



The 2022 Candidate Experience Guide

Battling the Candidate Shortage with a Better Experience

Hire★Vue



Introduction

How's your organization navigating the candidate shortage? If the answer is “not so well” — it may be time to closely examine the candidate experience you're creating.

Right now, [40% of talent leaders worldwide say they can't find qualified candidates](#)¹ to fill open roles. More than half of these leaders experienced higher employee turnover last year than the year prior, and 68% have a time-to-fill of 3 weeks or more.

Talent teams who are managing these current challenges most successfully say they're focusing on one key area: making the hiring process faster, easier, and better for candidates.

And what are *candidates* saying?

HireVue surveyed 1,500 individuals from a wide range of backgrounds to explore how their preferences and behaviors are changing during a job search. The 2022 Modern Candidate Experience Guide examines up-to-date trends in finding, hiring, and retaining top candidates.



Key Findings

These are our key findings, as reported by respondents:

- Of those who had rejected job offers due to a poor hiring process, most (63%) named lack of communication as the primary issue, followed by a process that's too long and/or complicated.
- The opportunity to work from home more often has improved work-life balance for 9 in 10 respondents, making flexibility in all aspects of work a higher priority when making decisions about their future.
- 1 in 3 respondents plan to change jobs sometime in the next 12 months.

So what does this mean for talent teams across the globe? Here are the top three trends hiring leaders need to be familiar with, and actionable solutions for navigating them:

- Communicating with speed and ease is critical
- A flexible culture is the new way forward
- Plans to quit are not slowing down

TREND 1 Communicating with speed and ease is critical

For candidates, responsiveness is critical. Of HireVue's 1,500 survey respondents, 1 in 3 had rejected a job offer because of a negative experience during the hiring process. Of that group, 2 in 3 said their experience was negative specifically due to poor communication. Other issues listed by respondents were a lack of transparency (41%), a process that's too complicated (40%), and a process that's too lengthy (40%).

CareerBuilder's recent Candidate Experience Study had similar findings. In their research, the biggest frustration for job seekers is a lack of response from employers — cited by [52%](#) of all job seekers.²

So what's the solution, when talent teams are already strapped as it is?

The answer? Automation.

The very same people who listed poor communication as their #1 issue said they feel comfortable interacting with artificial intelligence to answer initial questions they have about the company, the role, and the next steps they need to take. In other words, when it comes to getting the basics, people would rather get the information they need fast rather than wait days or weeks to hear back from a busy hiring manager.

