

Creating a Customer-Centric Hiring Experience

Consider the first impressions you are making with potential applicants. Prioritize the customer experience – past applicants can and should be a part of your future candidate pool.

- 1. Have a schedule and a process.**
 - Applicants have multiple options and may look elsewhere if there are unreasonable delays.
- 2. Inform candidates of their status. Even a brief email will do.**
 - 77% of U.S. job seekers from March 2020 – 2021 say they applied and never heard back from a prospective employer. (Indeed)
- 3. Maintain confidentiality.**
 - Candidates should feel confident that information gathered will be discussed only among the selection team and not shared with third parties.
- 4. Make candidates feel comfortable and valued.**
 - Take the time to answer the applicants' questions – create a positive experience.
 - Ensure everyone involved in the process knows the basics of what is and is *not* permissible to ask.
 - Make applicants feel that their time is important.
- 5. Monitor and improve customer service metrics.**
 - Ask applicants about their experiences with your selection process.
 - Collect process data such as time to hire, offer acceptance rate, and cost to hire.