

Your ultimate guide to candidate experience after the pandemic

The COVID-19 pandemic was a true watershed event – and recruitment will never be the same again. Read this guide to discover how to capitalize on the Great Reallocation, by transforming your candidate experience.



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Valued.
Appreciated.
Heard.

OR

Frustrated.
Demoralised.
Small.



We're all so over-exposed to the buzzword of "candidate experience" that it's easy to forget the real people and powerful emotions underpinning it.

But powerful emotions compel action – and it's not so easy to forget the consequences of those.

You butt up against them every day.

The effects of poor candidate experience:

- It's plummeting applications
- It's mid-process withdrawals
- It's curt candidate calls
- It's ignored interview requests
- It's job offers declined
- It's declining application quality
- It's unhappy hiring managers
- It's poor reviews
- It's jobs getting harder to fill
- It's increasing recruitment costs
- It's heat from the C-suite
- It's a workforce that can't keep up

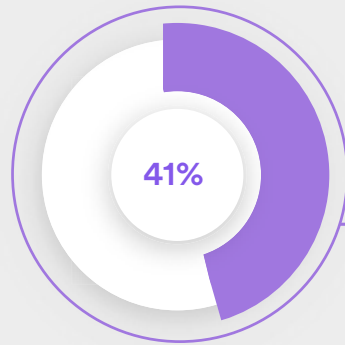
On the flipside, delivering a great candidate experience fuels organisations' strategic goals by making it **easier, cheaper, and faster** to hire the talent you need.

That's become even more important thanks to the pandemic. The working world has irrevocably shifted. Changing customer expectations mean organisational models are having to adapt fast, and organisations are racing to adapt their workforce accordingly.

But at the same time, what the workforce wants has changed. The pandemic has forced a major reckoning, with many employees asking new questions of their employers and the working world. Employers urgently need people to help them pivot and fuel business recovery — but jobseekers aren't playing ball.



This new era is being dubbed **the Great Resignation**, with record numbers of employees either switching jobs or quitting the workforce altogether.



A recent global study found 41% of workers are considering quitting or changing professions this year, for example.

But that's actually great news, because here's the thing: the flipside of the Great Resignation is **the Great Reallocation of talent**. Recruiters are under colossal pressure, but you also have a unique opportunity to become an employer of choice, staking an unbeatable lead in the never-ending war for talent.

Candidate experience is central to that mission.

In this guide, we'll explore the long-term costs of poor candidate experience, examine what candidates really want, and share heaps of practical guidance informed by the real-world recruitment teams already making great progress.

Because CX is the decisive strategic lever for organisation's post-pandemic success.


Let's talk about how you seize it.





The long-term cost of getting candidate experience wrong

Candidate experience has been getting more important for years, thanks to several converging trends:



For businesses. Customers want new things in new ways, impacting the shape of the workforce needed to deliver. New skills have emerged and change fast, driving recruitment needs. And the market is increasingly competitive, with many organisations often vying for the same space. Recruitment is both harder and more urgent, thanks to this competitive pressure.

For employees. The typical employee no longer trades decades of loyal tenure for stability and some measure of financial security. Competitive pressure creates plenty of other opportunities if current employers fall short, and employees who prioritise developing in-demand skills can expect major financial gains. Meanwhile it's easier than ever to work from anywhere, opening up opportunities on a global stage.

Employees have more choice than ever, and employers are desperate for the right people to help fulfil their strategy. That translates into a landscape where candidates hold all the cards. In that context the candidate experience is central, as a major driver of recruitment delivery.

And then, adding fuel to the already red-hot fire, came the pandemic. Those macro trends accelerated, with organisations needing to pivot overnight to continue meeting customer demands and employees overnight re-evaluating the status quo.

As the Great Reallocation sweeps across the world, organisations will rise or fall based on their recruitment — and by extension, based on their candidate experience.

Laying out the stakes

Candidate experience matters so much because it doesn't just matter now. It has long-reaching implications into the future of your recruitment – and accordingly, the future of the business.

Let's say you run recruitment for a global restaurant chain.

At strategic level the business has recognised you're losing market share to a new market entrant because you're battling a reputation for poor service. Compounding the issue is a high attrition rate, which pushes recruitment into firefighting mode.

