PivotCX

Inside the Mind of the Modern Candidate

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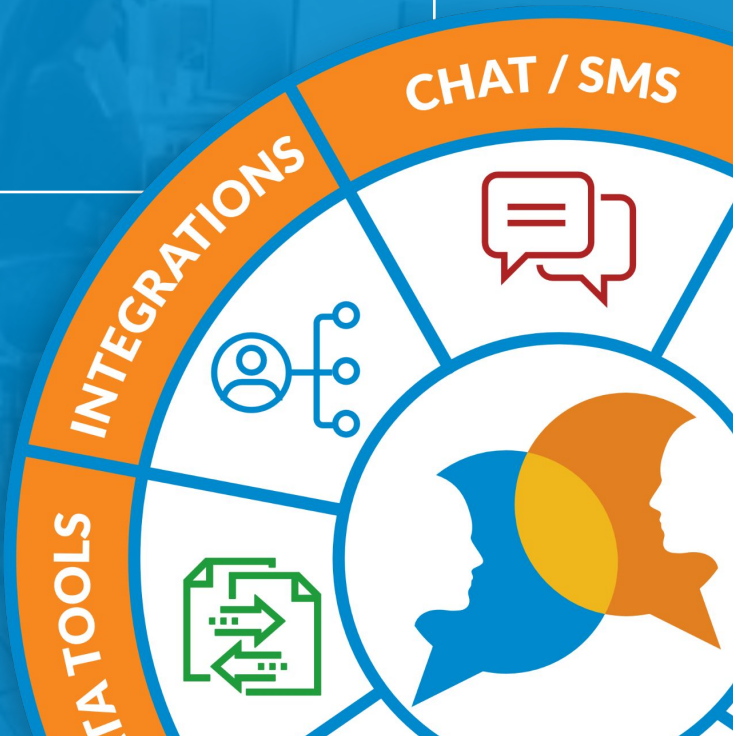
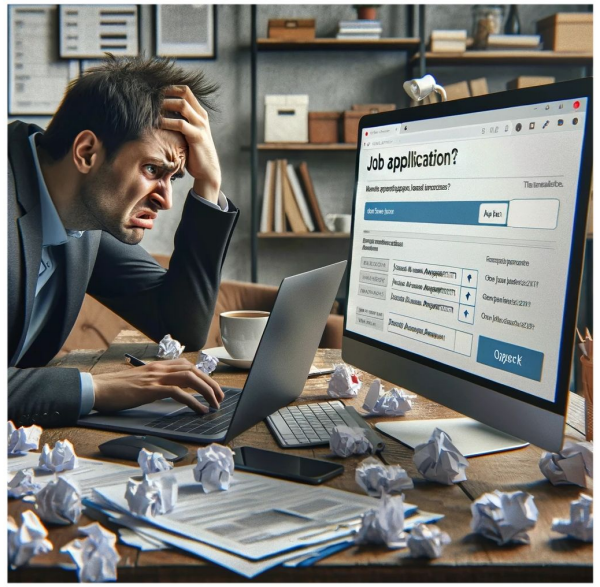


Why Is the Hiring Process So Hard?

If HR Tech is so advanced, how can we buy a car faster than we can apply for a job?

Buy a Car: 15 Minutes



Job Application: 30-45 minutes

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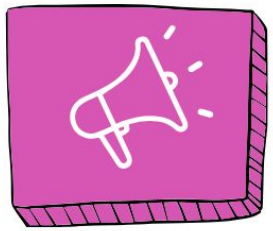
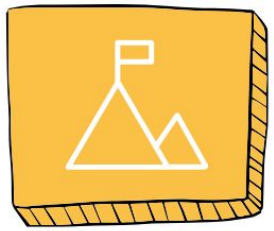
Hiring PROCESS



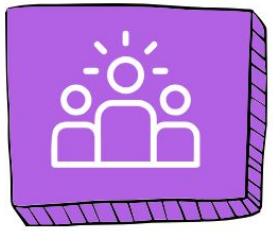
01. Awareness

Prospect finds you through career site, job board, referral, or employer branding.



