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5 PRO TIPS

TO ELEVATE CANDIDATE APPLICATION EXPERIENCE

At PrimeStaff, we recognize that a candidate's job application & interviewing experience with your company is shaped by every touchpoint—from discovering the job opening to the feedback they receive after an interview.

For this newsletter, we've consulted with our seasoned recruitment professionals to share 5 Pro Tips that will leave a positive, lasting impression of your company for every candidate, whether they get the job or not.

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BEFORE THE INTERVIEW

1 Write a Clear, Inclusive Job Descriptions to Highlight Responsibilities and Key Skills

A candidate can access your job posting on any 3rd party platform. While you cannot control the experience the candidate has, on the third party platform, you can ensure that the job description is clear, transparent & inclusive, so that the candidate knows exactly precisely what the job responsibilities and key skills required are .

4 WAYS TO MAKE A CLEAR,

TRANSPARENT AND INCLUSIVE JD:

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Clearly state required skills

Skill-based job descriptions predict job success more effectively than listing qualifications alone.(Source: HBR). List the exact functional, interfunctional and behavioural skills that you are looking for, to prevent mishiring.

Be transparent about Job responsibilities

Many times recruiters face complaints from newly hired candidates that the actual job functions does not match the job description they were given. Be transparent. Accurately communicate the role's responsibilities to help candidates assess their fit, reducing the risk of hiring under qualified or overqualified candidates. (Source: AIHR.com)

Share how the role can contribute to the overall goals of the company

Highlight how the role fits within broader company goals and values, helping candidates visualize their contribution.

Promote diversity and inclusivity

Use neutral, inclusive language to attract a diverse pool of candidates and demonstrate your commitment to being a fair employer. Steer clear of unnecessary jargon & have a clear and simple language.

BEFORE THE

INTERVIEW

2 Simple Ways to Simplify the Application Process with Technology

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ABOUT
OUR SYSTEM

- **Think like the candidate:** Technology has improved efficiency & speed of online applications. Candidates are used to a fast & seamless application experience. Companies can minimize steps & remove unnecessary barriers (example- create an account, log into a separate system etc.) by allowing candidates to upload resumes directly from their preferred platform.

- **Optimize for mobile:** Ensure your application process is smooth on mobile devices, so candidates can apply on the go.

DURING THE

INTERVIEW PROCESS

3 **Ensure Timely Communication throughout the interview process, don't ghost the candidates.**

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RESEARCH
# INDICATES THAT:

Timely communication enhances candidates' perceptions and keeps them engaged. (Qualigence.com)

Providing personalized feedback after interviews enhances candidates' overall experience and perception of the company (icims.com)

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Delays in communication leave candidates frustrated and give the impression that your organization is disorganized.

Ghosting a candidate can have lasting negative effects on your employer brand. Instead, adopt a proactive approach to build trust

01 Provide **regular updates** throughout the recruitment process, even if there's no new information.

02 Show **respect for candidates' time** and their interest in your company.

03 End every interaction with clear **next steps** or timelines.

DURING THE

INTERVIEW PROCESS

4 Empower Interviewers with “CBIT- Competency based Interviewing Technique“ Training to Deliver Fair, Consistent, and Insightful Interviews

Without proper training, interviewers may unintentionally introduce biases or inconsistencies that negatively impact candidates.

PrimeStaff recommends investing in competency-based structured interview training, which helps interviewers focus on real examples from candidates’ past experiences to assess skills in action.

WHAT IS

COMPETENCY-BASED INTERVIEWING?

Competency-based interviewing is a **structured** method of evaluating candidates based on their past behaviors and experiences, which are indicative of their future performance in a role.

This approach focuses on the specific skills, knowledge, and abilities required for the job, ensuring objective and consistent assessments.

EXAMPLE OF
CBT INTERVIEW

Suppose you're hiring for a sales role that requires strong negotiation skills. Instead of asking a generic question like, "Are you good at negotiating?", you could use a competency-based question:

"Can you describe a time when you successfully negotiated a challenging deal? What steps did you take, and what was the outcome?"

The candidate's response provides insight into their real-world experience, approach to problem-solving, and ability to achieve results, making the evaluation more grounded and unbiased.

AFTER THE

INTERVIEW PROCESS

5 Rejection Done Right: Personalized Feedback Enhances Candidate Perception and Encourages Reapplications

Research from Behavioral Sciences reveals that timely, customized rejection notifications improve candidates' perception of fairness and increase their likelihood to reapply. (Source: PMC - Behavioral Sciences)

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Sending generic rejection emails can make candidates feel undervalued, while overly personalizing them can come across as intrusive. Striking the right balance is essential:

01

Address candidates by **name** to create a personal connection.

02

Tailor messages to reflect their **interviewing journey**, showing you recognize their effort and time.

03

Provide **constructive feedback** on what they did well, and if you deem suitable , share areas for improvement in a positive, forward-looking tone.

04

Keep the tone **professional yet engaging**, ensuring the message is respectful and encouraging.

CONCLUSION

By prioritizing these critical elements, companies can craft a candidate experience that is respectful, professional, and truly engaging at every stage.

When candidates feel valued, they're more likely to stay engaged, reapply, and even recommend your organization, enhancing your employer brand over time.

We'd love to discuss how to elevate your candidate experience—reach out to us anytime!