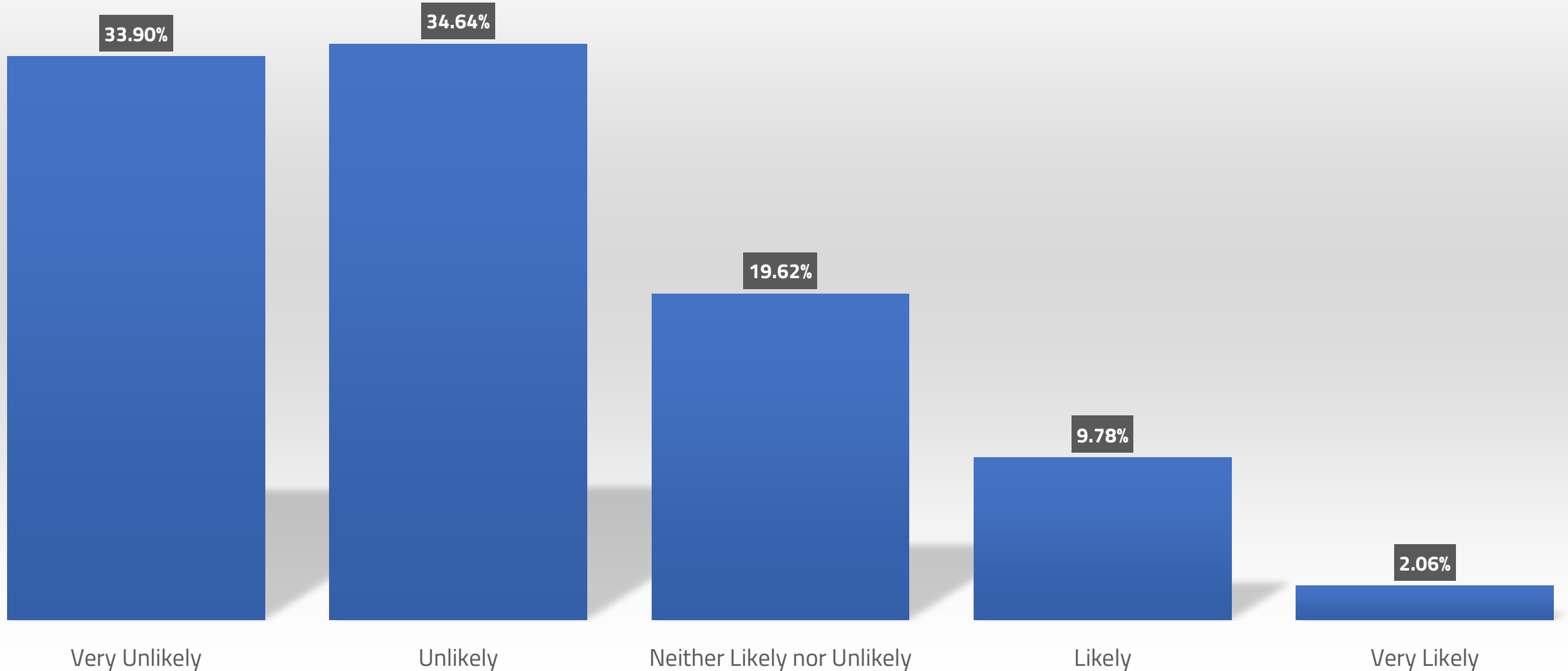- Likely: 45.95%
- Very Likely: 36.45%

If you had a positive candidate experience during the employment process, how likely are you to share that with your friends and others in your network?

	Very Unlikely	Unlikely	Neither Likely nor Unlikely	Likely	Very Likely
All	1.89%	2.86%	12.85%	45.95%	36.45%
B - Baby Boomers	1.88%	2.51%	11.38%	47.13%	37.10%
X - Gen-X	2.05%	2.16%	11.60%	46.30%	37.88%
M - Millennials	1.76%	3.66%	15.74%	43.69%	35.14%
Z - Gen-Z	1.52%	6.06%	17.42%	46.21%	28.79%

How likely are you to reapply to an employer with whom you experienced a negative or poor candidate experience?

33.90%	34.64%	19.62%	9.78%	2.06%
Very Unlikely	Unlikely	Neither Likely nor Unlikely	Likely	Very Likely

How likely are you to <u>reapply</u> to an employer with whom you experienced a negative or poor candidate experience?

