

The Human Touch in Hiring

Building Your Brand Through
Candidate Experience

Your candidates **aren't just applicants; they're people** -potential customers, and your company's future advocates.

The way you treat them during the hiring process directly shapes your brand's reputation

Common Disconnects

- Expecting candidates to understand **hiring pressures** leaves them feeling ignored and undervalued.
- Overlooking the **power of process**. A cumbersome, impersonal hiring process signals that your company doesn't value people's time or effort.

*A **human-centric approach** to hiring will transform applicants into brand advocates.*

Ensure Great Candidate Experience....

1. Unbiased Tools

Invest in unbiased recruitment tools that help you **fairly, objectively and efficiently** select candidates.

This ensures a level playing field for everyone, reinforcing your commitment to **fairness, diversity and inclusion**.

2. Consistency

From the initial job post to the final communication, **every touchpoint** should be consistent.

A candidate who feels **respected throughout** the process, even if they don't get the job, is more likely to refer others and reapply in the future.

3. Show Empathy

Candidates are looking for **companies that care**.

Humanise your process by showing you understand the challenges of job hunting, even when you may not offer them the opportunity.

4. Feedback

Personalised, objective, and insightful feedback is crucial.

It shows you value the candidate's effort and helps them grow, creating a lasting positive impression of your brand.

Placing candidates at the center of your hiring process, does **more than just fill a role**.

You **build trust, create a positive impression, and gain a team of brand advocates** who will spread the word about your company long after their application is submitted.