To help improve customer service, recruitment is charged with improving quality-of-hire, accelerating time-to-hire, increasing fill-rate, and improving onboarding. But your team are already extremely pushed for time. It's a high-volume industry, so you're fielding thousands of applications; only a small fraction even get a response. Many candidates find work elsewhere before you even interview them. And when you do offer interviews, the best candidates can rarely make the times you offer because they're at work themselves.

Plus, the recruitment process is enormously inconsistent because you're engaging with busy hiring managers across hundreds of restaurants. And onboarding is patchy at best.

That has immediate consequences – like high drop-outs, slow time-to-hire, missed opportunities to hire great people, and poor on-the-job performance. But the real damage comes longer-term, as negative reviews and feedback compound into employer brand damage.

That's a hard cycle to break free from.

Because suddenly, your poor candidate experience doesn't only impact your immediate candidates – it impacts all possible future candidates too. It's the people who read your advert but apply to a competitor instead. It's the growing negative Glassdoor reviews. It's the escalating disquiet among existing employees, who're juggling too many shifts and are unhappy with what your brand has become. It's the ever-increasing pressure on recruitment as attrition escalates and hiring gets constantly harder.

Now, instead of helping solve the business' strategic issues, you're making it worse by actively contributing to a poor brand perception. Customers get increasingly poor service from increasingly harried employees in an accelerating downwards cycle.

Recruitment should be a strategic business partner but instead it's a cost-centre; problem-creator; profitability-eater. Candidate experience isn't the only factor this hinges on. But it's a big one.



Luckily, candidate experience might be multi-faceted but it's not complicated. Let's dig into the things candidates are looking for, and practical actions you can take to meet (and exceed!) those expectations.





Improving your candidates' experience

Let's start by looking at what candidates typically want.

What do candidates want?

Transparency.

Candidates want to be kept in the loop about how their application is proceeding and clarity over what to expect in the future, like timelines and interview process.

Speed.

Candidates are your customers – and like customers, they don't like being kept waiting. A fast, efficient recruitment process proves you value your candidates' time.

Convenience.

Candidates want an application experience that works around them, fitting seamlessly into their already-busy lives. An experience that empowers them to put their best foot forwards, without wasting time.

Fairness.

Candidates want to feel they've, and everyone else, has been treated fairly, without discrimination. They want to trust if they join you, you'll be an employer who prioritises ED&I.

Honesty.

Candidates don't always expect to get hired – but they do want honest input into why they're not right, if that's the case. And honest communication about why delays might've happened.

Support.

Whether it's help preparing for a video interview, navigating your application journey, or information about your company, candidates want to feel supported while they engage with you.

Empathy.

Job-seeking can be frustrating, anxiety-inducing, and stressful. Candidates want to feel you understand their experience, and treat them with compassion and empathy.

Respect.

Nobody wants to feel like a number. However early in your process, candidates look for signals that their effort applying and interest in you is reciprocated and respected.

None of those eight things are rocket science – but organisations consistently fall short.

That's fantastic news for you, because it means it's not that difficult to offer a stand-out candidate experience in your space and make inroads into becoming an employer of choice.

Remember – there'll be winners from this great reallocation of talent.

This next chapter will help you take the right steps to make sure that's you.



A note on contractors, freelancers, and temps

When you think about candidate experience, you probably focus on your permanent workforce. But contingent workers are becoming an increasingly critical part of today's successful workforces, especially after the pandemic has proven the urgent need for agility.

Being an employer of choice for freelancers, contractors, and temps is becoming equally important as for employees – and will dictate how agile and resilient your organisation is into the future. Offering an excellent contractor candidate experience is crucial – so when you read through this section, think about how you can apply these tips to your contingent as well as permanent recruitment.

Today's most successful enterprises are increasingly removing flexible hiring from under the procurement umbrella and moving towards a total talent management approach. That's coming hand-in-hand with the rise of integrated talent suites that include end-to-end freelancer management capability.

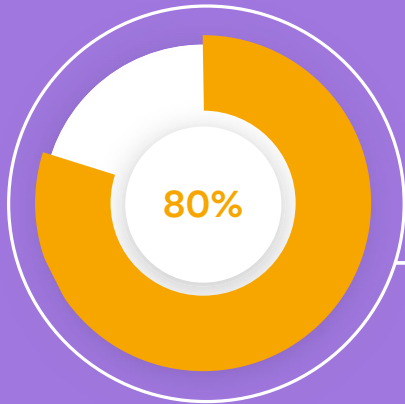
Let's go.





