

Visma Talent Solutions Webinar Series

Candidate Experience

How to gain more control over your candidate experience

Your hosts for today:



Lex Heldens
Product Marketing Manager



Christer Stenfeldt
Competence Manager

Before we get started

Some practical points:

- Please ask your questions through the question box / chat box
- We'll go over your questions at the end
- All questions and answers will be summarized in a Q&A document
- After the webinar we will share the slide deck, recording and Q&A



What are we going to talk about?

1. Nice to meet you!
2. The bigger picture
3. Phases of the candidate journey &
Touchpoints along the candidate journey
4. Optimizing the candidate experience
5. Some tools that can help you

Please note:

Not all examples shown in this presentation are Visma clients,
they are just examples we took to inspire you.

Nice to meet you!



Lex Heldens
Product Marketing Manager



Christer Stenfeldt
Competence Manager

Where were we...

1. Nice to meet you!

2. The bigger picture

3. Phases of the candidate journey &
Touchpoints along the candidate journey

4. Optimizing the candidate experience

5. Some tools that can help you





There's **no secret formula** to a successful candidate experience, but with some intention, the benefits speak for themselves. An **integrated approach** to the candidate journey can improve an organization's brand, attract better-quality hires and increase ROI.



Jacqui Maguire
Head of Talent at Headway

The **bigger** picture

Employer branding

Onboarding

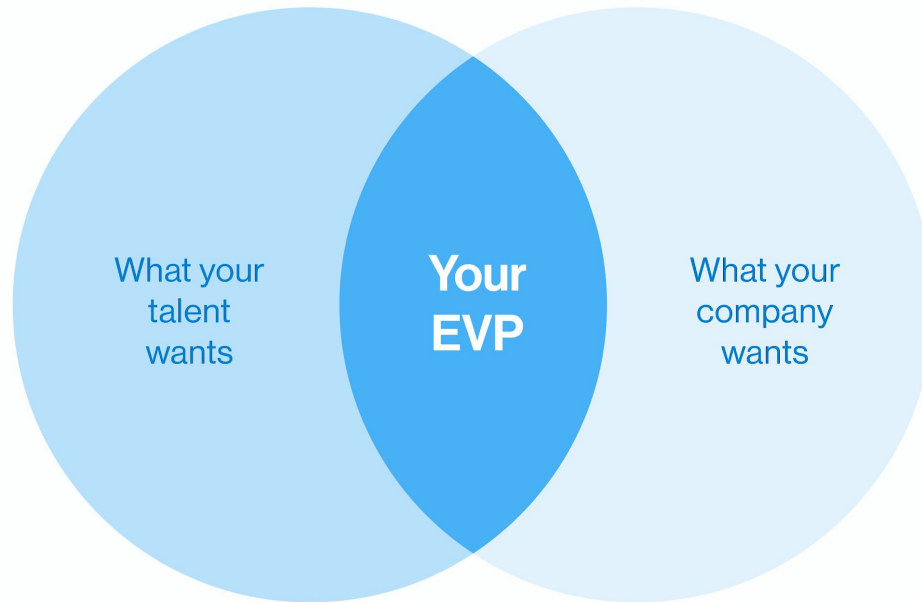
Candidate experience

Candidate journey

Preboarding

The Employee Value Proposition

Describe your employer brand in an attractive employee value proposition



What it's really about:

Hiring the **right** candidate



Where were we...

1. Nice to meet you!
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- 3. Phases of the candidate journey & Touchpoints along the candidate journey**
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Question...

How many touchpoints on average does a potential employee have before applying for a job?

Question...

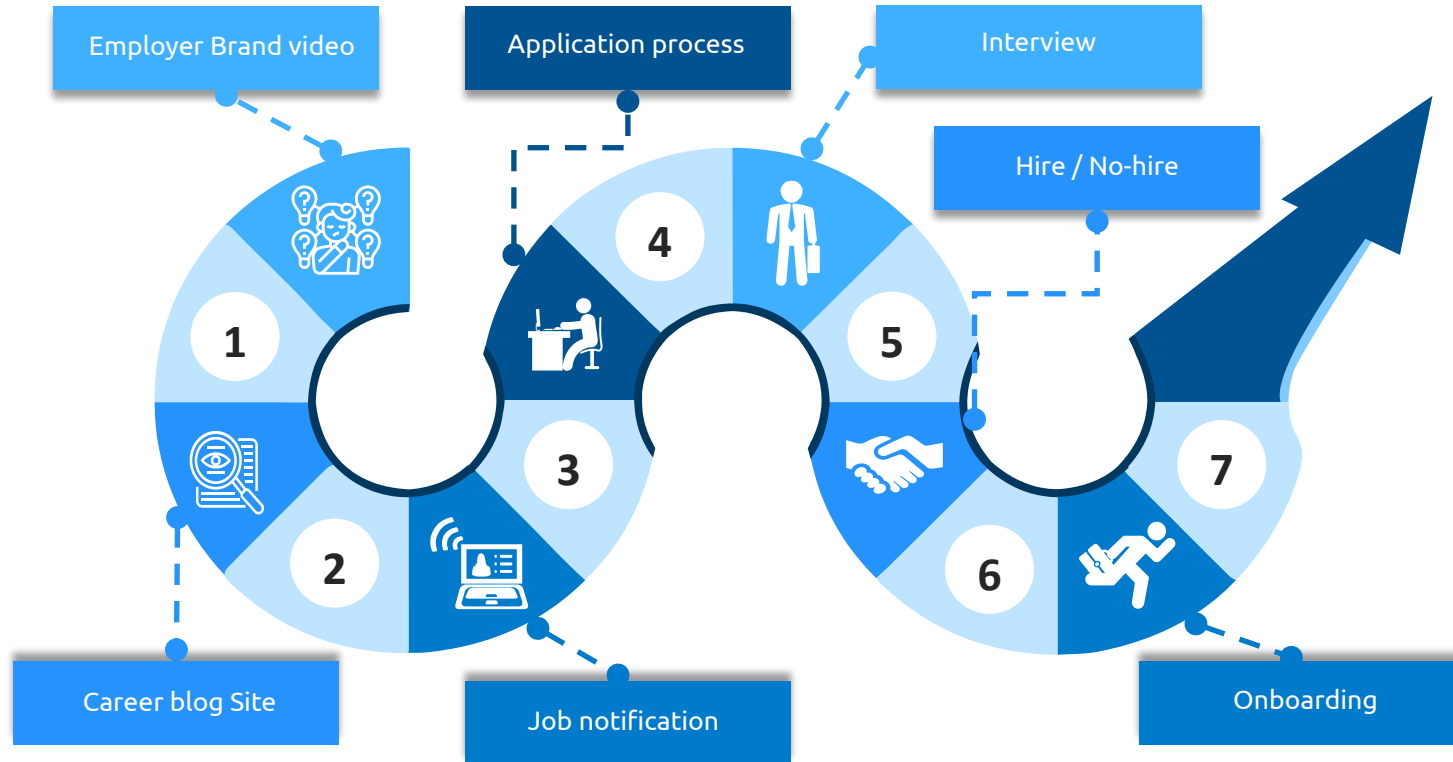
How many touchpoints on average does a potential employee have before applying for a job?

