

TOOL TO USE



Interactive Worksheet
& Assessment Tool:


Benchmark Your Candidate Experience

2022

Introduction

As it stands now, most organizations have the early stages of talent acquisition (TA) automation but are missing opportunities to create a better candidate experience through smart technologies that can help create a faster, more personalized hiring process. The repercussions of having a below-average talent acquisition process during a period of unprecedented job change are numerous but including loss of candidates, shorter retention for new hires, and poorer employer branding.

In addition, organizations need to take full advantage of the advanced and predictive analytics that fully integrated and automated TA technology can provide. Many organizations are focused on quantity instead of quality, and while that may work in the short term, a more strategic view is to work with systems that can provide more actionable insights from the data they collect.



This self-assessment tool provides an opportunity to understand where your organization can leverage modern talent acquisition processes and technology.

The self-assessment tool has 19 critical questions you can use to benchmark your organization's efforts and set priorities for improvement.

The scoring is 2 points for those practices seen at successful organizations (those organizations that saw an increase in revenue/market share/candidate

retention/candidate satisfaction over the last year) and 1 point for those seen at less successful organizations. In the interests of efficiency, not all possible choices are represented here, only those that are the most common answers for the two categories. The best way to use the tool is to print it out and mark the boxes and add notes or action items.

INSTRUCTIONS

Choose your answer from the dropdown items to reveal your score.

DETERMINE THE CURRENT STATE OF TA PROCESSES AND TECHNOLOGY AT YOUR WORKPLACE, AND WHAT IS NEEDED FOR THE FUTURE

Statement/Question	A	B	Answer	Notes
My organization's sourcing technology has automation capabilities.	Yes	No	<input type="text"/>	
My organization's screening technology has automation capabilities.	Yes	No	<input type="text"/>	
My organization's onboarding technology has automation capabilities.	Yes	No	<input type="text"/>	
Which candidate level receives the highest level of candidate care?	All levels receive about the same level of candidate care	Only the Manager/director	<input type="text"/>	
		<i>AND/OR</i>	<input type="text"/>	
		Hourly Experienced	<input type="text"/>	

Total: _____ points

**DETERMINE THE CURRENT STATE OF TA PROCESSES AND TECHNOLOGY
 AT YOUR WORKPLACE, AND WHAT IS NEEDED FOR THE FUTURE**

Statement/Question	A	B	Answer	Notes
Please indicate your organization's challenges with respect to managing candidate experience from the choices to the right.	No challenges	<ul style="list-style-type: none"> ● Low-level brand awareness and enticing job descriptions ● Online applications that are arduous for applicants and don't feed into other systems ● Scheduling interviews is cumbersome ● Applicants can't self-track their application progress ● Assessments aren't automated into the recruiting workflow ● Communicating with applicants isn't automated ● The overall process takes too long 		Higher-performing companies are generally struggling with things handled by third-party vendors whereas lower-performing companies are seeing largely self-inflicted problems. Look at your process and see whether improvement needs to be made internally or externally.
	<i>OR</i> Online application process and background check experience			

Total: _____ (accumulated) points

**DETERMINE THE CURRENT STATE OF TA PROCESSES AND TECHNOLOGY
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Statement/Question	A	B	Answer	Notes
<p>Please indicate areas your organization is ready to take action on in the next 12-18 months to improve candidate experience from the choices to the right.</p>	<ul style="list-style-type: none"> ● Improve career site content and improve candidate communications ● Candidates can self-schedule interviews ● Candidates can track their progress in the hiring process ● Candidates can answer questions using tools such as text, video, or chat 	<p>Improve employer brand messaging and enhance job-posting creation</p>	<p>_____</p>	<p>Once again, the mindset of top-performing organizations is to take a longer-term strategy that places eventual results over quick fixes. There is nothing wrong with any of the strategies, it should be noted, but it may be worth examining whether you are in a strategic or tactical mindset.</p>

