



The Difference Informed Candidates Can Make on Your Talent Pipeline

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#GDCHAT

Featured Speaker




glassdoor

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Agenda

- Breaking down your employer brand
- Expectations are changing in recruitment
- The informed candidate
- Candidate considerations
- Q&A



Break Down Your Employer Brand



WHAT IS AN EMPLOYER BRAND

Your Reputation

*“Your brand is what other people say about you when you’re **not** in the room.”*

– Jeff Bezos, Founder and CEO, Amazon.com

Ask yourself...

Would current employees **recommend your organisation to a friend?**

What are job seekers saying about you on **social?**

What is your **company rating on Glassdoor?**



Expectations Are Shifting



The World Around Us is Changing

72%

of UK Millennials turn to **family and friends** for recommendations on what to buy.

50%

of UK Millennials turn to **Internet search engines and reviews** for recommendations.

The World of Recruiting is Changing Too

Quality Applicants

High Expectations

Efficiency

Candidate Fit

Retention

More with less **Candidate Experience** **Budget**

Complex

Employer Brand Better Hires

Expectations Are Higher



Job seekers
want more than just
the job description



They want to
hear everyone's
perspective



90% want to work
for a company that
embraces **transparency**¹

Source: ¹ Glassdoor User Survey, 2014

The Competition is Fierce

65% of UK recruitment firms
expect a shortage of skilled candidates
over the next two years.

Source: Bullhorn, August 2016



The Informed Candidate



The Informed Candidate

Average Job Seeker

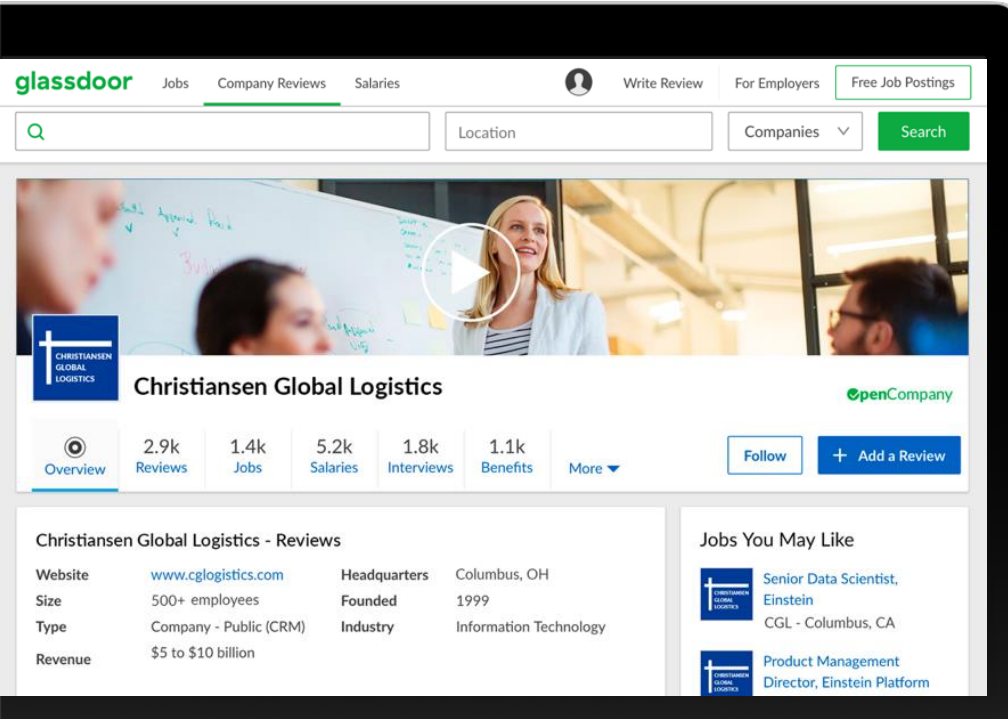


- ✗ Minimal Research
- ✗ Generic Questions
- ✗ Uninformed
- ✗ Shotguns Applications

Informed Candidate



- ✓ Highly Engaged
- ✓ Well-Researched
- ✓ Right Expectations
- ✓ Applies Thoughtfully



Informed Candidates Are on Glassdoor

Nearly 8 in 10 UK Glassdoor users are actively seeking a new job or open to a new opportunity.¹

- They're researching roles and companies so they can make an informed decision and find a job that's right for them.
- They're more likely to be hired because they've done their homework — and they're more likely to stay because they have the right expectations.

Source: ¹ Add here

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The Informed Candidate

They typically **read at least 4 reviews** before forming an opinion about a company.¹

They visit on average **7 different job sites** during their job search.²

They're **more likely to be hired** because they're the right fit.³

In a case study, one company found that based on half a million applications, those that did research on Glassdoor were **30% more likely to get hired**.⁴

Source: ¹ Glassdoor.com UK Site Survey, Sep 2016; ² Glassdoor.com Site Survey, January 2016; ³ Based on app-to-hire ratios in a 2015 study of 30 million applications from a leading third-party recruitment agency; ⁴ based on 560K applications from a single client of a leading third-party recruitment agency

RESPONDING TO REVIEWS

Impact on Recruiting

**The average cost per hire is \$4,1295
(approximately £3,238), but
companies with bad reputations
pay 10% more per hire.**

Source:

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Candidate Considerations



Key Considerations for the Informed Candidate

PRE-APPLICATION

1

Awareness

2

Consideration

3

Interest

POST-APPLICATION

4

Evaluation

5

Relationship

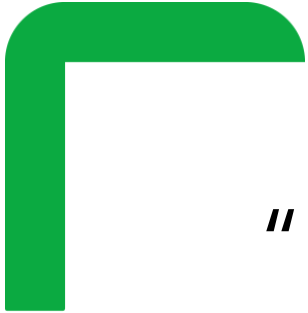
AWARENESS




“Who is this company,
anyway?”



CONSIDERATION



“How do I learn more about this organisation?”



INTEREST



“What actions can I take
to show my interest?”



EVALUATION



"Are you right for me?
Am I right for you?"



RELATIONSHIP



“I made the right decision,
didn't I?”



AREAS TO LOOK AT

Keeping Tabs on Your Results

1

Am I **attracting the right audience** with my brand message?

2

Is my **brand awareness** growing among top candidates?

3

Where does our brand stack up to our **competition**?

4

Do we engage with each stage of the **candidate journey**



Questions?





Thank You

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