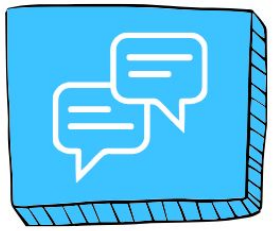
02. Application

Candidate is asked and agrees to apply, starting the clock on the interview process



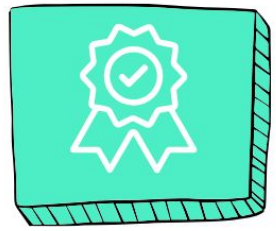
03. Filtering

Recruiters scan resumes or use technology and assessments to whittle the pool down.



04. Human Contact

Phone screens and interviews with real people tells the candidate they're in the running.



05. Hire

Offer is made and accepted - on to onboarding.

Candidate Experience is a journey, not a singular event.

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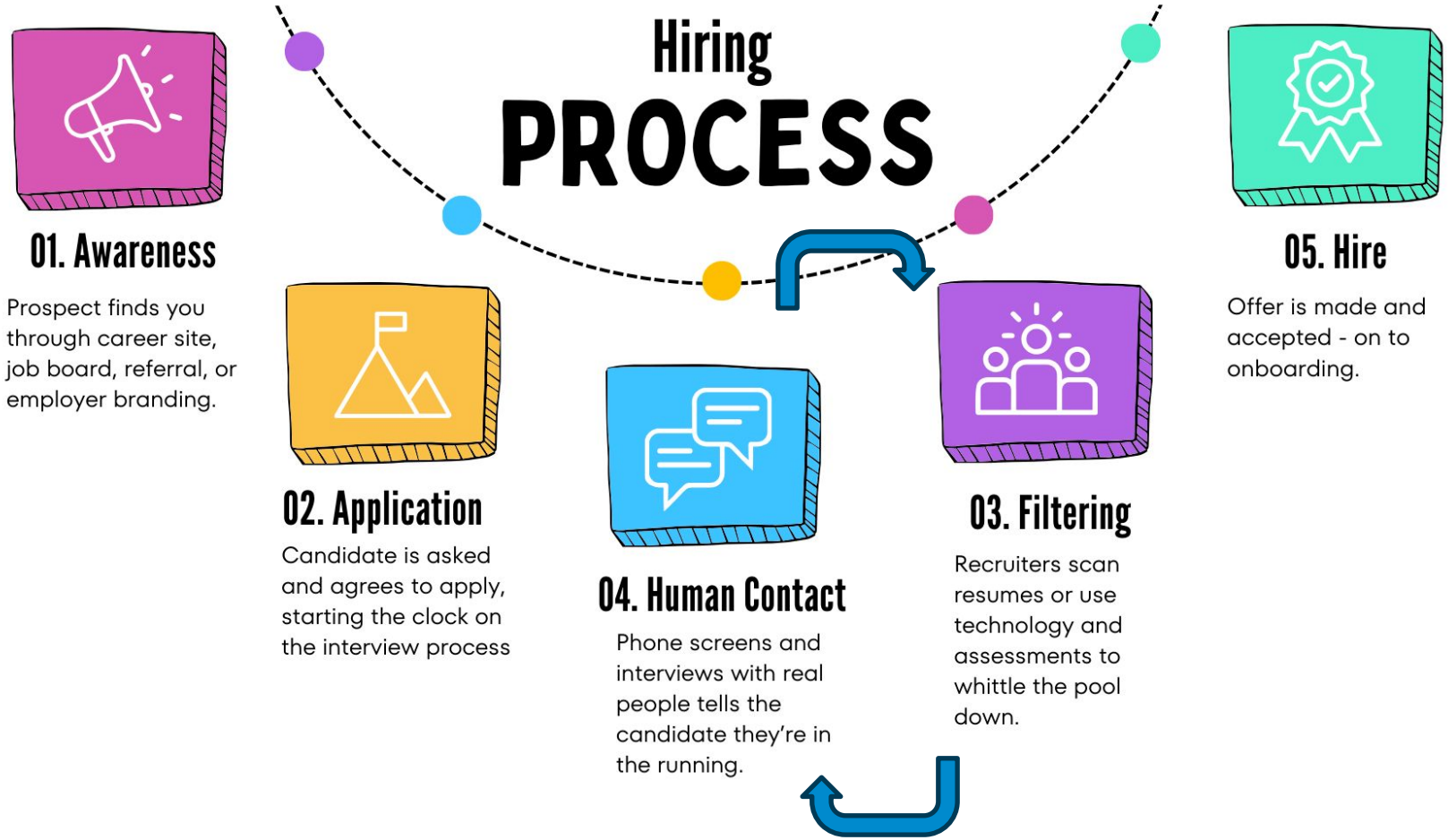