A blessing or a curse? Recruitment automation

Recruiters would struggle to navigate today's hiring landscape without automation, especially if you're battling huge application volumes. And post-pandemic almost every business is looking to streamline costs, increasing pressure on recruitment teams to do more with less.



More than 80% of recruiters agree recruitment automation improves their productivity

HubSpot
[Recruiting Automation Trends Report](#)

In other words – automation is recruiters’ best friend. But what about for candidates? Is recruitment automation a necessary evil that improves efficiency at the expense of the candidate experience, or can technology help improve CX?

In the positives' corner...

- Automation increases recruiters' productivity, which ultimately accelerates time-to-hire. Often dramatically.
- Automation introduces consistency, which contributes to a fair, inclusive hiring process.
- Automation ensures candidates have the info and support they need, when they need it.
- Automation allows personalisation at scale, so candidates who might otherwise have been ghosted do get timely feedback.
- Automation often allows recruiters to screen candidates using AI, automatically shortlisting the best – so the best people get the fastest service.

[Discover 15 ways to automate your recruitment process.](#)

In the negatives corner...

- Automation can perpetuate built-in biases, unless we're careful to review our criteria through a fair and inclusive lens.
- Automation often gets a negative rep – and CX is all about feelings. For example, [our recent Hybrid Hiring report](#) showed 60% of candidates feel they'd have a fairer chance if they were dealing with a human.

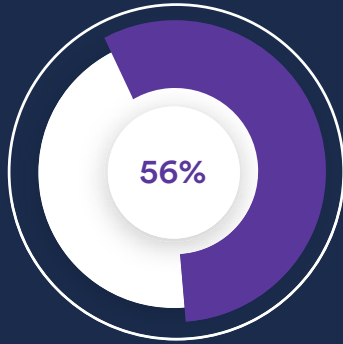
IF YOU DO ONE THING...

Add a section on your website or during your application flow that explains, in clear language, exactly how, where and why you use automation. Make the benefits to your candidates clear – like “we use automation to speed up our internal review process, so you get feedback as fast as possible”.

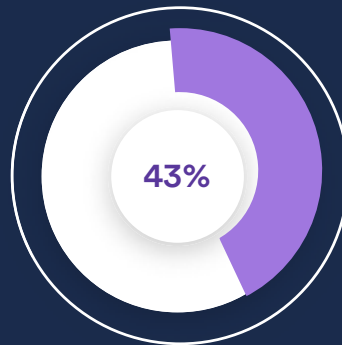


Unplug your biggest bottleneck. The hiring manager experience

Most recruiters agree hiring managers are one of their biggest bottlenecks.



56% of recruiters say their biggest recruitment bottleneck is hiring managers moving candidates through hiring stages.



43% say it's hiring managers reviewing CVs too slowly.

Jobvite
[Recruiter Nation Report](#)



That makes collaboration frustrating – and it also has a huge impact on the candidate experience, both directly and indirectly.

- **Indirectly**, because the slower your hiring managers move the longer your recruitment process takes. Many candidates won't know exactly why your process is so slow – nor care – but their end experience is the same. Slow is slow.
- **Directly**, because many candidates meet hiring managers personally. Hiring managers form an essential part of candidates' interview experience; on the feedback they get; on their impression of company and team culture.

The upshot is, getting managers engaged with your process is a crucial part of improving your candidate experience. And one that's often neglected.

1

Some pointers:

Understand why hiring managers might be sceptical about recruitment, and work on improving your own side of the partnership. For example, do you truly understand the roles you recruit for, or could your briefing process use some work?

[Here are ten things your hiring managers might hate about you...](#)

2

Next time you upgrade your recruitment technology, prioritise ease-of-use.

The candidate experience hinges on the hiring manager experience. If hiring managers can't intuitively use your hiring tech, even with weeks and months without touching it, they simply won't.

