**Main banner**

**Design text: 5 great things your candidate experience says about your company culture**

**Design guide: Can we find a picture of an office that shows a cool vibrant and dynamic culture. Maybe employees that are working together, young, modern, or something like that.**

**company culture** (10K – 100K)

recruiters (100K – 1M)

talent acquisition (10K – 100K)

recruitment (10K – 100K)

human resources (100K – 1M)

ai (100K – 1M)

hiring (100K – 1M)

hr (10K – 100K)

hiring process (10K – 100K)

recruitment process (1K – 10K)

We’re all aware of how tough the recruitment market is out there. And there’s a heavy strain on companies to stand out to candidates among all the competition.

Candidates are your customers, too. But the truth is, many companies pay so little attention to the candidate experience, and forget that it speaks volumes about the company’s culture. When in reality, candidates are shopping for work experience that is unlike any other. They want to grow and thrive in the company they decide to join.

**So what does the candidate experience tell candidates about your company culture?**

Let’s take a look at the following points together.

**If they can grow in your company**

**Picture 01**

**Design guide: Can we find a picture of employees that are group together and learning something together in the meeting room**

Every candidate seeks for professional development. They aspire to grow and become excellent at what they do. In fact, the reason why so many employees leave their jobs is because of this particular reason. The lack of professional development.

But let’s take a step back and look at the candidate experience. Does it speak loud and clear that you promote growth in your organization? Does it show candidates that you tend to nurture their skills and help them climb up the career ladder?

Every company aims to position itself as a dynamic, fun, and distinguished place to work. But if they don’t work hard on backing up these words with actions, then they will most definitely fail at attracting top talent. If your candidate experience shows your vested interest, gives credence to your claims, and promotes growth and learning – then you can bet that candidates will see your company culture as an excellent place to professionally grow.

**If your company truly cares**

**Picture 02**

**Design guide: can we find a picture of a recruiter patting a candidate on the back**

While benefits, perks, and salary remain king factors in luring in candidates, there are other things that candidates also care about. Such as employee well-being.

If you leave candidates in the dark, don’t respond to their questions, leave them questioning their application status, and not give them the time of the day – then their candidate experience will tell them that your company doesn’t truly care about their employees. It’s going to be a lot easier to sell that your company cares about their employees’ wellbeing if they treat candidates like royalty. Candidates also rely on word-of-mouth to get some valuable insights on your company. If they hear that previous employees or candidates were neglected and treated poorly, they will pain the image that your company doesn’t empathize or look after their employees’ well-being.

**If they will be respected**

**Picture 03**

**Design guide: Can we find a picture of a candidate and recruiter smiling during an interview and interacting smoothly**

One of the most important factors that tarnishes candidate experience, is candidates having no idea where they stand in the recruitment process. With little to no communication, candidates will feel like your company culture doesn’t value or respect the employees’ time.

The first step to combat this issue is to timely communicate with candidate across various touchpoints and channels. The great news is, there are AI hiring solutions that help recruiters provide a candidate-centric experience by instantly updating candidates on their application status and personalize communication to add a personal touch. With more timely updates, candidates will start seeing your company culture in a more positive light, and as one that values and appreciates their employees’ time and effort.

**If you’ll invest in them as employees**

**Picture 04**

**Design guide: Can we find a picture of an employee giving a presentation in front of a group of people in a meeting room.**

Candidates don’t want to feel like they will be cast aside once hired. They want to become part of a company that continuously invests in them. Whether it’s by investing and prioritizing their career growth, work-life balance, compensation, training, or incentives – candidates are looking for a candidate experience that goes above and beyond to invest in their overall satisfaction throughout the hiring process. Once candidates feel like you are investing in them, building trust, instantaneously updating them, and keeping them in the loop, you will boost the overall candidate sentiment and employer branding.

**If you’ll give them the space to make a difference**

**Picture 05**

**Design guide: Can we find a picture of teammate high fiving each other and collaborating together**

Companies want to join companies that encourage them to do their best and become part of the greater good. They also want to feel like you are looking for someone who will contribute to the team’s success, rather than someone you’re just looking to fill a role. Top recruiters how to leave candidates with the impression that they are looking for a candidate that will contribute to the company’s success and purpose. Recruiter can ask candidates for their ideas and insights and ask them what they can bring to the table once hired. This way, candidates will feel more gravitated towards they company’s culture because it fosters employee empowerment, and allows them to feel like their work is impactful and valued.

**Bottom line**

A successful candidate experience can turn your company into a talent magnet. It significantly improves the quality of candidates, and help you attract top talent without exerting a monumental amount of effort. But most importantly it reveals a lot about your company culture, and give candidates the drive and desire to stay in the hiring process to become part of your company. Even better, they’ll love your employer brand and it will ultimately reinforce their eagerness to join your talented team.