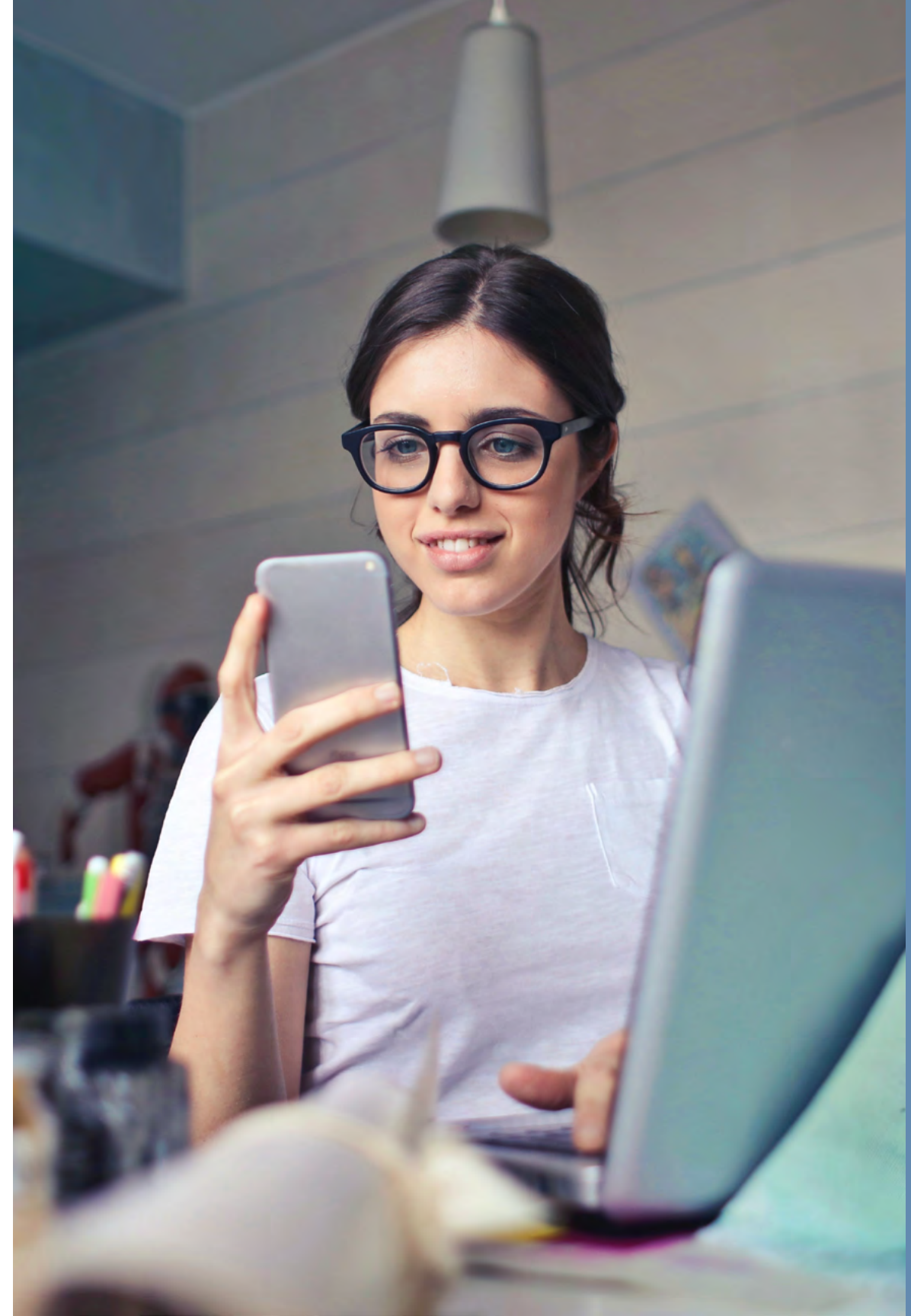
- [64% of respondents](#) feel **comfortable engaging with chatbots** to answer initial questions³
- [92% of candidates](#) say that the best part of chatbots is their quick response⁴
- Companies who automate parts of their talent process see [15% higher conversion](#) than those who do not⁵



Communicating with speed and ease is critical

Solution:

Don't let top applicants get lost in the candidate black hole. HireVue Hiring Assistant makes 24/7/365 communication easy, improving interview show rates by 20%. Then, as offers are made and accepted, HHA can be used to initiate the onboarding process, ensuring a smooth transition from "candidate" to "employee."



TREND 2 A flexible culture is the new way forward

Flexible work, which of course surged during the height of the pandemic, is now mainstream...because it *worked*. It's true, people typically do their best when they choose when, where, and how to work — especially high performers. And with in-office perks like fancy coffee and team happy hours no longer relevant for remote workers, benefits like flexibility are becoming even more valuable. In fact, **88% of our respondents** said flexible work opportunities have significantly improved their work-life balance, and that they want it to continue.

A hybrid approach to interviews — where on-demand, live video, and in-person interview options are blended — not only gives candidates more choice, it also pushes them through the talent acquisition process faster because they're able to move forward on *their* terms.

Does a parent of young children who's working full-time need to submit a video interview at 11pm on a Saturday? No problem. What about a soon-to-be college graduate who needs to work interviews into their busy class schedule? Easy. With the ability to record their own interview on-demand, then self-schedule live interviews as they progress through the process, candidates can rest assured that they're in the driver's seat when it comes to their next career move.

- The need for flexibility has [grown by 12%](#) in the last year⁶
- Employees are [3x more likely](#) to be happy in their job when they have the power to choose when and where they work.⁷
- [56% of Americans](#) say job flexibility is the main reason to search for a new job, even more than higher pay and job security.⁸

TREND 2 A flexible culture is the new way forward

Solution:

Give candidates all the flexibility they want — not only on the job, but during the hiring process, too — with on-demand, live, and in-person interview options, and reduce time-to-hire by up to 90%.



