The Recruitment Process Outsourcing Association is proud to present

The Black Hole

By

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The Candidate Experience "Black Hole" is not new; it has been a point of discussion for many years. According to CareerXroads, search of the term "Candidate Experience" and we will likely find:

- Google search returns 1.4 million
- ERE.net returns 756 mentions
- SHRM.org returns 23 mentions

Past discussions and studies on the candidate experience "Black Hole" tell the story of what candidates want. In general, candidate seek:

- Acknowledgement
- Engagement
- Closure

As the economy continues to improve – is candidate experience following in its path?

- Staffing.org data comparing 2009 to 2011 data suggests

    - Improvement in:
        - Providing general company information
            - Candidate issues - 13% in 2011, 33% 2009
        - Job site design and layout
            - Candidate issues - 5% in 2011, 25% in 2009
    - Continued challenges with:
        - Too little job information provided
            - Candidate issues - 50% in 2011, 44% in 2009
        - Difficult, unclear application process
            - Candidate issues - 61% in 2011, 47% in 2009

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Does this data suggest that the "Black Hole" is growing or tilting towards candidates who have growing access of filtered and unfiltered information on employers and job opportunities – but they are still unhappy with the recruiting experience?

What is the true impact with the progression of recruitment technology having on candidate experience?

- According to the recent Talent Board's annual Candidate Experience survey:

    o 43% of employers inform candidates of "next steps"
    o 14% of employers said they electronically push candidates to an exit screen during a general screening process with an explanation that they are not qualified for the position
    o On average 8% of job candidates leave the applicant experience with enough resentment toward the firm to affect their relationship as customers

Does this data suggest recruitment technology is many ways has been deployed into recruitment processes that don't meet today's candidate expectations?

How are you specifically managing candidate experience?

- Recent data from Shaker shares candidate's preferences on communication:

    o 86% of candidates prefer voice/telephone conversation
    o 86% of candidates prefer E-mail communication
    o
Phone and email communication may be today's forum of more intimate communication; but what is being done to share control of the employer brand?

What is the potential long term impact on RPO efforts if the candidate black hole continues to expand?

- Risk: A "have" and "have not" recruiting market develops, candidates find it more and more difficult to determine where they will find the experience they require. End result, they drive the market away from the technology and processes RPO deploys to create recruiting efficiency and effectiveness.

- Opportunity: RPO's drive recruiting best practices and helps shape the recruiting market:
    o Establish process commitments to candidates
    o Give candidates with direct access to recruiters
    o Measure, report and retool

About Matt Shreyer

Matt Schreyer has more than 15 years of experience helping businesses land top talent while reducing the time, effort, and expense of recruiting.

Among the earliest champions of recruitment process outsourcing (RPO), he recognized the tremendous benefits—especially in reducing overhead costs and improving competitive advantage—that RPO offered businesses. Instigate seeks out the most efficient talent acquisition technology and processes to help its clients find the right talent to maximum corporate strategy while improving recruiting metrics and overall ROI.

Prior to founding Instigate, Matt was the sales director at a regional staffing and recruiting firm, supporting its rapid growth from a start-up agency to a leading regional recruitment firm. Before that, he was a business development executive at ReviewWorks, a provider of medical cost containment solutions and disability management services, where he led the company's expansion into new markets and service offerings.

Matt holds a B.S. degree in marketing from the University of St. Thomas, and writes frequently on talent acquisition strategies for industry publications. He is a founding member of the Recruitment Process Outsourcing Association (RPOA), whose mission is to educate about RPO, develop and enforce certifications, and promote RPO benefits.