	Very Unlikely	Unlikely	Neither Likely nor Unlikely	Likely	Very Likely
All	33.90%	34.64%	19.62%	9.78%	2.06%
B – Baby Boomers	33.06%	35.04%	19.89%	10.22%	1.79%
X – Gen-X	32.08%	36.18%	20.59%	8.76%	2.39%
M – Millennials	38.13%	32.56%	17.77%	9.23%	2.31%
Z – Gen-Z	29.55%	32.58%	21.21%	15.91%	0.08%
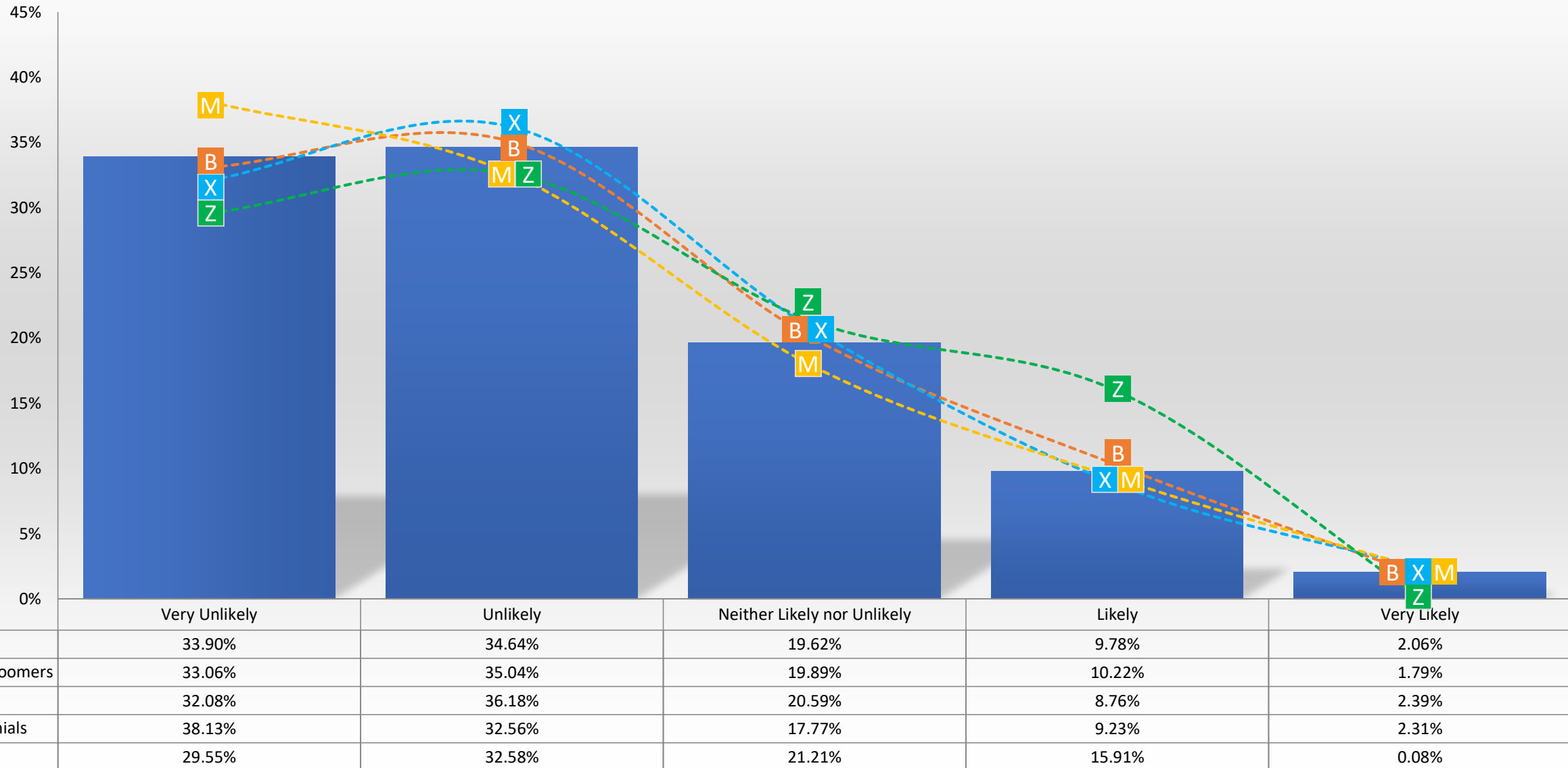
ADDITIONAL INDUSTRY RESOURCES & RESEARCH

1. The Talent Board, North American Candidate Experience Research Report: Link
2. iCIMS, Candidate Experience Study: Link
3. Bersin by Deloitte, Talent Acquisition Factbook: Link
4. IBM Smarter Workforce Institute, The Far-Reaching Impact of Candidate Experience: Link
5. IBM Smarter Workforce Institute, The Far-Reaching Impact of Candidate Experience: Link
6. CareerBuilder, Candidate Experience from End-to-End: Link
7. The Talent Board, North American Candidate Experience Research Report: Link
8. CareerBuilder, Candidate Survey: Link
9. The Talent Board, North American Candidate Experience Research Report: Link
10. SmashFly, Fortune 500 Report: Recruitment Marketing Benchmarks: Link
11. Brandon Hall Group, The State of Recruitment Marketing: Link
12. CareerArc, Employer Branding Study: Link

50% of candidates with a poor experience **will sever their business relationship** with a company.
1

59% of candidates **abandon a job application** due to **bugs, issues or complexity** of process.
2

83% of candidates rate their **job search experience as poor**.
3

53% of candidates with a positive experience **will become a customer**.
4

38% of candidates **who are satisfied with their candidate experience** are more likely to **accept a job offer**.
5

73% of candidates say the **job search process** is one of the **most stressful** things in life.
6

46% of candidates after applying **had not heard back** from the company **after two months.**
7

42% of candidates with a negative experience **won't reapply** to your company.
8

65% of candidates with a negative experience **share them** with their **inner circles** and **publicly online**.
9

74% of candidates who rated candidate experience 5/5 **would increase their business** with an employer.
10

34% of company's **ask candidates for their feedback**.
11

1 in 5 candidates **would not apply to a 1-star rated** company.
12

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❯ System Analytics
❯ Sourcing Analytics
❯ Feedback and Surveys
❯ Employer Review Monitoring
❯ Chatbot

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69% of job seekers who had a negative candidate experience will rarely or never reapply again.