16

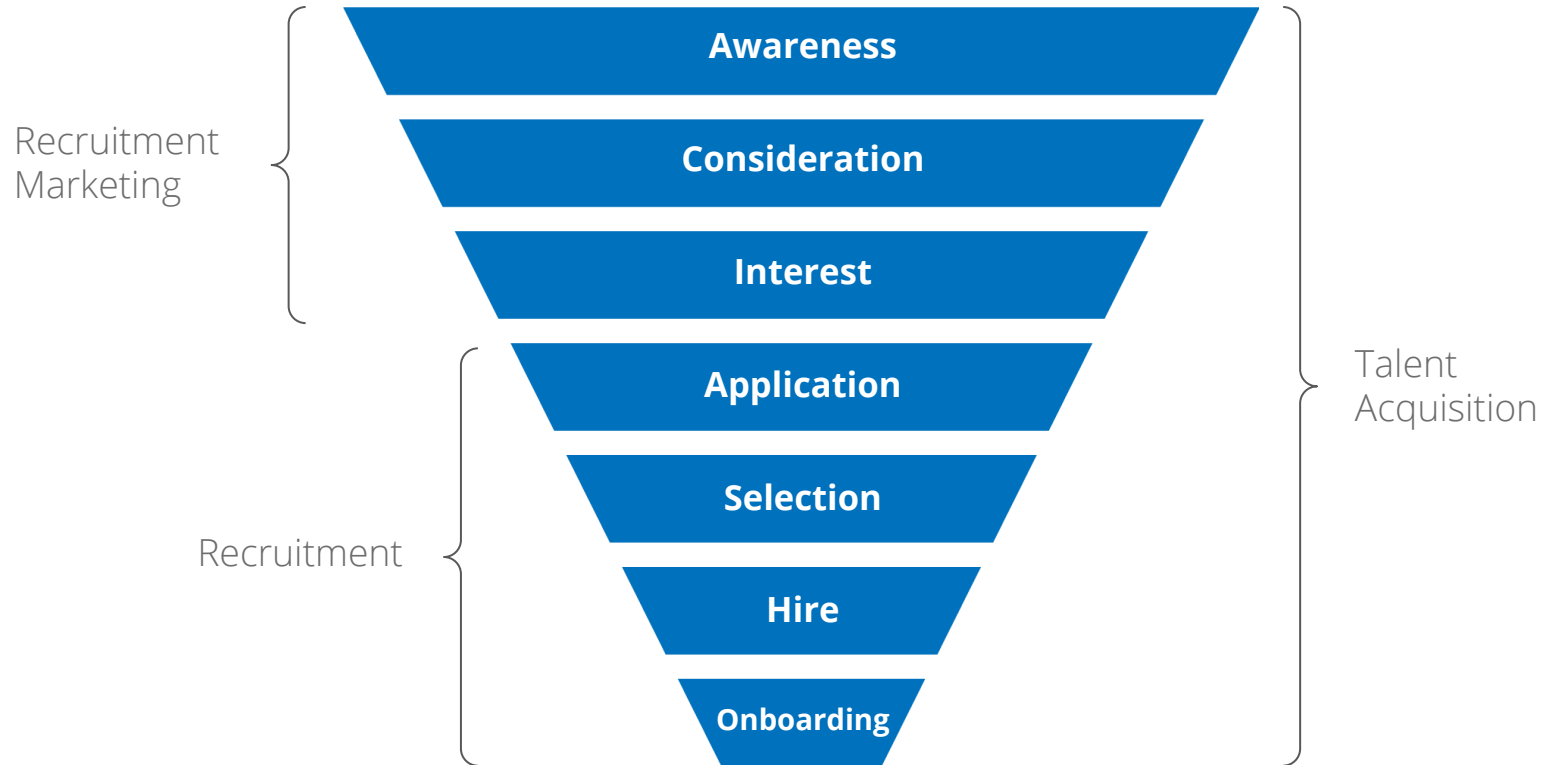
Poll...

To **what extent** are you in control of your candidate journey?