3

Be proactive about driving engagement, and embrace hiring managers as partners to your recruitment process. For example, several Tribepad customers run interactive, educational recruitment workshops with managers to build engagement and gain process consensus before active hiring can start. [Learn how Simon Pollen of Richmond & Wandsworth Councils builds engagement with hiring managers.](#)

4

Create governance. Decide the optimum way you want your hiring managers to behave, for the best possible candidate experience. Then create a process hiring managers can easily follow, and mandate accountability. (You'll need C-level buy-in). For example, if you want hiring managers to give feedback on shortlisted candidates, create a short form to complete within two days, with escalation to the appropriate channels if they continuously don't.

5

Get your recruitment reporting up to scratch. It's hard to encourage good behaviour if you can't spot bad behaviour. Effective reporting, with by-person and by-stage breakdowns, will bring maverick hiring manager behaviour into the light, so you can address and resolve. Also, good reporting is your biggest ally – show them the before and after results when you do things your way.

6

Educate your hiring managers to understand why your process matters. It might be obvious from your point-of-view but hiring managers probably know little about how competitive the hiring market is, or how much time-to-hire matters. They care deeply about bringing the right person into their team and don't want to make mistakes – they might not realise that extending the interview process and taking four days to deliberate are counterintuitive.

IF YOU DO ONE THING...

Create a short document for hiring managers that walks through your end-to-end recruitment process. Include info about what happens when, who's responsible for what, optimum timelines for each stage, and consequences when those timelines aren't followed. Where possible, include click-throughs or directions for relevant resources at each stage – like interview guidelines, or a guide to using your ATS.





Float like a butterfly, sting like a bee

Rejection hurts

A new hire who's floating on cloud nine will probably forgive and forget almost anything. But something like 10x more candidates have an experience with your brand than you hire. Maybe even 100x or more, in high-volume industries.

The reason candidate experience is so difficult is because rejection hurts. That's as much a fact of life as the birds and the bees. But that doesn't mean rejection is outside your control. The key is to take the sting out, as much as you can.

“Candidates that get constructive feedback and move to a talent pool are four times more likely to apply for future roles. How you create advocacy amongst candidates that don't get the job might turn out to be a critical driver of your future success”

Fosway Group

Fosway 9-Grid Talent Acquisition Report 2020

That'll mean different things depending where in your recruitment process rejection happens. The more time and effort candidates have invested with you, the more time and effort you should invest in how you reject them.

Whether you're sending an automated rejection email, emailing personally, making a quick call, or asking your hiring manager to call, some universal principles apply:

Be clear. Hearing from an employer is an adrenaline-fuelled moment that can leave candidates feeling foggy. Leave no room for misunderstanding.

Be firm. Keep interactions reasonably short and to-the-point. Don't engage with bartering and what-ifs.

Be grateful. The average jobseeker spends 11 hours a week applying for roles. Always thank your candidates for their time and effort.

Be constructive. Where possible, give feedback – but never feedback that has no constructive angle. Help candidates grow.

Be united. Avoid phrases like “if it had been up to me...”. Present a united front, even if there's been much internal disagreement.



- **Be personal.**

Rejection is awkward so there's a tendency to hide behind being impersonal. Don't. Sit with the discomfort and engage like a human.

- **Be future-focused.**

Almost-perfect candidates might be perfect for another role, or next year. If you'd love to hear from them again, tell them.

- **Be consistent.**

One-to-one calls can be the most compassionate form of rejection but create frameworks and training to aid consistency.

IF YOU DO ONE THING...

Review your rejection email template for CVs that don't pass your initial screening. This is the biggest recruitment touchpoint, usually by considerable distance, so improvements here ladder into the widest impact.

And if your ATS supports it, use a delay so applicants don't get a demoralising instant rejection.



Here's a quick example:

Hi Sarah, Jenny here from COMPANY X.

I'm sorry, it's bad news. I know nobody likes getting these emails but unfortunately your CV isn't right for the Project Manager position you applied for on Tuesday 16th May.

We get hundreds of applications so please don't be too disheartened – and please don't let this put you off applying for other roles in the future.

We'd love you to join our talent community, here, if you'd like to hear about future opportunities.

Thanks for your time and effort applying – and best of luck with other roles.

Jenny



That don't impress me much

Shift your attitude

Go back not too many years, and the power balance used to lie with employers – and by extension, the recruitment teams who represented them. Employees were grateful dependents; employers benevolent benefactors.