What happens if we reshuffle the order?

Campaigns:

- High volume
- Customer Service Representatives
- Warehouse Workers

Results:

- Higher Contact Conversion: 1-in-4 versus 1-in-100
- Lower Cost: At least 50%
  - Campaigns ended in days instead of weeks
  - Able to refocus on cheapest cost areas
- Better Experience: 30% More Hires
  - Candidates remained engaged
  - Significantly less drop off throughout the process

RESULTS SPEAK FOR THEMSELVES

50%

Increase in talent utilization

KELLY® SERVICES

300%

Increase in candidate engagement for nurses

Community Health Network

175%

Increase in new candidates from talent community

Great Clips® IT'S GONNA BE GREAT®

30%

Reduction in monthly new hire ghosting

SEVENSTEP

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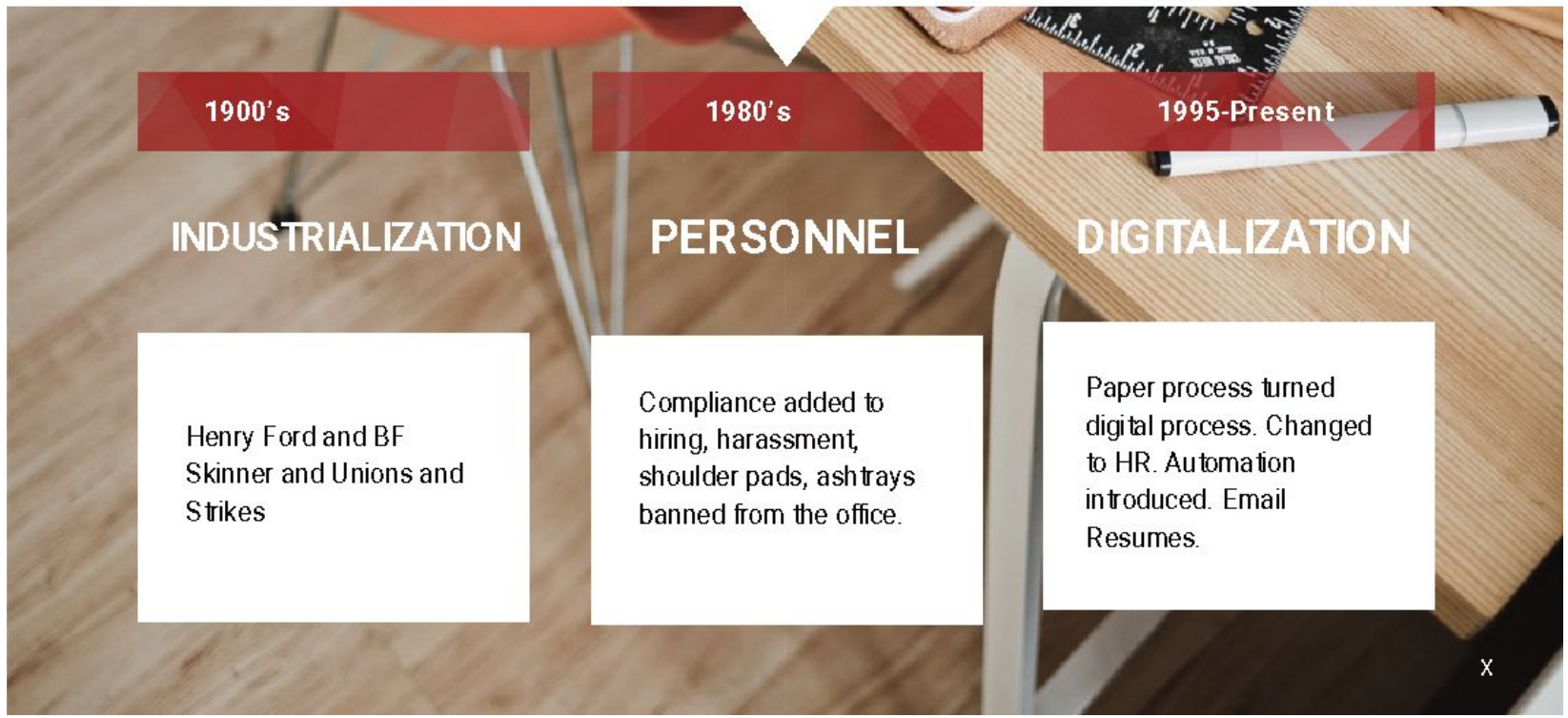
The 100 Year of Human Resources



