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Differentiation: Are You Ready for 2016? Understanding Your Clients, Candidates, and the Landscape

Jon Maly
National Account Director
CareerBuilder
careerbuilder.com/staffing

Thursday, Oct. 29
2:30–3:30 p.m.




ASA
American Staffing Association

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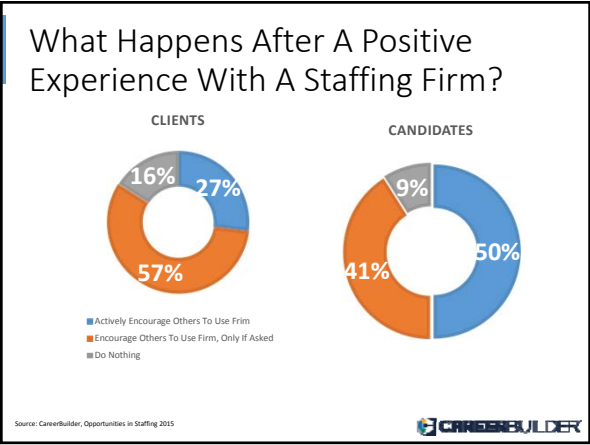
Overview: Understanding Your Clients, Candidates and the Landscape

1 Active Brand Management	2 Attraction And Awareness
3 Candidate And Client Experience	4 Engagement And Remarketing

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Active Brand Management

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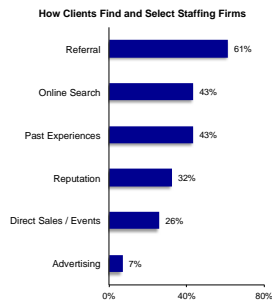


Attraction and Awareness

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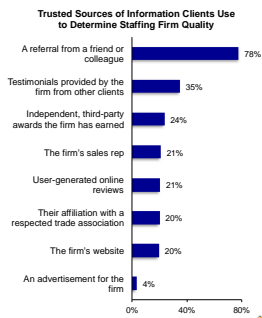
Client Attraction



Source: CareerBuilder, Opportunities in Staffing 2015



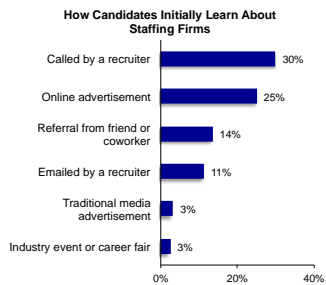
How New Clients Determine Staffing Firm Quality



Source: CareerBuilder, Opportunities in Staffing 2015



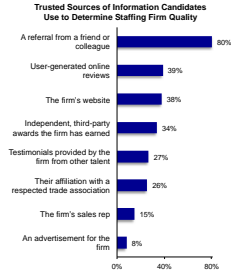
Recruiters Contact Job Candidates 5.5 Per Week



Source: CareerBuilder, Opportunities in Staffing 2015



Candidates Determine Staffing Firm Quality Using Referrals, Not A Firm's Advertising Or Sales Representatives



Source: CareerBuilder, Opportunities in Staffing 2015



The Consumer Candidate: The Search Is Always On

75%

Of full-time employed workers are actively looking or open to new job opportunities



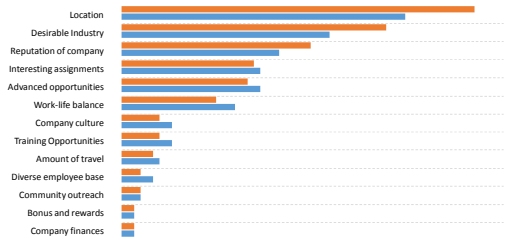
18

Different resources are used on average before applying to a job



SOURCE: CareerBuilder and Inavero Candidate Behavior Study 2015





January 2010 through June 2010 (based on 3,000,020 respondents)
 January 2011 through April 2012 (based on 868,697 respondents)

Source: The Talent Equation



Candidate and Client Experience

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Client Experience: Perceived vs. Actual