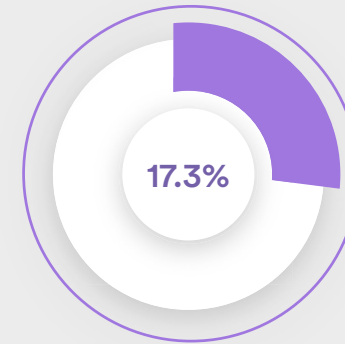
It's a very different picture today. Employees are flooded with choice, not just between employers but with whole new industries and careers, and a flourishing freelance sector and gig economy too.

On average, 17.3% of job offers are declined.

That's 1 in 6.

In professional and financial services, that increases to more than 1 in 5.

Glassdoor



Some recruitment teams haven't truly internalised that power shift though, and there's still a vague perception that we, as recruiters, are doing our candidates a favour.

That's simply not the case, especially not with the best people. The right attitude towards candidates underpins a great candidate experience.

Some thoughts:

- Mind your Ps and Qs. Go through your recruitment journey and make sure you're thanking candidates for their time and effort, regularly and sincerely.
 - Be a stickler for detail. Take a microscope to your process – every moment adds up: are you maximising your chances to make a great impression?
 - Invest into great employer branding. Don't expect candidates to come to you unless you prove why they should.
- [Learn four steps to world-class employer branding.](#)
- View interviews as a two-way process. Candidates use interviews to gauge your quality as an employer. Invite and be prepared for hard questions.
 - Prepare. You don't expect candidates to come to interview unprepared; don't do the same to them. Prepare your best 'come hither' materials.
 - Respect their time. Don't make candidates pay the price for your internal disorganisation. How many rounds of interviews do you really need?
 - Make them feel special. The better the restaurant, the better the dining experience. Treat your candidates like a 5* restaurant treats its guests.

IF YOU DO ONE THING...

Go into your web browser's incognito mode and engage with your recruitment journey as a candidate would, with fresh eyes and a fine toothcomb. From social post or job advert to application to screening to interview request – scrutinise every touchpoint. And time it, too. Using Tribepad, candidates can go from clicking an advert to completing an application from 1-minute 52 seconds –

Candidate experience is won or lost in the small things. Do candidates get a 'Thanks for applying, we can't wait to read your application!' message after they hit submit, or radio silence and uncertainty whether they've clicked the right thing? Does your brand personality come across throughout your process or is your application interface identikit and unmemorable?

Challenge yourself to find small improvement opportunities – micro-copy, buttons, email signatures, call-to-actions, submission messages, password reminders, error screens... the list is endless.



Knowledge is power

Get to grips with recruitment data

Because candidate experience is inherently subjective, it's difficult to look at directly – but difficult doesn't mean impossible. By combining and cross-referencing qualitative and quantitative data, you can benchmark your candidate experience today and measure progress as your initiatives proceed.

1) Qualitative CX data

- Questionnaires
- Embedded feedback
- Surveys
- One-to-one interviews
- Focus groups
- Social listening

For example...

- How long does your recruitment journey take?
- Which parts of your process are slowest?
- Which teams or hiring managers are slowest?
- Where are your diversity bottlenecks?
- Where are candidates dropping off?

2) Quantitative CX data

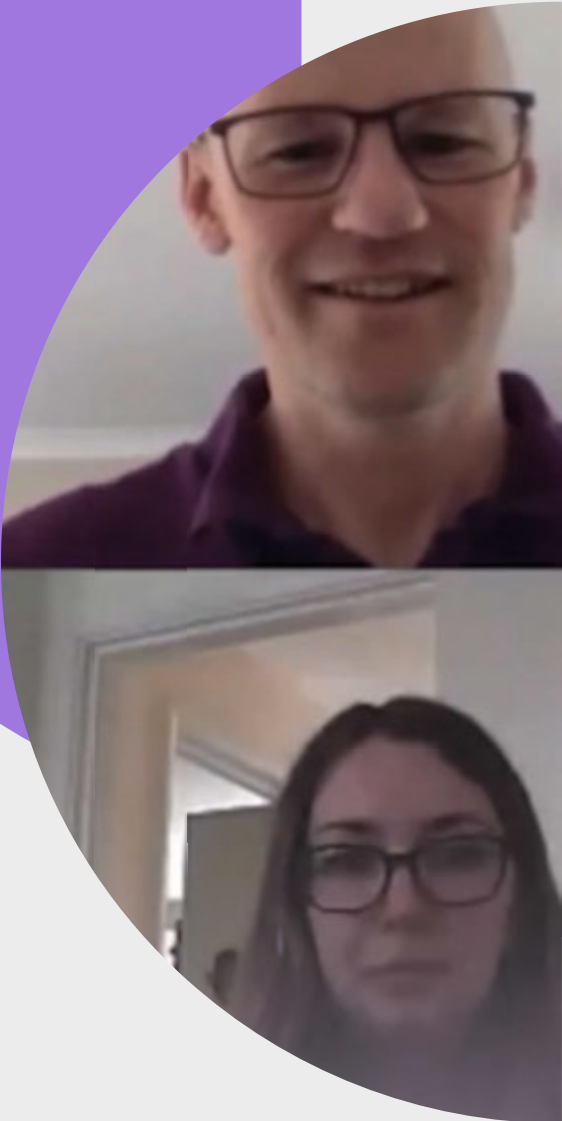
Look back at our list of what candidates want. Two of the biggest things are speed and fairness – both criteria you can drill into with quantitative recruitment data.

