



INFORMED CANDIDATE SURVEY | SEPTEMBER 2017

Understanding the Impact of Quality Candidates



Overview



Glassdoor surveyed 750 US/UK hiring decision makers to define and understand the value of today's informed candidate in the short and long term. Respondents are those who have primary responsibility for, or significant influence on, hiring decisions. (September 2017)

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1. The Problem: Recruiting is Evolving

Survey data reveals that recruiting strategies of the past are no longer enough to attract today’s candidates who are more informed than ever before thanks to transparency and more information available online. Recruiting has become more of a two-way street as candidates are just as likely to source an employer, in the same that employers have traditionally sourced candidates.

KEY FINDINGS	SURVEY INSIGHT
<p>Hiring decision makers say tactics to recruit passive candidates are less effective.</p>	<p>Three in four (76%) hiring decision makers report a concern or challenge in attracting and hiring passive candidates as they have grown wary of contact through networking sites (e.g. LinkedIn) and respond at a much lower rate.</p>
<p>3 in 4 hiring decision makers say attracting quality candidates is the number one challenge.</p>	<p>Top barriers or challenges hiring decision makers face when recruiting informed candidates:</p> <ul style="list-style-type: none"> • Quality of candidates (76%) • Budget constraints (72%) • Trouble competing with compensation and benefits packages at other firms (65%) • Knowing where to advertise jobs to attract the right people (65%) • Attracting Millennials (62%) • Employer brand awareness (60%) • Lack of investment in diversity and inclusion (59%)
<p>Hiring decision makers prioritize informed candidates above all other types of candidates, whether active or passive.</p>	<p>Types of candidates preferred by hiring decision makers:</p> <ol style="list-style-type: none"> 1. Employed and active, but informed 2. Passive, but informed 3. Employed and active, but not informed 4. Unemployed, but informed 5. Passive, but not informed 6. Unemployed, but not informed

2. The Solution: What Employers Want Most In Today's Candidates

Most hiring decision makers agree that an informed candidate — one that is prepared, engaged, relevant and knowledgeable — is a quality candidate, which addresses their number one pain point, outlined above. However, research shows there is still a disconnect between what employers believe candidates know and what candidates believe a job and company offers.

KEY FINDINGS	SURVEY INSIGHT
<p>Hiring decision makers agree that a candidate who is informed is a valuable candidate, a quality candidate.</p>	<p>Nine in ten (88%) hiring decision makers agree that an informed candidate is a quality candidate.</p>
<p>From the perspective of hiring decision makers, informed candidates are well-researched, engaged, have the right qualifications and are relevant.</p>	<p>Hiring decision makers report that top attributes they want in an ideal candidate are:</p> <ul style="list-style-type: none"> • Prepared for interview and asks pertinent questions (49%) • Demonstrates right experience (48%) • Knowledgeable about the job role (46%) • Knowledgeable of the organization's culture and values (36%) • Prepared so that they have the right expectations about compensation and benefits (32%) • Engaged in their job search (29%) • Relevant as they present a customized resume or cover letter (28%) • More thoughtful about where he/she works (27%)
<p>It's important that candidates have the right expectations about a job and company to ensure fit and retention.</p>	<p>Three in four (74%) hiring decision makers feel that candidates have access to enough information before they apply to help them have clear expectations about the job and/or organization.</p> <p>However, three in five job seekers/employees say job realities do not match expectations.¹</p>

1. Source: U.S. Harris Poll by Glassdoor, May 2013

3. Benefits of Hiring the Right Candidates: It's Good for Business

Hiring decision makers report that hiring informed candidates can have a significant impact on recruitment, engagement, and retention — all stages of the talent lifecycle.

KEY FINDINGS	SURVEY INSIGHT
<p>Hiring decision makers believe recruiting quality and informed candidates saves valuable time throughout the hiring process, reducing costs and improving the interview experience.</p>	<p>Top benefits of <i>interviewing</i> informed candidates are:</p> <ul style="list-style-type: none"> • Improved candidate experience (38%) • Reduced time to hire (34%) • Improved hiring manager satisfaction (34%) • Reduced number of interviews per candidate (32%) • Reduced costs for sourcing and recruiting (30%) • Reduced time to offer (24%) • Reduced time on skills tests (21%) • Reduced time on background screening tests (19%)
<p>Hiring decision makers report quality and informed candidates reduce turnover, increase productivity, improve business, and increase engagement.</p>	<p>Top benefits of <i>hiring</i> informed candidates are:</p> <ul style="list-style-type: none"> • Better employee retention (42%) • More productive employee (42%) • More engaged employee (41%) • Better team player (30%) • Improved employee experience (27%) • Better source for employee referrals (19%)

4. Information Sharing is Key

Today’s candidate isn’t just looking for a job; they typically want their work to have purpose and their employer to share similar values. They are looking for the right company as much as they are staying away from the wrong ones. Hiring decision makers know what it takes to hire candidates and they’re using that knowledge to help fuel strategies that recruit these informed candidates. These hiring decision makers also know that when a candidate recognizes who the company is, what they’re about and what they offer that the recruiting process gets a whole lot better. The key is enabling communication about your employment offerings through a broad set of channels

KEY FINDINGS	SURVEY INSIGHT
<p>Hiring decision makers recognize candidates want a wide range of information in order to make a decision as to where to go to work.</p>	<p>Hiring decision makers report that the top influences on whether a candidate joins their organization includes:</p> <ol style="list-style-type: none"> 1. Salary and compensation (48%) 2. Company culture (37%) 3. Company reputation/ Employer brand (36%) 4. Interviews with managers (33%) 5. Company mission and values (28%) 6. Senior leadership (25%) 7. Relationships with current employees (25%) 8. Current employee reviews (22%) 9. Former employee reviews (18%)
<p>Hiring decision makers are increasing investment in employer branding to help ensure candidates have pertinent details about their company and culture to attract informed candidates.</p>	<p>More than one in three (35%) hiring decision makers will increase their investment in employer branding in the next 12 months.</p>

4. Information Sharing is Key (continued)

KEY FINDINGS	SURVEY INSIGHT
Hiring decision makers are also turning to employees as a valuable channel for sharing information about open jobs and their work experiences.	Nearly two in five (39%) hiring decision makers will increase their investment in employee engagement in the next 12 months.
Hiring decision makers recognize that when a candidate knows your brand it's easier to recruit. Similarly, job seekers are more likely to respond to a recruiter when they recognize your company.	Three in four (75%) say it's easier to attract top talent when they know of or about your organization (specifically when it comes to your company's name, product and/or services). Among those surveyed, a majority (65%) of Glassdoor users are more likely to respond to a recruiter from a company that they recognize than from a company they don't recognize. ¹

1. Source: Glassdoor U.S. Site Survey, August 2017