Sunrise Problems – They Keep Coming Up

Speed	30-45 minute application	3-14 days to contact	45-90 day time to fill
Ghosting	Candidates auto-rejected	Companies and candidates not showing up for interviews	First Day No-Shows at 30%!
Bias	Referred candidates treated better	Lack of opportunity for disadvantaged candidates	Frustration leads to gaming the system, opening the company up to discrimination claims
Overspending	Massive overspending on advertising on unqualified candidates	Campaigns treat all candidates the same, regardless of their personal needs or skill level	Programmatic Ad Fraud grows as Cost Per Application increases
Communication	Lack of Transparency leads to hurt feelings	Candidate investment in time is 100 times that of the hiring manager	Unknowns like salary, hours, schedule, and location end with rejected offers

Candidate Motivations

MARIE-ANN WUNDER

Creative Director

Wants to move to a bigger name company - but doesn't need to.

ROBERT KRONENBURG

Sales Specialist

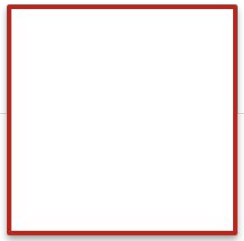
Needs a raise to qualify for a rental house move from their apartment.

CHARLIE BERENSTAIN

Warehouse Worker

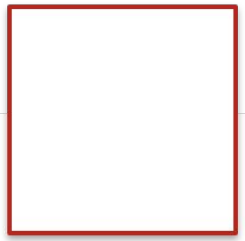
Leaving retail for higher wages - works 8-5 currently.

Candidate Needs



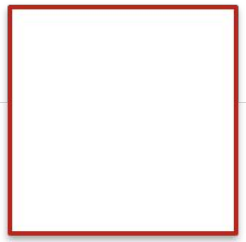
Byron Donaldson
Sales Associate

Laid off 3 months ago - lives with girlfriend, waiting tables to make ends meet. Wants to work from home because no car.



Maria Gonzalez
CNA

Was in school - dropped out of being an RN, but hopes to go back. Needs flexible schedule and job near public transportation.



Ibrahim Kenzi
Retail

Tired of working in a mall with a Psychology Degree from Brown. lives with parents, and uses their car.

Make Candidate Experience Your Competitive Advantage

User Research and User Experience are robust fields.
Design Principles Are Not An Afterthought

Understand Your Process
Lay out every step and every stage, and have screenshots and performance metrics ready.

Use Attributes as Guide
Your data will allow you go group people by stage, title, location, application source to point to red flags that are not obvious.

Data Integrity and Verification
New Hire Surveys are a form of survivor bias. Who did you lose with bad design?

A/B Test your outcomes
No one is perfect. Test for outcomes, not conclusions. When solving one problem, what new problems occur?

Competition score

Moderate competition

39 / 100

Nurse jobs in **Dallas, TX** are **moderately competitive** compared to other job markets.