Cross-referencing qualitative and quantitative data can give granular insight into where your candidate experience is struggling and where you can improve. It's multi-faceted, sure, but not invisible – and shining a light on your process sticking points is integral to driving steady progress.

IF YOU DO ONE THING...

Create a short candidate experience questionnaire to embed into your recruitment process for all candidates, to get an immediate benchmark for where you are now. Then set a target – improving your scores by 10% over the next quarter, say – and ask everyone on the team to choose an action from this guide to champion. Rinse and repeat.



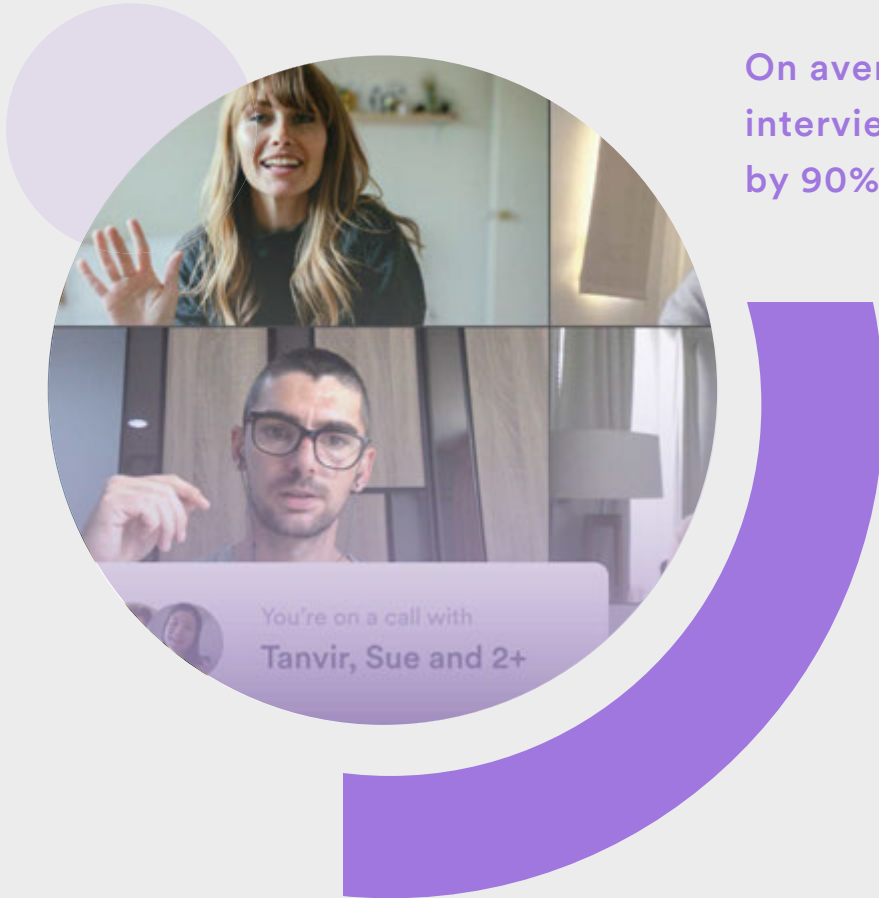


To video interview, or not to video interview

Weighing up the pros and cons

From recruiters' perspective video interviews are a no brainer. Especially if you're using one-way pre-recorded interviews as a replacement for shallow but time-consuming telephone screening.