The Candidate **Journey**



Phases of the Candidate Journey

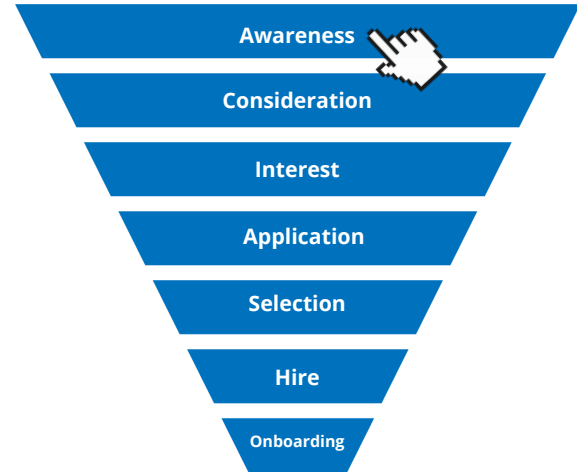


Phase 1: **Awareness**

The phase in which your potential and unknown candidates get to know your organization.

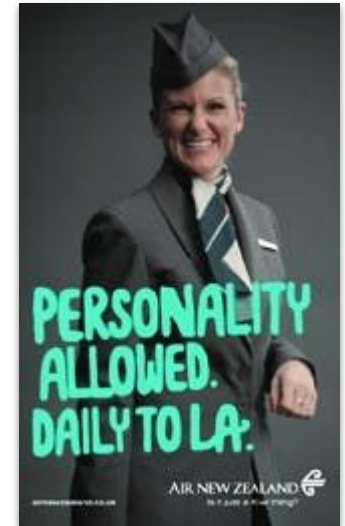
Touchpoints

- ❑ Awareness advertisement
- ❑ Blogpost
- ❑ Job boards



Awareness advertisements

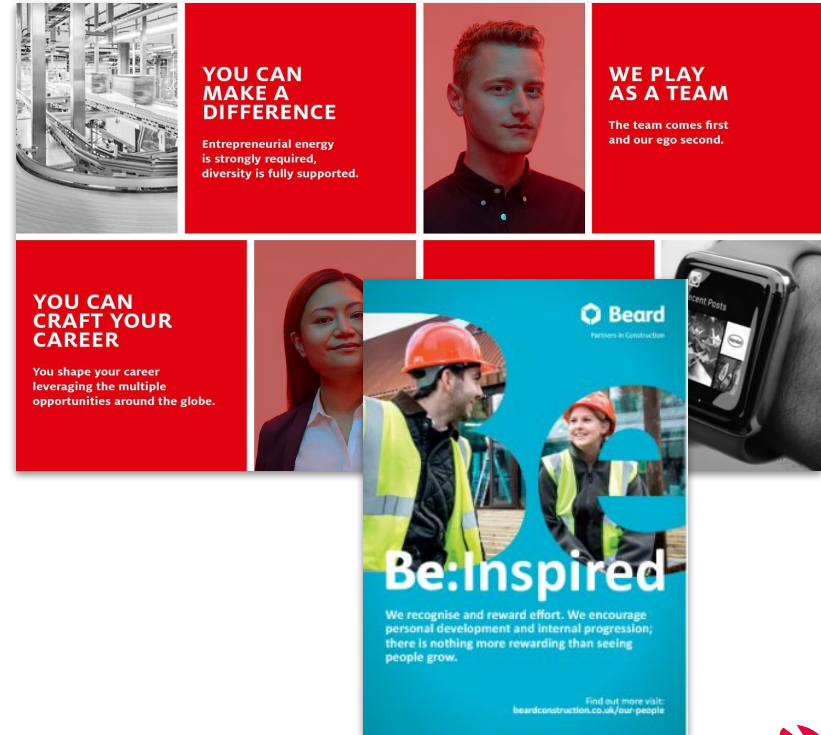
These advertisements don't showcase a job, they showcase your company and what makes it unique, what it values. Serious or quirky? As long as it fits your brand...



Awareness advertisement

The awareness advertisement:

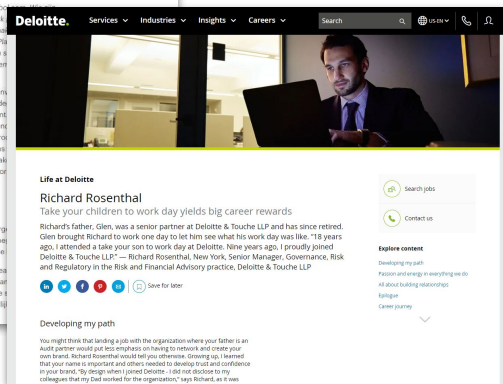
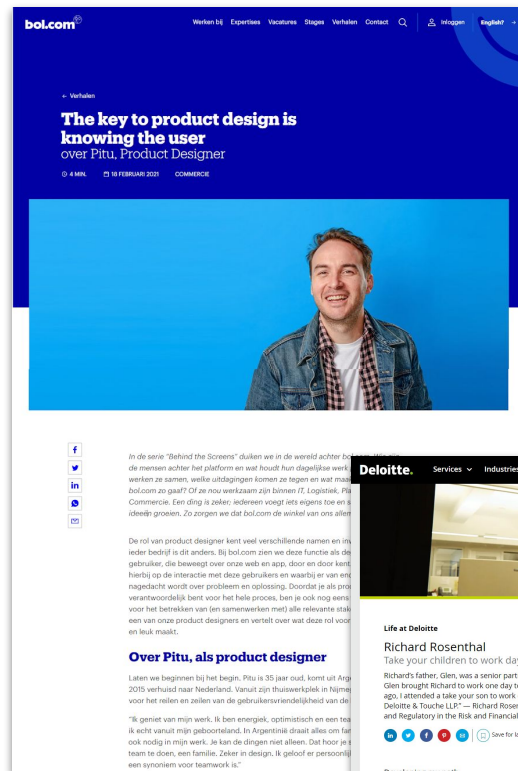
- ❑ Informs
- ❑ Targets your candidate persona
- ❑ Aligned with the employer brand
- ❑ Contains your EVP
- ❑ Has a call to action



Blogpost

A blogpost should:

- ❑ Is written for the candidate persona
- ❑ Is SEO optimized
- ❑ Has an author (e.g. a Recruiter)
- ❑ Contains a call to action
- ❑ Has a SoMe share option
- ❑ Have you thought about a (video)podcast?