TREND 3 Plans to quit are not slowing down

2021 was the year of The Great Resignation, but it's not over. In fact, 1 in 3 respondents anticipate a job change this year. However, just because someone made a job change doesn't mean that change will stick. In fact, [a recent poll](#) revealed that a percentage of the forty million people who have left their jobs since June 2021 now wish they hadn't, leading experts to coin the phrase "The Great Regret."⁹ Of the 2,000 people surveyed, 20% reportedly regret their decision, and 1 in 3 are already searching for a new job.

What does this mean for talent leaders? As the talent shuffle continues to soar, finding candidates is one thing — but hiring for *retention* is another.

The ability to place candidates in a role that neatly fits their unique skills and goals — no matter their past experiences — is the first step in retaining them for years to come. One concrete way some companies are responding to this is by proactively setting clear job expectations with candidates in what's known as *realistic job previews*.

Modern candidates expect to be interviewed by a potential employer, but they also want to do their own interviewing. By offering a realistic job preview as part of an initial video interview process, candidates get answers to important questions about the company and the role they want — even questions they didn't know to ask.

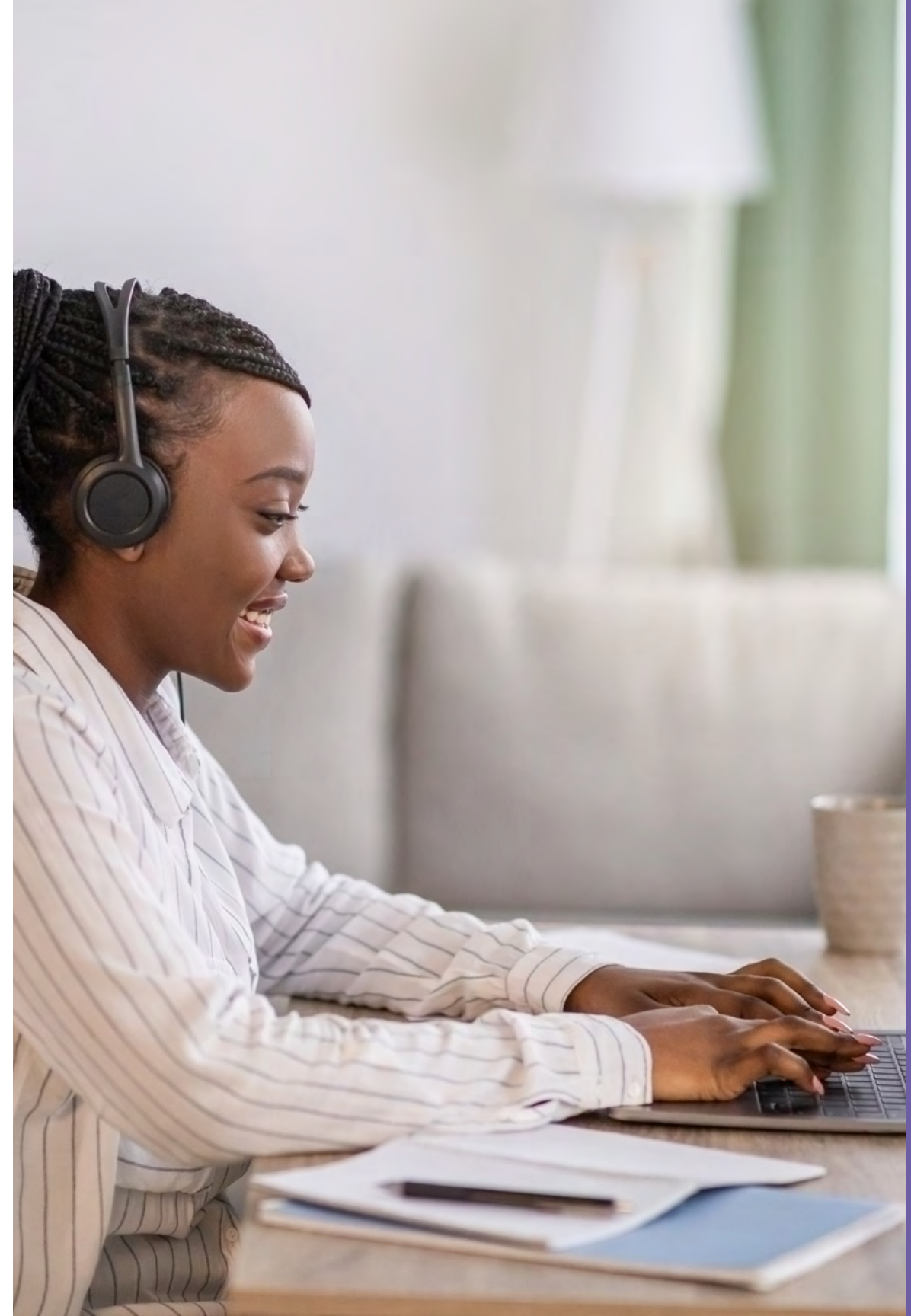
Realistic job previews are on-demand videos created by employers, usually offered to candidates in conjunction with their video interview. These videos share details about the job, from how success is measured, to how much they'll be expected to work on location, to work schedules.

