

2021



State of Candidate Experience

KEY FINDINGS

We're in a new age of HR — one that is defined by a highly competitive job market. To stand out and add best-fit talent to your team, an amazing candidate experience is essential. But how are employers delivering? Our **State of Candidate Experience: 2021 Benchmarks** report revealed where the Fortune 500 is exceeding, and failing, to meet expectations. Here are the latest trends — and key strategies for coming out on top.

AI and automation will be critical to every organization's ability to hire and retain talent.

Yet,

93%

of **FORTUNE 500** companies scored poorly in the use of AI

The Breakdown:

94%

did not provide job recommendations based on browsing history on their career site



91%

did not present job recommendations based on a candidate's profile



91%

did not display recently viewed jobs

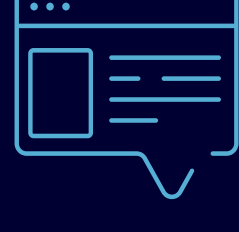


9%

only of the **FORTUNE 500** used a chatbot on their career site

A strong employer brand helps candidates envision what it's like to work at your company...

but most fail to maximize content, videos, and imagery to convey their culture:



17%

of career sites had branding on each page



9%

of career sites had a good amount of content, graphics, and videos to engage users



7%

of career sites feature curated Glassdoor employee reviews

One of the biggest areas to improve?

Communication.

Job seekers expect to hear from employers to know where they stand in the hiring process.



1%

But only of companies communicated the status of the application to the candidate using email, text, etc. after the initial email confirming submission

What can employers do?

Focus on delivering a candidate experience — driven by AI and automation — that ensures they find relevant jobs and content faster, simplifies the apply process, and includes transparent communication.

8 WAYS TO ENHANCE THE CANDIDATE EXPERIENCE

- **Adopt AI and automation technology** to help candidates discover best-fit jobs and make a decision faster.
- **Deploy a conversational chatbot** on your career site to automate sourcing, screening, scheduling, and answering candidate questions.
- **Deliver personalized jobs** based on candidate profiles, browsing history, and geographic location to increase engagement and conversions.
- **Add company branding** elements across your career site, social profiles, and job boards to ensure consistency.
- **Tell your employer brand story** and highlight what it's like to work at your organization through engaging website content, blogs, images, and videos.
- **Leverage and optimize social media** to reach, grow, and nurture new talent pools — even if they aren't ready to apply.
- **Ensure a user-friendly and efficient website** that simplifies the job search process, and immediately showcases essential information.
- **Communicate regularly** and share updates with candidates throughout the hiring and interview process — beyond automated emails.

About Phenom

Phenom is a global HR technology company that delivers its AI-powered Talent Experience Management (TXM) platform to enterprises, enabling them to help candidates and employees find the right job, recruiters identify and engage the right talent, and management optimize HR strategy, process, and spend. Visit phenom.com to learn more.