Job boards

Don't forget to mention

- ❑ Information about your organization
- ❑ Company page contains photos, videos, review and vacancies
- ❑ Branded banner / materials

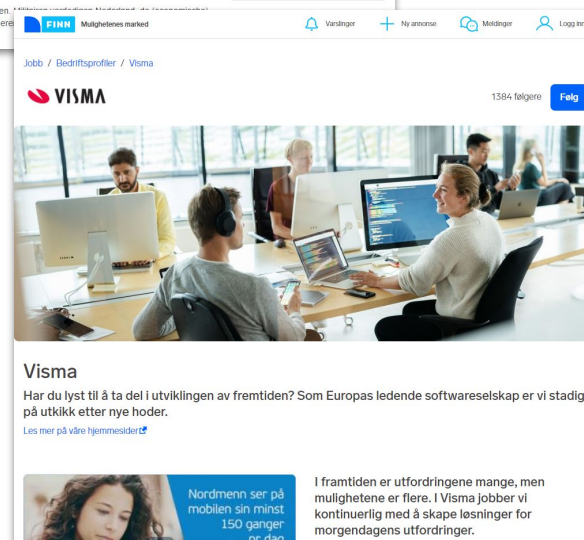


MONSTER

LinkedIn

CAREERBUILDER®
We're Building For You®

FINN



VISMA

Some tips

Have you thought about...

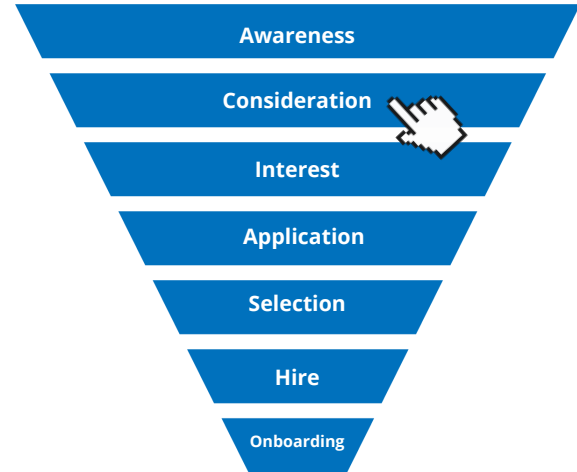
- ❑ Optimize your careers page for SEO
- ❑ Use SEA (advertising) or display campaigns for more online visibility
- ❑ Use a social media campaign

Phase 2: **Consideration**

You have caught the attention of the potential candidates, now is the time to convince them that your company is the best employer.

Touchpoints

- ❑ Reviews / Job board reviews
- ❑ LinkedIn profile
- ❑ Job advertisements



About those **reviews**

You **can't** influence a review yourself,
however there are some things you **can** do:

- ❑ Ask rejected candidates about their recruitment experience
- ❑ Ask new hires about their experience
- ❑ Ask your current employees to write a review about your company

"Unless you are desperate, stay away.....even then be looking ELSEWHERE"



Former Employee - Inside Sales Representative in Austin, TX

Doesn't Recommend

Negative Outlook

Disapproves of CEO

I worked at [REDACTED] full-time (Less than a year)

Pros

You're not forced to stay.

Cons

Horrible, lying people who will gouge, cheat and steal. They bait and switch benefits... promised PTO that I could never take....promised \$13.00 per hour after the first week, never happened. They also hire offenders, BEWARE and remember I warned you.

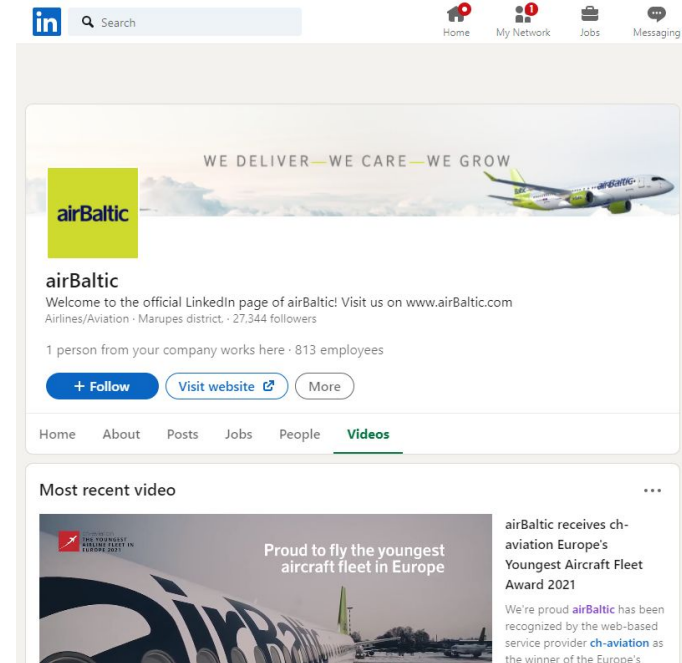


ge to attract real salespeople instead of
have been called 200 times
you have a chance of making commission

Your **LinkedIn** profile

A good LinkedIn company profile page:

- ❑ Is maintained actively
- ❑ Has a representative banner
- ❑ Has a complete profile
- ❑ Has updates regularly
- ❑ Highlights new employees and celebrates success
- ❑ Is an important part of your employer branding strategy



The job advertisement

So much is written about the job advertisement. It should be:

- ❑ Contains the Job Value Proposition (JVP) and the EVP
- ❑ Brief, clear and to the point
- ❑ Contains a call to action

WE'RE HIRING!