TREND 3 Plans to quit are not slowing down

So instead of relying on resume reviews, phone screens, and unnecessary real-time conversations, talent teams can feel confident that they're offering the right information to every candidate; and candidates can rest assured that they're making a good decision about a job that truly fits their skills and professional goals.

Solution:

Stop relying on resumes to determine great job-fit; instead, combine initial interviews with assessments, structured interviews, and realistic job previews for a fast, easy, and unified experience that takes less than 20 minutes.





Reimagine how hiring gets done



1 With HireVue Hiring Assistant, you'll communicate early and often

Today's candidates are accustomed to an always-on digital landscape. Connecting with them means engaging immediately after they interact with a job post, and moving them through the application process as quickly as possible.

With HireVue Hiring Assistant, a self-guided and personalized experience, candidates interact with a chatbot to quickly find the job that fits, pre-screen for the role, seamlessly schedule an interview, and receive automatic status updates on their application. With candidate engagement taken care of, recruiters can focus on the most qualified candidates, quickly move them through the process, and spend more time on strategic priorities.

How it works:

- Quickly send candidates throughout the application process, all with a simple “text to apply” option
- Automate FAQs so candidates receive answers to their questions immediately
- Share your company culture with videos sent via text
- Pre-screen applicants and push qualified ones to the next step
- Automate important information, such as mobile invites, reminders, and ongoing updates
- Self-schedule real-time interviews



2 With HireVue OnDemand, you'll give candidates interview options and live interview self-schedule

Flexibility sells. Modern candidates — and usually the best ones — want to be in charge of when and where they get work done.

So don't limit candidate assessments to 9-5. With a blend of on-demand, live video, and in-person interviews, you can give candidates the flexibility to choose how, when, and where they connect.

With HireVue OnDemand, you'll:

- Raise productivity by increasing recruiter bandwidth up to 40%
- Find the best candidates faster by reducing time-to-hire by 90%
- Evaluate candidates more quickly, and without relying on bias-filled methods like resume screening, boosting new hire diversity by 16%



3 With HireVue Assessments, Structured Interview Builder, and Realistic Job Previews you'll find the right fit fast

Structured assessments of candidates evaluate them on job-relevant skills — no matter the industry they come from — boosting job satisfaction for candidates and reducing bias for talent teams.

HireVue Assessments are designed to evaluate candidates on these job-relevant skills *only*, dramatically increasing recruitment efficiencies. HireVue's team of IO Psychologists work with you to find an existing relevant assessment — or customize your own — that fits your job needs while mitigating bias. By combining the assessment and the interview, candidates get a single, unified experience that can be completed in less than 20 minutes.

HireVue's Assessments:

- Focus on job-relevant criteria so you can objectively measure candidate potential
- Use algorithms backed by a data science team who actively works to understand individual cognitive skills and behavioral traits related to each job
- Provide assessment options that fit the specific job needs and reduces bias



Conclusion

By strategically weaving hiring automation in with a personal touch, talent teams are not only finding it easier to get more candidates in the door, faster, but also retaining more of them.

Learn more about how you can improve the talent experience for both candidates and hiring teams by engaging candidates through text, providing structured interviews through on-demand and live video, and reducing bias through skills assessments — all while unburdening talent teams.