Jobs

152

-18 since October 2023

Number of jobs posted in Dallas, TX that received clicks

Job seekers

5,078

-1,635 since October 2023

Number of job seekers to have clicked on jobs posted in Dallas, TX

Job seekers per job

33

-6 since October 2023

Number of job seekers per job in Dallas, TX

Competition score

Moderate competition

53 / 100

Nursing Assistant jobs in **Dallas, TX** are **moderately competitive** compared to other job markets.

Jobs

751

-216 since October 2023

Number of jobs posted in Dallas, TX that received clicks

Job seekers

18,700

-1,765 since October 2023

Number of jobs seekers to have clicked on jobs posted in Dallas, TX

Job seekers per job

25

+4 since October 2023

Number of job seekers per job in Dallas, TX

Competition score

High competition

75 / 100

Registered Nurse jobs in **Dallas, TX** are **very competitive** compared to other job markets.

Jobs

1,352

-353 since October 2023

Number of jobs posted in Dallas, TX that received clicks

Job seekers

20,118

-4,355 since October 2023

Number of job seekers to have clicked on jobs posted in Dallas, TX

Job seekers per job

15

+1 since October 2023

Number of job seekers per job in Dallas, TX

Competition score

Moderate competition

59 / 100

Nursing Assistant jobs in **Dallas-Fort Worth, TX** are **moderately competitive** compared to other job markets.

Jobs

973

-175 since October 2023

Number of jobs posted in Dallas-Fort Worth, TX that received clicks

Job seekers

20,257

-2,615 since October 2023

Number of job seekers to have clicked on jobs posted in Dallas-Fort Worth, TX

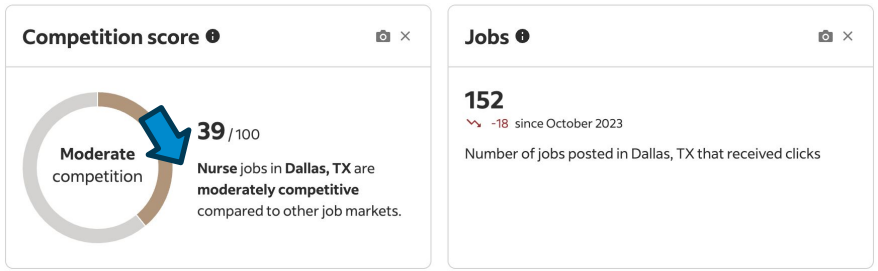
Job seekers per job

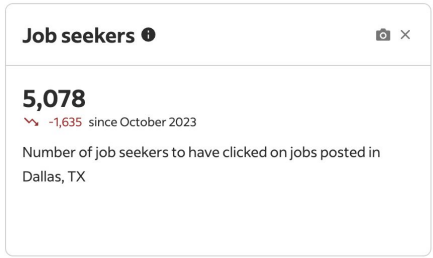
21

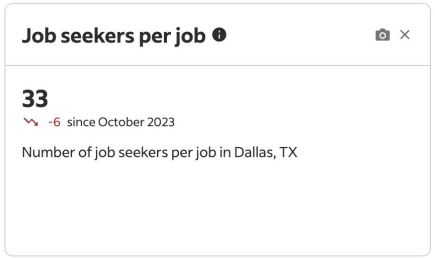
+1 since October 2023

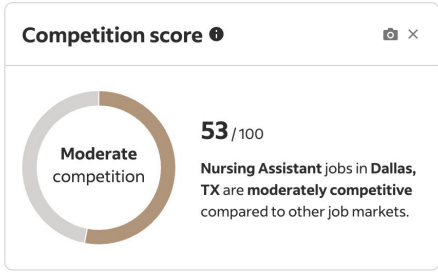
Number of job seekers per job in Dallas-Fort Worth, TX

