

# THE STATE OF Candidate Experience

2020 BENCHMARKS

Our annual State of Candidate Experience report analyzes and ranks the candidate experiences of the Fortune 500, revealing the biggest successes and challenges throughout the digital candidate journey. Here are the latest trends.

## KEY FINDINGS

### PERSONALIZED EXPERIENCES ARE ESSENTIAL

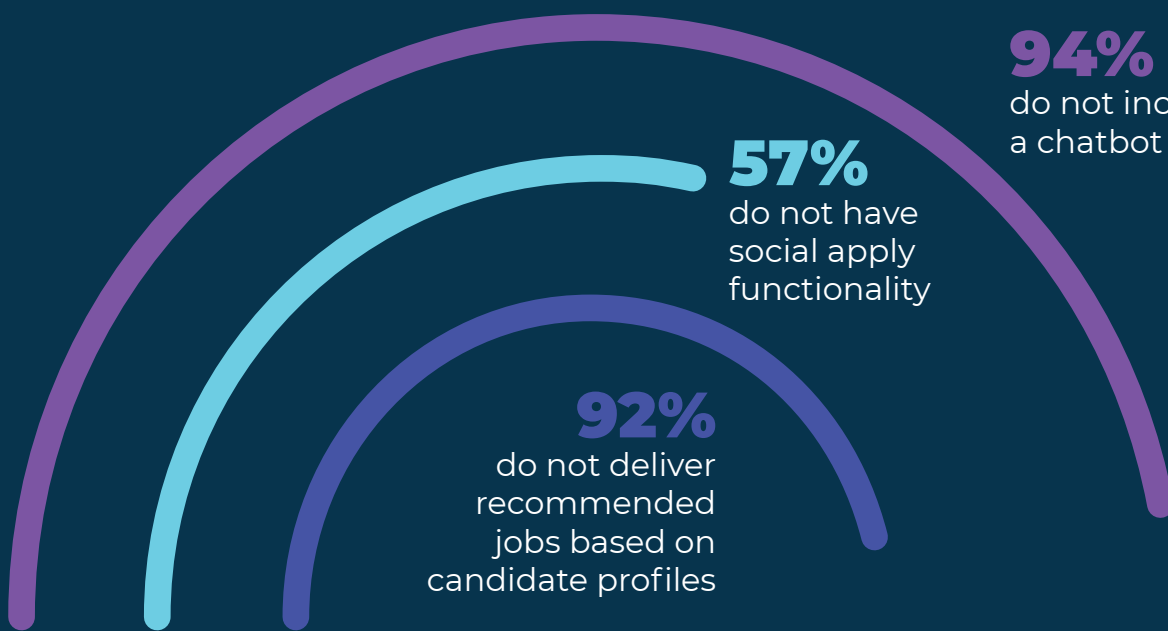
to standing out in a candidate-driven market.  
Most of the Fortune 500 are not meeting talent expectations.

94%

of career sites **DO NOT DELIVER HYPER-PERSONALIZED CANDIDATE EXPERIENCES**

## Why?

Because their **CAREER SITES LACK ESSENTIAL AI TECHNOLOGY...**



## AND CONTENT



**65%** of career sites have limited or no video content that is relevant to the candidate journey

Candidates should be able to apply to a job and **BROWSE A CAREER SITE ON ANY DEVICE**



91%

of career sites can be viewed on desktops, tablets, and mobile devices **WITHOUT LOSING FUNCTIONALITY**

Even after a candidate applies to a job, there are opportunities to improve.

**99%**

**of the Fortune 500 do not further communicate application status after confirming they have received the application**