The Candidate Experience: Websites, Online Applications, Interviews and the Offer Process

Key Findings Extract
This set of slides is an extract from conference presentations based on the findings of SRG’s student research project *The Candidate Experience: Websites, Online Applications, Interviews and the Offer Process*.

The complete presentation PowerPoint is available on request and the full Report of Findings may be purchased.

Please see the final slide for details.
Project Background

- Sponsors: ADP; Cummins; Deloitte; Enterprise; EY; Fidelity Investments; KPMG; Macy’s; MIT Lincoln Labs
- Multidisciplinary academic cohorts for comparative analysis
- Campus focus groups; Online survey instrument
- Conducted January 26 – March 12, 2015
- Fielding sites selected by consortium members:
  - 18 national universities [undergrad and ADC/advanced degree]
  - 4 graduate schools of business
Survey Fielding Sites

- **National Universities [Undergrads and ADCs]:**
  Boston College, Cal State – Fullerton, Cornell, Georgia Tech, Indiana, MIT, Northeastern, Notre Dame, NYU, Ohio State, Penn State, Purdue, Stanford, Syracuse, Texas A&M, Virginia Tech and the Universities of California - Berkeley, Illinois, Michigan, Texas and Wisconsin

- **Business Schools [MBAs]:**
  Duke [Fuqua], Indiana [Kelley], Notre Dame [Mendoza], Universities of Michigan [Ross]
Key Findings Overview

- Participants rated 44 candidate touchpoints according to students’ expectations and actual experiences, where:
  - 8 – 10 = strong agreement
  - 4 – 7 = neutral
  - 1 – 3 = strong disagreement

- Extract data are charted by academic cohort, and display ‘Expectations’ as the blue bar and ‘Reality’ as the red bar

- Deep-dives on three major areas of candidate experience:
  - Websites and online applications
  - Interview and candidate disposition/offer processes
  - Social media and mobile apps

- Focus group commentary supported the impact and value of personal interaction as the key differentiator
Have a website that was easy to navigate
Separate positions according to full-time versus internships
Allow me to upload my resume without reformatting it
Impact of the Online Application

I was sufficiently confused by/annoyed with an employer’s online application not to complete it.

Bar chart showing the impact of online applications on job candidates from different fields:

- Business
- Engineering
- IT/CS
- Liberal Arts

The chart indicates the percentage of candidates who agree, are neutral, or disagree with the statement, categorized by their field of study.
Made it seem as though they were interested in hiring ME.
Every touchpoint along the candidate experience continuum has an impact - for better or for worse - on targeted campus talent.

And whether the nexus is people, process or technology, that touchpoint telegraphs a powerful message.
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Full presentation slide deck will be forwarded on request
Complete research Report of Findings [210 pp.] available for purchase [$199]

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