They're much faster, allowing recruitment teams to get a more well-rounded picture of more candidates in less time. Ultimately, so you can hire better people faster. The holy grail.



On average, Tribepad clients find video interviewing accelerates the interview process by 90% and the interview scheduling by 95%.

Time-saving benefits also apply to two-way live video interviewing. Although there's a bigger time commitment than pre-recorded interviews, arranging slots and pinning down hiring managers is much easier and quicker. Plus live video interviews are usually recorded and stored centrally, so different recruiters or managers can review without needing to be present live.

But is video interviewing a win for candidate experience? That depends.



In the pros column...

- Faster interviewing for recruiters translates into a faster recruitment experience for candidates. Speed isn't everything but it's a lot.
- Pre-recorded video interviews are consistent, so every candidate knows they're getting an equal opportunity to shine.
- Pre-recorded video interviews allow candidates to re-read or re-watch information, get support, and digest in their own time before answering.
- Many candidates feel less pressure in a pre-recorded interview situation than a live interview situation.
- Compared to phone interviews, video offers candidates the opportunity to show more of themselves – so it feels like a fairer chance.
- With one-way interview, candidates can interview whenever and wherever is convenient and accessible, ideally from any device.
- Both one-way and live video interviews respect candidates time more than in-person interviews, as they don't need to travel or take time off work.



- Video interviewing technology typically offers a host of accessibility options that in-person interview wouldn't, like support for screen-readers.
- Video interviews offer a level of accountability you mightn't get in-person, so candidates can trust they're being treated fairly and can escalate if not.
- Video interviews are a statement of intention about an employer's commitment to flexible and remote work – a priority for many candidates.



But on the other hand...

- Some candidates might experience accessibility, capability, or confidence issues using technology that could have been avoided in-person.
- Some candidates might feel recruitment teams use one-way interviews to replace face-to-face interviews, so feel they get less chance to shine.
- Some candidates might face technical issues, like poor bandwidth or audio lag, that knock them off their stride and impact their confidence.

Ultimately, we think (as you'd expect from people whose product portfolio includes video interviewing) **video offers heaps of advantages over traditional interviews.**

Video interview is a fantastic location-agnostic alternative to in-person interviews – and flexibility is becoming one of the major differentiators for brands today. Showing your commitment during recruitment can only be a good thing for candidate experience.

Plus, using a dedicated recruitment video interview platform means you can take advantage of benefits like automatic recording and accessibility options that elevate the candidate experience over the likes of Zoom.

That said, not every candidate will feel naturally confident and empowered by video interview – and as we've said, candidate experience is all about subjective impressions.





Here are four simple ways to mitigate the potential negatives:

- Create support materials, pre-interview walkthroughs and platform-embedded help, to boost candidates' confidence.
- Explain to candidates why you use video interview and the benefits from their perspective, to encourage their support.
- Use a platform with built-in accessibility functionality – and if candidates struggle for whatever reason, offer alternatives.
- Offer self-booking interview functionality for live interviews, so candidates can book into pre-agreed slots that suit their schedule.



IF YOU DO ONE THING...

Create a pre-interview information pack to send to candidates, to guide them through your process. Tell them exactly what to expect, outline your expected timelines for reviewing, answer common questions, and share tips to help them interview their best.

Remember – this is also an employer branding opportunity, so it could be a great place to sprinkle a taste of your culture.

Hopefully you've got some fabulous ideas to put into action... but let's not leave it there. In this last chapter, we'll share two real-world examples of organisations today who're making fantastic progress transforming their candidate experience.

Candidate experience transformation in action

Candidate experience has been a major topic of conversation for years, if not decades, but many organisations have made only patchy and slow progress. Not so for the two organisations in this chapter.

These recruitment teams prove, with a systematic, strategic approach you can transform your candidate experience fast. And turn your recruitment into a strategic lever for the organisation's success.



Defeating competition from all sides

Richmond and Wandsworth Councils

With 3500 employees and 840 hires per year, Richmond and Wandsworth Councils (LBRW) serve more than half a million residents. Getting the right people in place is crucial to effectively serving this large community — but recruitment is often a major challenge.