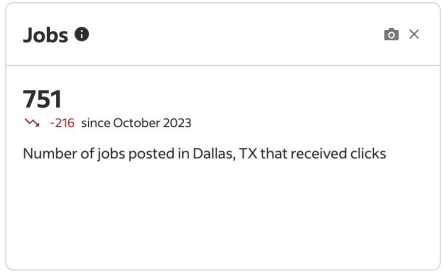
Indeed Insights: Nurses VS Registered Nurses, and CNAs in Dallas, versus Dallas-Fort Worth

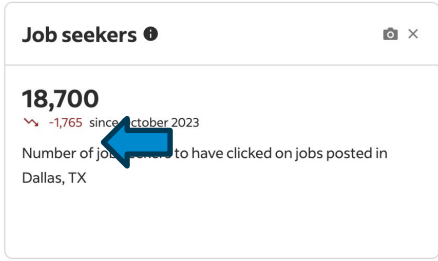


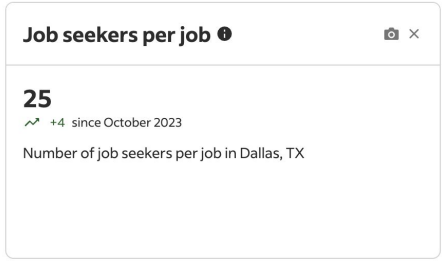


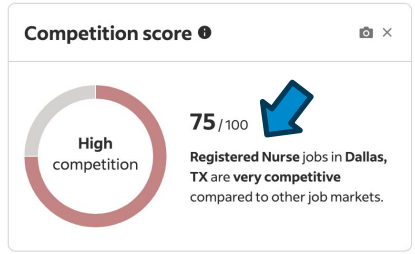


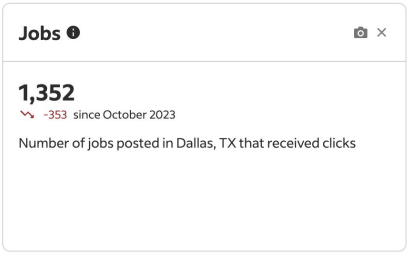


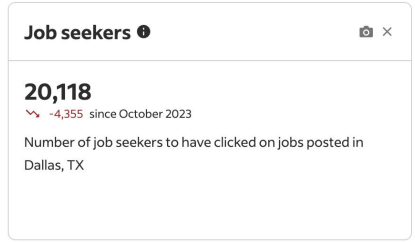


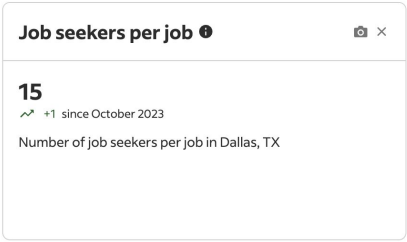


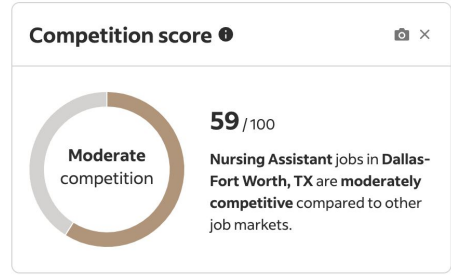


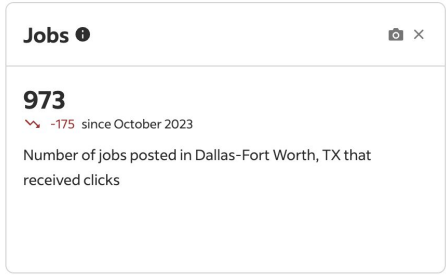


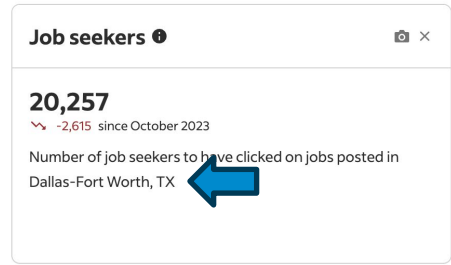


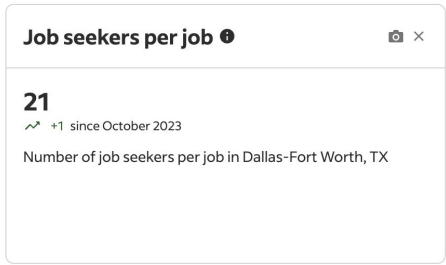












How to Turn This...

