

4 elements of a winning candidate care strategy

Candidate care is simply how you treat job candidates. Showing respect from the job post through the hiring process can make a difference. And in this competitive job market, it's more important now than ever to place a focus on candidate care.

ELEMENT 01

Communication

Create a repeatable process for candidate follow-up. Hold your people accountable for following through by email or phone. And make sure the communication method matches the situation. Some scenarios warrant picking up the phone. A bonus: it becomes part of the recruiting culture and ensures consistency.



ELEMENT 02

Feedback

Communicate regularly with candidates throughout the hiring process. Even if they don't get an interview, they need feedback. Then they can develop their skills to achieve ongoing career success. By making it constructive, you'll stand out for being honest and for taking the time.



ELEMENT 03

Setting expectations

We recommend recruiters follow up at certain milestones with the candidate, so set that expectation upfront. Clearly lay out what the candidate should expect from you and why. Then, everyone will be in harmony, avoiding frustration and miscommunication.



ELEMENT 04

Easy application

Take away any barriers to the application process. One way is to let candidates submit their LinkedIn profiles instead of attaching a resume. Your goal is to obtain as many applicants as possible by making the process easy. And remember that most candidates are finding jobs on their mobile devices, so mobile-friendly listings are a must.