The public sector typically has a poor reputation and recruitment teams are battling reduced resources and stretched budgets. Candidate experience is a crucial differentiator.

But the LBRW recruitment team faced some serious issues:

- Lack of consistency throughout recruitment
- Recruitment process wasn't mobile responsive
- No integration with social media accounts

Overall, their candidate experience was slow, disjointed, outdated, and not inclusive – doing little to address negative perceptions about the sector. Struggling to compete for talent, both from the private sector and from other public sector organisations, it was time to act.

Working with Tribepad, they:

- Created application journeys for each role, to simplify and personalise candidates' experiences.
- Embedded digital contracts and onboarding functionality to streamline and accelerate the joining process for successful candidates.
- Overhauled candidate email templates to be more welcoming, inclusive and on-brand.
- Empowered candidates to manage profiles, search jobs and apply using any device, with the Tribepad mobile-first platform.
- Created partnership model with hiring managers to educate and empower participation; used Tribepad to create specific simple hiring manager views.
- Invested newly created time in community outreach, working with future candidate pools to support them with recruitment questions.

Results:

- 34% increase in applications from 2019-2020
- 85% reduction in incomplete applications
- Recruitment spend and ad spend slashed
- Time-to-hire decreased dramatically
- Fill-rates increased
- Continual excellent feedback from candidates
- Increased hiring manager engagement and participation
- Strengthened future recruitment pipeline

[read the case study.](#)



"Tribepad allows the recruitment team to demonstrate the number of jobs advertised by directorate. Crucially we're able to drill down into the various recruitment stages. This is key to seeing where there may be delays, allowing us to identify and fix the issues and improve our service.

The diversity data on offer is rich and compelling and a crucial element of any modern ATS."

**Simon Pollen, Strategic Resourcing & Talent Acquisition
Manager, Richmond and Wandsworth**



Making first impressions count

Signature Senior Lifestyle

For Signature Senior Lifestyle – who provide award-winning, luxury residential, nursing and dementia care – reputation is everything. Their exceptional levels of care hinge on the thousands of people who make up their workforce, from nursing and care assistants, to chefs, administration, and housekeeping.



But the care industry battles extreme staff shortages, especially of high-quality applicants. Improving their candidate experience was crucial for Signature to compete in this landscape, sending a clear message about their luxury brand from the first touchpoint.

Signature were facing several big challenges:

- Lengthy application and screening process.
- Inconsistent process thanks to decentralised recruitment.
- Inconsistent onboarding from busy home managers.

Ultimately, these issues meant Signature was struggling to hire the people they needed, to maintain the high-quality care their customers depend on.



Working with Tribepad, they:

- Built email packs for fast, consistent, on-brand communication.
- Added SMS functionality, personalising comms by channel preference.
- Created a post-recruitment experience questionnaire for candidates.
- Centralised visibility over hiring across all homes, to improve consistency.
- Automated onboarding and e-contracts for more convenient, faster joining.
- Added Quick Apply functionality for easier, quicker applications.
- Added AI-based automatic screening, to accelerate screening.
- Harnessed reporting to understand CX bottlenecks and target improvement.

Results:

- Hired 800+ people in 16-months.
- Saved £2M by decreasing agency use in the 12 months after implementing Tribepad (May 2020-2021).
- Lots of great candidate and hiring manager feedback.
- Positioned recruitment as a key strategic partner.
- Gained recognition from the C-suite.



“Tribepad has made my job as a recruiter a million times better and provided a fantastic candidate experience”

Head of Resourcing and Talent, Signature Senior Lifestyle

About Tribepad

Tribepad is the easiest-to-use enterprise talent acquisition suite, used by 25-million people in 16 languages. It empowers organisations to build powerfully straightforward experiences that transform their recruitment.

Only Tribepad combines robust functionality with profound usability. It's an intuitive, low-click suite with a modern look and feel – and unparalleled flexibility.

Tribepad TA Platform combines our powerful core ATS + CRM with optional onboarding and video interviewing modules.

When you join the Tribepad family, you don't just get recruitment software. You get true partners, who believe in earning your business forever with a product that never stops growing.



We could do great things together:
book a demo
and let's chat.

<http://www.tribepad.com/contact-us/>