Into This...

ADP
https://www.adp.com › articles-and-insights › articles

Work Opportunity Tax Credit | What is WOTC?

The **Work Opportunity Tax Credit** is a federal tax credit available to employers who hire and retain qualified veterans and other individuals from target ...

People also ask

What is ADP Work Opportunity tax credit?

What does the work opportunity tax credit mean?

Should I fill out a WOTC form?

Before an employer may claim WOTC, the employer will need to gather the specific information. Participation must be voluntary. Prospective employees or applicants are not required to provide this type of information to any employer. Once identified, the employer must obtain certification for that individual.

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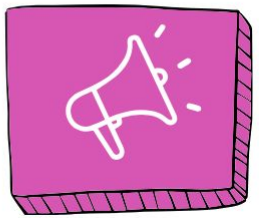
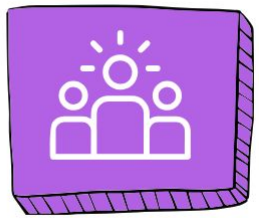
Hiring PROCESS



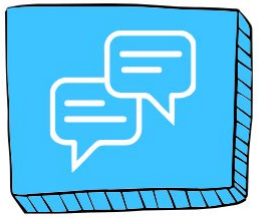
01. Awareness

Prospect finds you through career site, job board, referral, or employer branding.



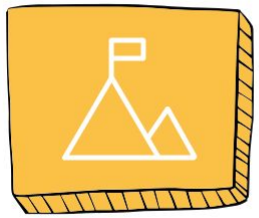
02. Filtering

Technology is used to discuss the role, share information and answer questions about the company, role, salary and team.



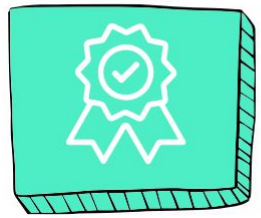
03. Human Contact

A qualified and engaged candidate gets first contact with a human.



04. Application

Candidate is invited to apply, fully informed and engaged.



05. Hire

Offer is made and accepted - on to onboarding.

Same process – better results

Problems – Likely Improvements

Speed	3-5 minute lead	3-14 minutes to contact	45-90 day time to fill
Ghosting	Candidates opt-in, less rejection	More knowledge = more engagement, less mistakes on calendar	First Day No-Shows drops from 30%
Bias	All candidates treated same	Disadvantaged candidates get chance to make their case	Fair system leads to less gaming and more compliance
Overspending	Campaigns don't have to run as long = less spending	Advertising is customized by actual data instead of broader categories	Cost per application automatically turns into Cost Per Qualified Applicant
Communication	Transparency replaced by prospect engagement leads to less hurt feelings	Candidate investment is radically lowered at the front, building to equal investment during interview	No surprises when it comes to rejected offers

"One of the key takeaways from our 2022 Candidate Experience Benchmark Research is the fact that employers control the dials of how they respond to interested candidates, when they respond, with what frequency in which they respond, and the words they respond with, which is why recruiting technologies play a big role in candidate communications today.

Unfortunately, 34% of candidates last year were still waiting one to two-plus months on next steps after they applied, 48% more than in 2021.

Poor candidate and employee experiences will haunt your businesses and your brands if you compromise consistent and timely communication and feedback."

Kevin Grossman
President - The Talent Board

PivotCX

Talent Board CANDIDATE EXPERIENCE AWARDS

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Additional Customer Outcomes

- 50+% Reduction of Ghosting for Hiring Events, Interviews, and New Hire Orientation
- 40+ Increase in Recruitment Marketing Spend Effectiveness
- 30+% Increase in conversion rates from Outbound/Passive Candidate “Campaigns”
- Improved Candidate Experience – the #1 issue tied to poor candidate experience is the lack of communication throughout the entire recruiting cycle

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