JUNIOR SOFTWARE DEVELOPER

3 months introduction and training on areas:

TFS + VS + IIS SQL C# and OOP ORM technology	MVC + API Javascript + JQuery Client-side framework
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IF YOU HAVE	WE OFFER
BSc in Computer Science	Attractive work environment
Problem solving & analytical mindset	Agile development
Excellent teamwork and interpersonal skills	International presence with high quality products
Interest in: TFS + VS + IIS, SQL, C# and OOP, ORM technology, MVC + API, Javascript + JQuery	Full-time position with the possibility to consider your individual interests and needs.

Send your CV to arr@inscale.net

INSCALE

ARKETING ANAGER

(Don't mention the M.)

First food in high order management, als je de ontwikkeling van Burger King in eigen hand neemt. Komende jaren zullen we een marktaandeel in Nederland aan de hand krijgen. Een magische wereld met innovatieve, unieke ideeën. The one and only hamburger die anders is, met zijn prijs niet kent. Al met al een

restaurant voor jou. Ambassadeur? Met een marketing manager die een product, een kant, een bijverhaal de "Whopper", 100% reinhold, geeft op een vers geïmagineerd broodje met knapperige, unieke ideeën. The one and only hamburger die anders is, met zijn prijs niet kent. Al met al een

aanpakkelijk wordt zicht voor een marketing manager met ervaring in food of retailhandel en met een vlie voor lange termijn. En de concurrentie? What about it. Deze aanpak met ons naar Burger King. En de aanpak. Product 100, 2000 AC Capelle aan den IJssel.

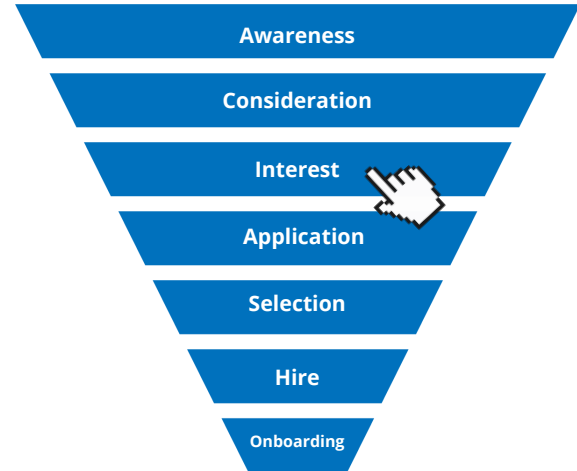
BURGER KING

Phase 3: **Interest**

The potential candidate has a specific preference for your organization as a future employer.

Touchpoints

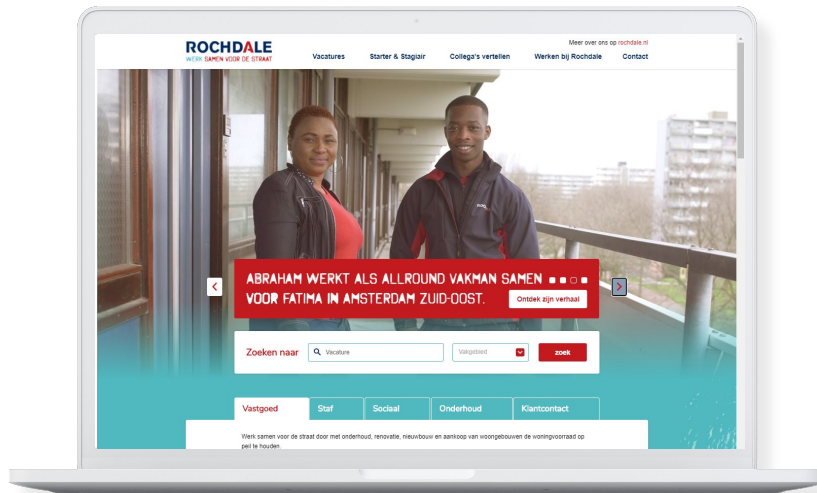
- ❑ Careers page
- ❑ Vacancy



What makes a good career page?

Take the following into consideration:

- ❑ Clear URL
- ❑ Link to vacancies
- ❑ Provide honest information
- ❑ Let employees tell their story
- ❑ Use your own images
- ❑ Easy findability
- ❑ Mobile friendly
- ❑ Is easy to navigate
- ❑ In line with the branding



Example

NORDIC CHOICE HOTELS

jobs.nordicchoicehotels.com



The vacancy page should

Take the following into consideration:

- ❑ An understandable job title
- ❑ Required and desirable skills clearly separated
- ❑ Heading to break up text
- ❑ Whom to contact
- ❑ Informs about the selection process
- ❑ Social share options
- ❑ Does not contain spelling errors

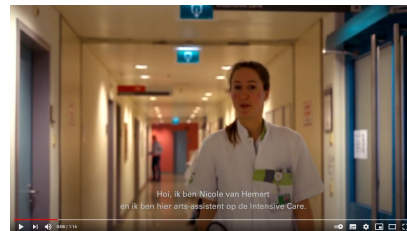


Why not use **video**

Instead of writing out your vacancy advertisement, you could also create a video advertisement.