Total: _____ (accumulated) points

**DETERMINE THE CURRENT STATE OF TA PROCESSES AND TECHNOLOGY
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Statement/Question	A	B	Answer	Notes
From the choices to the right which is closest to how your organization plans to measure the effectiveness of your candidate experience within the next 12-18 months?	<ul style="list-style-type: none"> Regularly measure and gather information at various points During the application process 	We do not measure candidate experience and we do not plan to measure candidate experience	_____	The only difference between the two is that more top-performing organizations perform both of these activities. The rule is to measure early and often.
From the two choices to the right, what do you consider to be the most-important impact point for candidate experience?	During the interview and after the candidate completes the application	During the interview and during the interview experience	_____	The best answer here is all of the above; a great candidate experience is defined by having personalized, customized, and thoughtful interactions throughout the entire process.
In the next 12-18 months, which mechanisms will your organization's recruiters regularly use to communicate with candidates and potential candidates?	<ul style="list-style-type: none"> Text Through candidate portals (automated) In-person 	Email and phone calls	_____	Collectively, companies that want to improve their candidate communication must be quicker to embrace modern communication methods.

Total: _____ (accumulated) points

**DETERMINE THE CURRENT STATE OF TA PROCESSES AND TECHNOLOGY
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Statement/Question	A	B	Answer	Notes
Please indicate which of these statements as they pertain to different aspects of your organization's candidate experience you strongly agree with	Our employer brand messaging authentically reflects the organization's EVP and our candidate communications are nicely branded	Our online application cannot easily be completed from a mobile phone		The possible answers here can be viewed as a checklist of things that should be done regardless of your organization's size or industry. However, it should be noted that better-performing companies are keenly aware of the effect a good candidate experience has on their brand.
Please indicate which of the following statements about different technology solutions aimed at improving candidate experience you strongly agree with	Automated TA processes such as video screening, self-scheduled interviews, and chatbots engage candidates and provide a faster, easier, and better candidate experience	Text messaging provides the fastest, easiest, and best candidate experience		In general, higher-performing companies are more accepting of emerging technologies and willing to invest in them to improve the candidate experience.

Total: _____ (accumulated) points

WORK WITH TA TECH PROVIDERS TO FIND A SOLUTION THAT IS ALIGNED WITH YOUR ORGANIZATIONAL GOALS

Question	A	B	Answer	Notes
Does your current TA technology provider have an intuitive user interface?	Yes	No	_____	
Does your current TA technology provider have an intuitive administrative interface?	Yes	No	_____	
Does your current TA technology provider have robust data and analytics capabilities?	Yes	No	_____	
Are the integration capabilities of your current TA technology provider sufficient for your organization's needs?	Yes	No	_____	
Is the cost of your current TA technology provider equal to the value received?	Yes	No	_____	

Total: _____ (accumulated) points

WORK WITH TA TECH PROVIDERS TO FIND A SOLUTION THAT IS ALIGNED WITH YOUR ORGANIZATIONAL GOALS

Question	A	B	Answer	Notes
Are the client services of your current TA technology provider equal to what is expected?	Yes	No		
Is your TA technology provider's product roadmap meeting your organization's projected needs?	Yes	No		
Do you see your current TA technology provider as a partner for the future of your organization?	Yes	No		

Total: _____ (accumulated) points

0-22 points

Your organization has mostly manual TA processes and may be reacting to talent shortages/hiring needs rather than being proactive towards future developments in the talent market. Improvements can be made in TA automation to improve internal TA metrics and candidate experience, which will lead to long-term positive effects.

23-30 points

Your organization may still be using some manual TA processes, or have automated processes but are being reactive (rather than proactive) to talent shortages/hiring needs. Either way, there are improvements to be made in making your TA processes and technology more strategic in their outlook and focused on engagement, candidate experience, and DE&I data rather than simply time-to-fill or other counting metrics.

31-38 points

Your organization has robust and mature TA processes but may have room to improve in automation across multiple job sites, centralization of hiring information, and measurement and analytics. The ultimate goal, of course, is not the most efficient TA process, but having TA that is aligned to and supports the overall business goals.

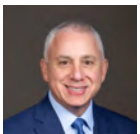
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About HireRoad

HireRoad is a leading provider of modern talent acquisition software. Hiring in today's world requires focus on employee fit and engagement from job description to job success. HireRoad's software, developed by veteran industry experts, provides the ability to attract, hire, onboard and train the right people so they thrive. The company serves both public and private sectors, including government, retail, manufacturing, education, healthcare and utilities.



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