



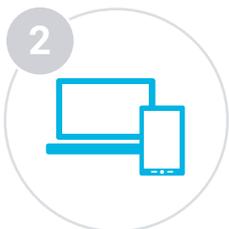
Game-Changing Talent 4 Areas You Must Address to Get It

The application experience has never been more critical in the hunt for great talent. Candidates expect the process to be simple, quick, and mobile-friendly, and they're often quick to judge a company that doesn't deliver. Check out the 4 questions below and see how your recruiting approach measures up.



Are you providing the mobile-friendly application experience that candidates want?

The message is loud and clear: 65% of candidates who hunt for jobs on their smart phones will leave your website if it's not mobile-friendly.¹ However, only 34% of companies say their career sites feature this capability.² Provide a mobile-optimized application experience, or you'll turn away candidates before they even apply.



Do you use branded application pages to attract like-minded candidates?

Companies that want to attract applicants who share their core values need a branded career site that emphasizes those traits. You should also ensure you highlight all the great things about your culture so it's easy for someone to imagine fitting in there. Tour videos, event photos, employee testimonials, perks, and other details show candidates what life is like at your company, and more importantly, whether or not they should apply.



Is your application process quick and easy to complete?

One study found that 12% of job seekers would “prefer getting a root canal” than fill out a difficult, lengthy job application³ Dramatics aside, candidates want a short and simple application experience. Do you give them a way to upload their social media data to shorten the application time? Is it easy for them to express why they’re a great fit for the job? If not, you’re likely frustrating and turning away would-be applicants.



Can internal candidates see the next rung on the ladder or find a new career path?

When current employees feel they’ve taken their career as far as they can with you, they’ll likely start seeking greener pastures elsewhere. Do you have an easily accessible internal job site where existing employees can see available openings? Or if they’re seeking a career change, can they research new paths? If not, you might lose out on a great candidate who was under your nose the whole time.

1. Ternynck, Jerome. “Job Candidates Want to Engage With You on Mobile. Why Aren’t You There?” Inc.com. Publish date: September 15, 2014. Date accessed: March 13, 2015. <http://www.inc.com/jerome-ternynck/job-candidates-want-to-engage-with-you-on-mobile-why-aren-t-you-there.html>.

2. Gager, Sam; Bowley, Rachel; Cruz, Esther; and Batty, Ryan. “US Recruiting Trends.” LinkedIn. No publish date. Date accessed: March 12, 2015. https://snap.licdn.com/microsites/content/dam/business/talent-solutions/global/en_US/c/pdfs/recruiting-trends-us-linkedin-2015.pdf.

3. Malek, Mitra. “Applying online for jobs: Most employers use web forms to screen candidates but applicants don’t like process.” Times Free Press. Date published: January 15, 2015. Date accessed: March 9, 2015. <http://www.timesfreepress.com/news/business/aroundregion/story/2015/jan/11/applying-online-jobs-most-employers-use-web-forms-screen-candidates-applicants-dont-like-process/281820/>.