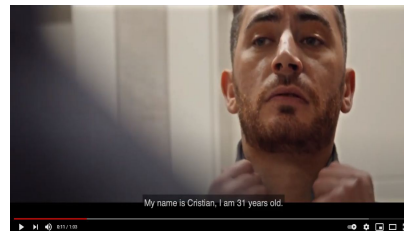
- ❑ Creates a personal connection
- ❑ Shows the colleagues and work environment
- ❑ Adds to your employer brand
- ❑ Only if you feel comfortable by it
- ❑ Also great to use for the awareness phase!

Ziekenhuis
Gelderse
Vallei



Visma NL client: Ziekenhuis Gelderse Vallei

Link: <https://youtu.be/P9OI95xZb3k>



Visma SE client: Securitas Sverige AB

Link: <https://youtu.be/9linyKlj8Go>



Visma FR client: Groupe Savencia

Link: <https://youtu.be/qZkVyM8wVq8>



About those **job titles**

These are some **real** examples from job advertisements

Beverage Dissemination Officer – Bartender

Brand Evangelist – Marketing Brand Manager

Initiative Officer – Planner

Problem Wrangler – Counsellor

Retail Jedi – Shop Assistant

Associate to the Executive Manager of Marketeering and Conservation efforts – Marketing Assistant

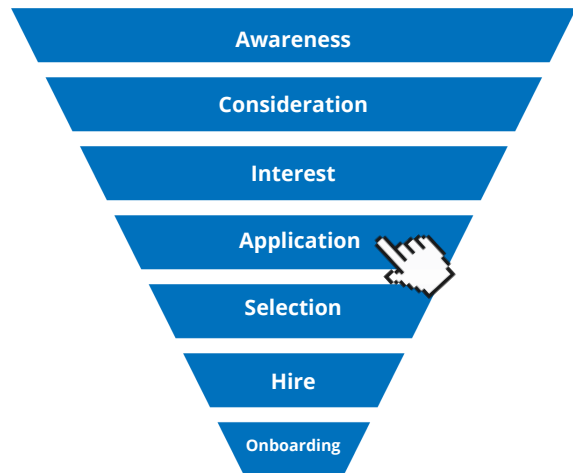


Phase 4: **Application**

The potential candidate has decided to respond to your vacancy and enters the application process.

Touchpoints

- ❑ Application form
- ❑ Email



The application process

The application form:

- ❑ Consider to use a “one-pager” application form
- ❑ Ask relevant questions
- ❑ Logical and understandable questions
- ❑ Use video questions
- ❑ Keep the same layout
- ❑ Mobile friendly

The image displays two overlapping screenshots of an application form. The left screenshot, titled 'Apply', is a general form with fields for 'FIRST NAME', 'LAST NAME', 'EMAIL ADDRESS', 'PHONE NUMBER', 'LINK TO YOUR LINKEDIN PROFILE', 'CV', and 'COVER LETTER'. It includes a 'SEND APPLICATION' button at the bottom. The right screenshot, titled 'TECHNICAL DATA COORDINATOR', is a specific application form. It features a video introduction, a 'Personal details' section with fields for 'First name', 'Surname', 'Email', and 'Mobile phone', and a 'Position specific questions' section with radio button options. It also includes a 'Our Privacy Policy' section and a 'SEND APPLICATION' button.

Inform about the process / next steps

The application process

Emails:

- ❑ Use the same “tone of voice” for outgoing emails
- ❑ Make it clear what the email is all about
- ❑ Keep the same layout
- ❑ Always try to use your company domain
- ❑ Don't use delays



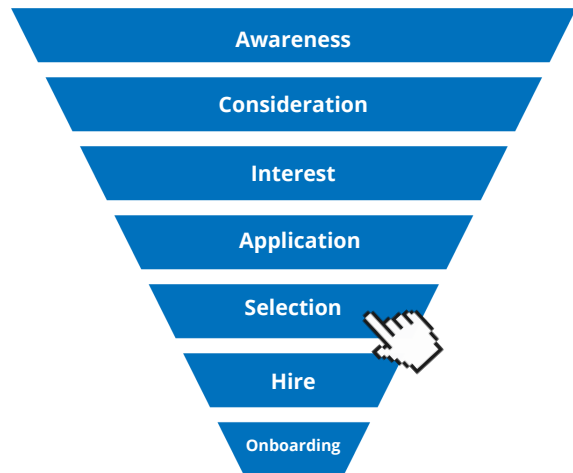
Inform about the process / next steps

Phase 5: **Selection**

The candidate has applied and will now go through the selection process. In this phase we're going to see if there is a match.

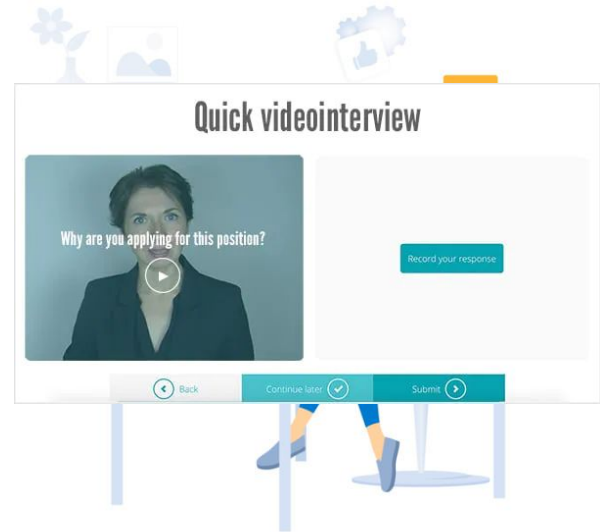
Touchpoints

- ❑ Email
- ❑ Video



The selection process

- ❑ Either work with your candidates directly or after application deadline
- ❑ Make sure to update your candidates (communication)
- ❑ Keep your ATS updated with notes and current/next steps
- ❑ If possible, work with digital reference checks, assessment providers and videos