Client Relationship Action	What Clients Receive	What the Field Reports Doing	Gap
"Discuss current hiring trends on the types of positions had open"	54%	74%	-20%
"Respond to your email and/ or voicemail requests within 2 hours"	71%	91%	-20%
"Educate you on competitive salaries for your open positions"	58%	77%	-19%
"The candidates' unique qualifications were shared with me"	77%	94%	-16%
"Checked in with you at least monthly throughout the assignment on a recently placed candidate"	67%	81%	-14%

Source: CareerBuilder, Opportunities in Staffing 2015



Candidate Experience: Perceived vs. Actual

Candidate Relationship Action	What Candidates Receive	What the Field Reports Doing	Gap
"I was given feedback and coaching throughout the assignment"	30%	85%	-55%
"They directed me to additional resources to help in my job search"	25%	79%	-54%
"My recruiter worked to get to know me as a person"	48%	95%	-47%
"They set expectations about how best to communicate with them throughout the process"	51%	97%	-46%
"Someone contacted me prior to the end of my assignment about the upcoming transition"	47%	87%	-40%

Source: CareerBuilder, Opportunities in Staffing 2015



Be Flexible

CANDIDATES WANT FLEXIBILITY WHEN APPLYING
MAKE SURE YOUR PROCESS OFFERS THIS

Not every job seeker is looking to apply right away; some want the power to apply on their own time.



NEARLY 2 IN 5 JOB SEEKERS SAID IT WAS
IMPORTANT TO BE ABLE TO COME BACK LATER TO
APPLY TO A JOB

SOURCE: CareerBuilder and Harris Interactive: Candidate Experience/HR Technology Study 2014



Tolerance? Or Talented?

53

Of employers feel a long process is **positive** because it
“weeds out” candidates, and only the best will
survive.

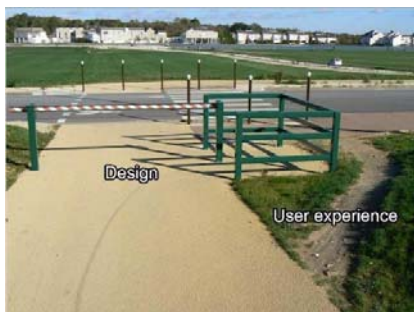
%

6 OUT OF 10 CANDIDATES DROP-OFF



SOURCE: CareerBuilder “How Candidate Experience is Transforming HR Technology” Study, October 2014





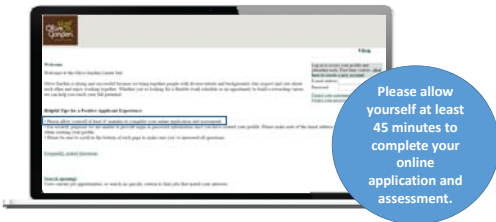
Build Transparency



SOURCE: CareerBuilder and Harris Interactive: Candidate Experience/HR Technology Study 2014



Set Expectations



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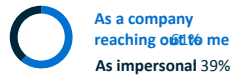


Be Responsive

EXPECT TO RECEIVE AUTOMATED RESPONSE FROM EMPLOYER SAYING THEY RECEIVED APPLICATION



CONSIDER AUTOMATED RESPONSES IMPERSONAL



SOURCE: CareerBuilder and Harris Interactive: Candidate Experience/HR Technology Study 2014



Responsive Hacks



SOURCE: CareerBuilder and Harris Interactive: Candidate Experience/HR Technology Study 2014



Get Personal

EXPECT MORE
PERSONALIZED
COMMUNICATION



EXPECT A CALL FROM A
RECRUITER AFTER
SUBMITTING APPLICATIONS

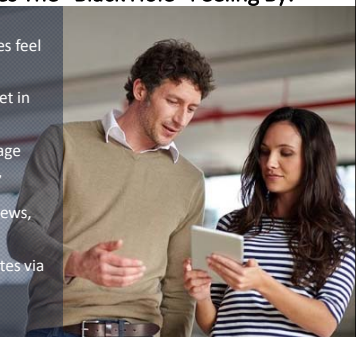


SOURCE: CareerBuilder and Harris Interactive: Candidate Experience/HR Technology Study 2014



Avoid Giving Candidates The “Black Hole” Feeling By:

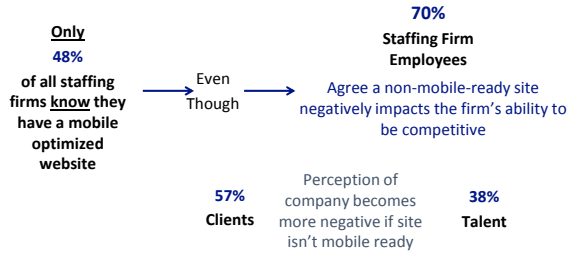
1. Making automated responses feel less formal
2. Offer a way for candidates get in touch about the job
3. Sending updates at every stage of the process – submission, recruiter viewed your resume, interviews, rejection
4. Offering to send those updates via text



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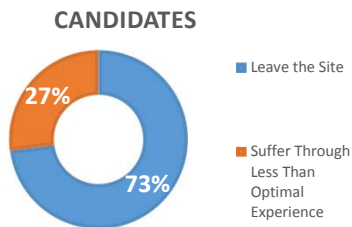
Clients And Talent Are Mobile, Are You?



Source: CareerBuilder, Opportunities in Staffing 2015

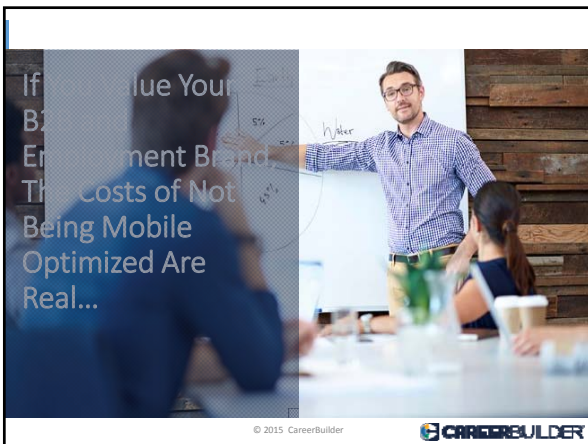


Nearly Three In Four Candidates Will Leave A Site That Is Not Mobile Optimized, One In Five Will Not Come Back



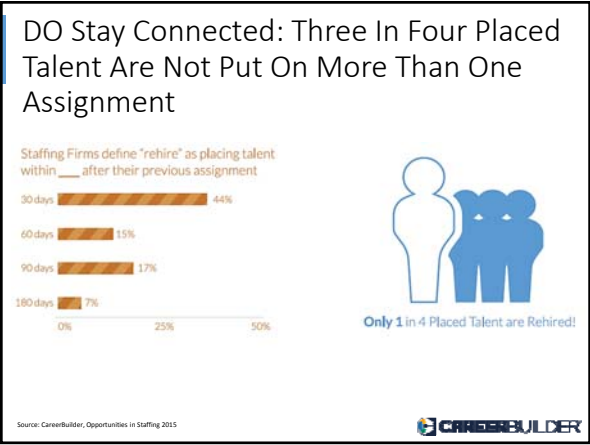
Source: CareerBuilder, Opportunities in Staffing 2015

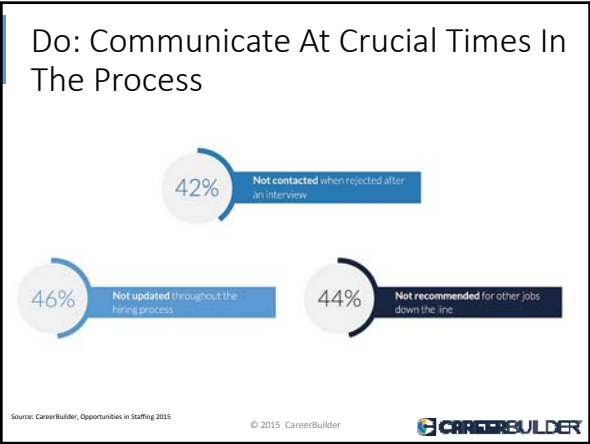




Engagement and Remarketing

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Differentiating Client
And Candidate
Experience Will
Sustain A Brand
Indefinitely; **Don't
Let Negative
Interactions Define
Yours**

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The Shift =

Investigation
of Employers

Referrals

Process Solves
Rehire Issue

Candidates In The Driver's Seat



QUESTIONS?

Presented By: Jon Maly, Director, CareerBuilder
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Thank you for attending this
Staffing World 2015 workshop



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