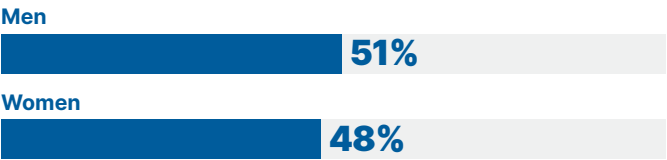


Sources

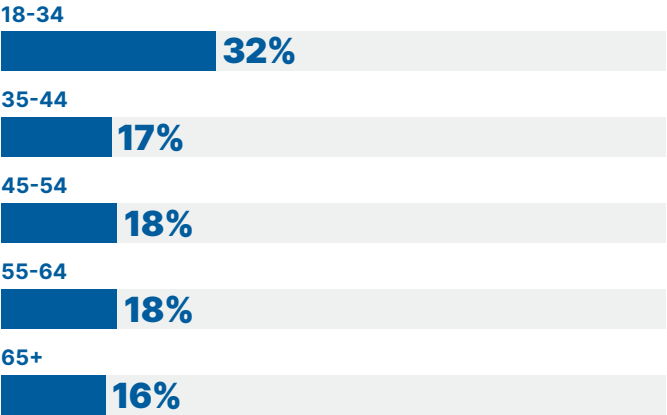
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Demographics