Inform about the process / next steps

Inform about the process (examples)

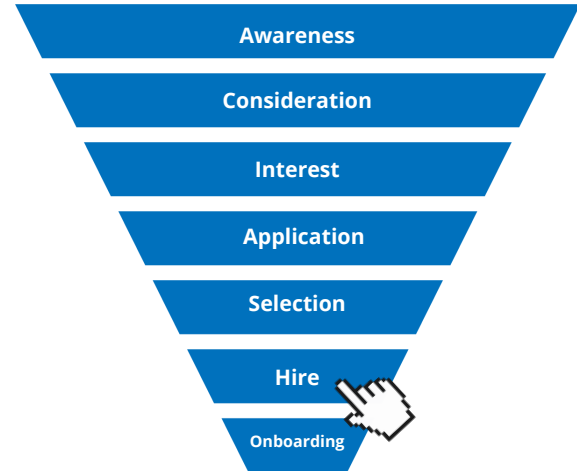


Phase 6: **Hire / No hire**

The candidate has gone through the selection process, and a decision has been made to hire the candidate

Touchpoints

- ❑ Email automation
- ❑ Welcome package



Non-hired candidates

Build a **relationship** with non-hired candidates. A candidate you don't hire today may still be a viable --or even a top-- candidate tomorrow.

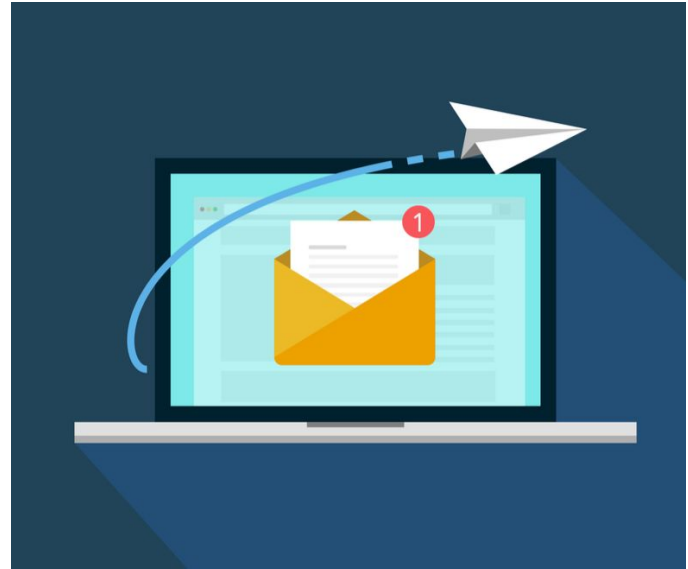
- ❑ Be candid about the rejection reason
- ❑ Connect through LinkedIn
- ❑ Stay in touch through newsletters and social media
- ❑ Consider inviting them for events



Candidate Relationship Management

Stay in touch with the non-hired candidates.
Set up a talentpool system and use email automation.

- ❑ Can be used as an additional sourcing channel
- ❑ Regular contacts
- ❑ Contains personalisation
- ❑ Don't forget about job alerts



Welcome package

This literally is a welcome package consisting of branded items that suit your company.... especially now when offices are closed this really makes a new hire feel right at home at your company.

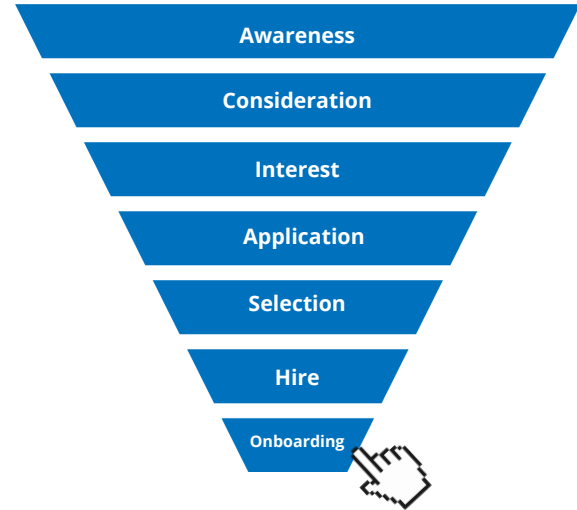


Phase 7: Onboarding

The candidate journey continues until after the onboarding period for your new employees.

Touchpoints

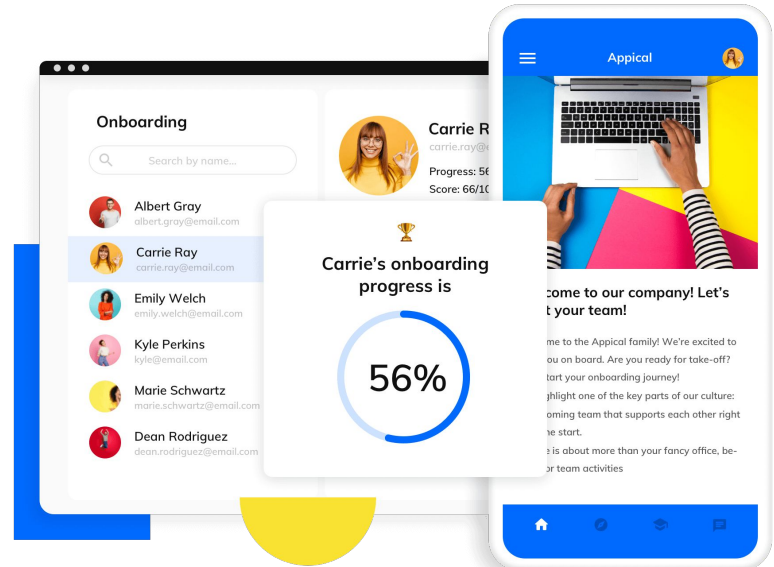
- ❑ Onboarding plan
- ❑ Social media



Onboarding plan

Your onboarding plan should:

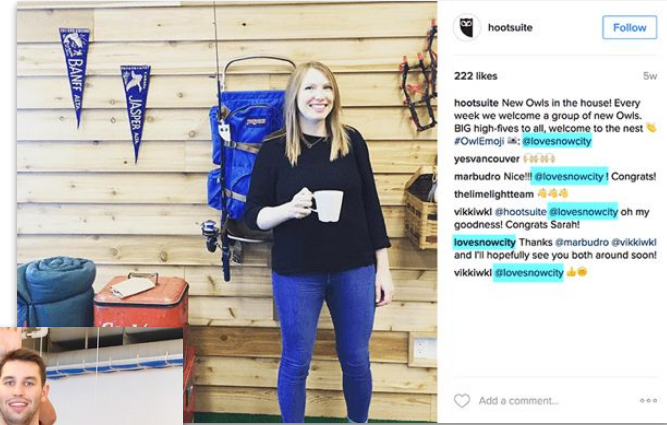
- ❑ Start right after the contract is signed
- ❑ Is consistent for all new hires
- ❑ Contains practical information
- ❑ Should be mobile and automated
- ❑ Allows room for feedback



Social Media

A good social media post should

- ❑ Celebrate a new hire
- ❑ Fit with your employer brand



Where were we...

1. Nice to meet you!
2. The bigger picture
3. Phases of the candidate journey &
Touchpoints along the candidate journey
- 4. Optimizing the candidate experience**
5. Some tools that can help you



Yeah... where to **start**...

Just start at the very beginning, a very good place to start

- ❑ Validate your employer brand
- ❑ Map out your candidate journey
- ❑ Analyze your touchpoints
- ❑ Are there any quick wins?
- ❑ Plan for follow-up



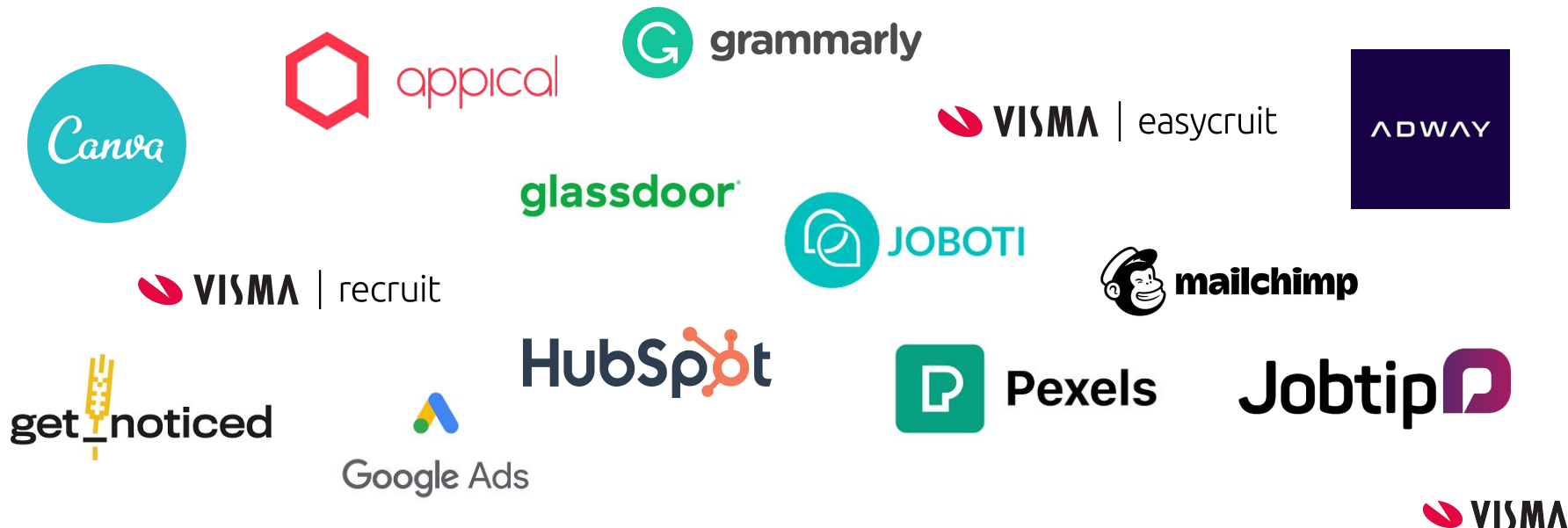
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Some **tools** that can help you

There isn't one tool that can do it all! Consider these tools to assist you:





There's **no secret formula** to a successful candidate experience, but with some intention, the benefits speak for themselves. An **integrated approach** to the candidate journey can improve an organization's brand, attract better-quality hires and increase ROI.



Jacqui Maguire
Head of Talent at Headway

Questions & Answers

Let us answer your questions...



On behalf of Visma Talent Solutions

Thank you for joining us today!

Join us again on:

April t.b.a.

Employee Engagement

September 23

Data Driven Recruitment

December 9

Diversity and Inclusion, more than just a hype



Respect

Reliability

Innovation

Competence

Team spirit