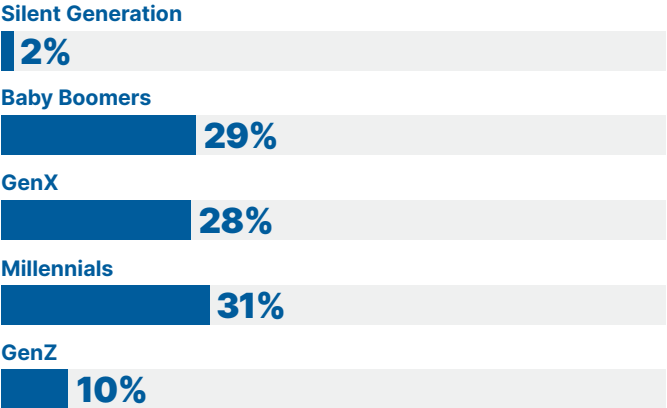
Gender



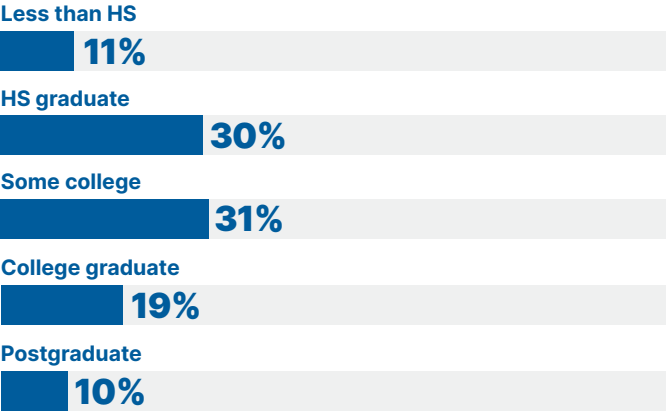
Age



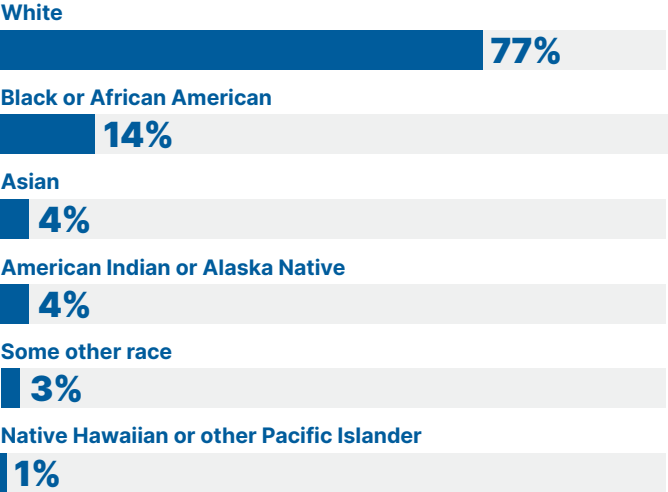
Generation



Education level



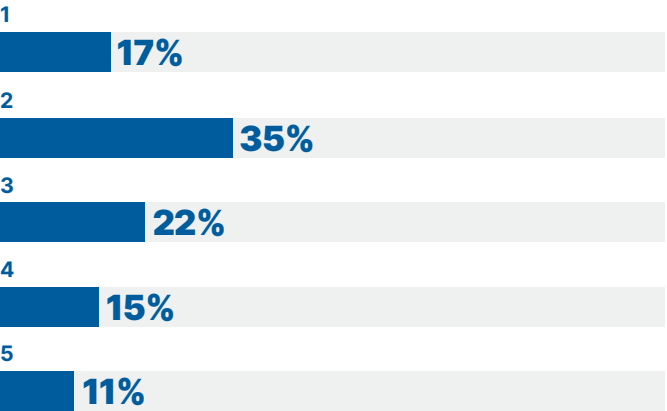
Ethnicity



Hispanicity

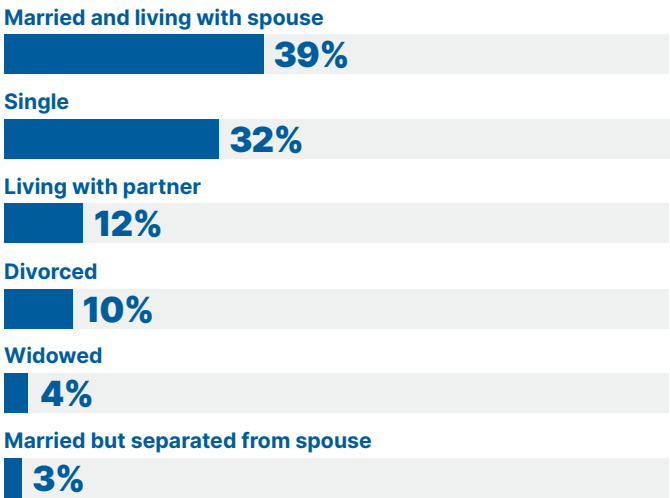


Household size

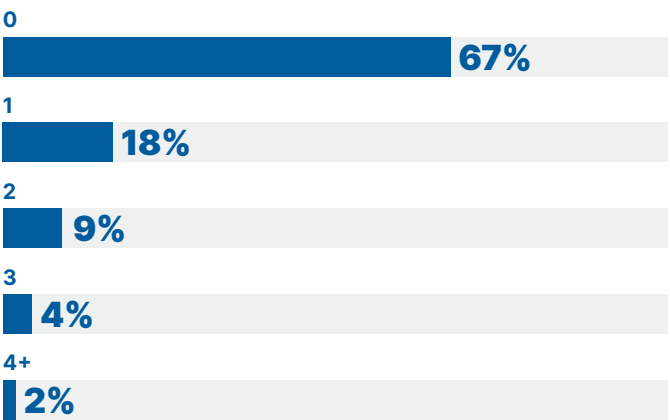


Demographics

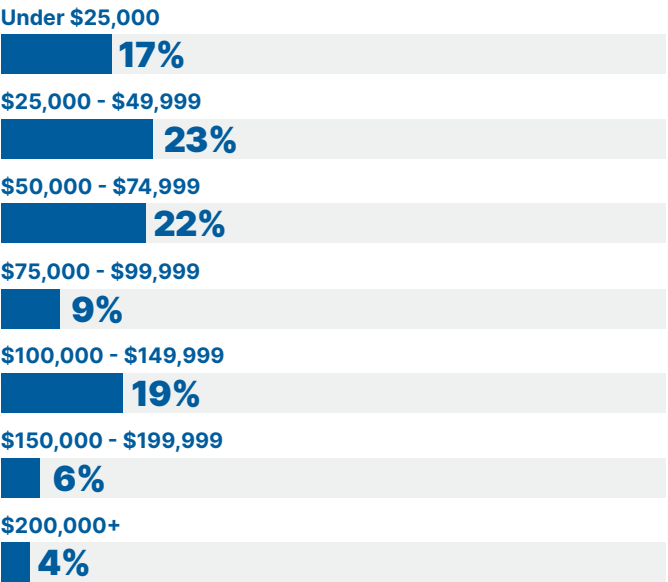
Marital status



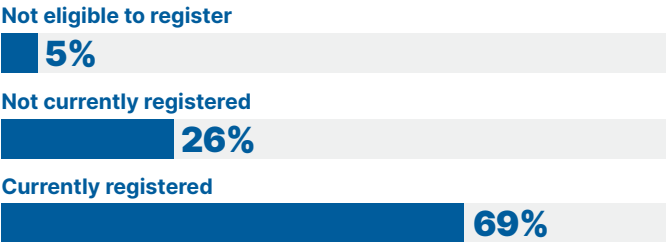
Number of children



Household income



Registered voter



Ideology

