

Improving the candidate experience through an insights-led approach

The organisation

Market leading British multinational technology manufacturer, associated with high performance, advanced technology, and elegant design. This company has a rich heritage and is recognised globally for its iconic brands.

The challenge

Optimising their Employer Brand and effectively communicating a compelling Employee Value Proposition (EVP) across all candidate touchpoints. This included delivering a personalised, consumer-grade candidate experience that showcases an authentic company culture, engages top talent, and ensures inclusivity. To stay competitive, they wanted to enhance their attractiveness to potential hires, maximise existing resources, retain great applicants, and create a seamless, supportive process that leaves a lasting positive impression—even for unsuccessful candidates.

The solution

The Insight scans provided a comprehensive analysis of the permanent candidate application experience using a suite of 15 proprietary scans. This qualitative and quantitative benchmarking assessed every candidate touchpoint, comparing performance against direct peer competitors and the broader industry, providing the following key insights:

Their candidate application experience, identifying strengths and areas for improvement at each stage compared to industry peers.

The strength of their employer value proposition (EVP) and how attractive the organisation appeared to candidates for short, medium, and long-term career prospects.

Measure of diversity and inclusivity across their CareerSite and how these reflected in their recruitment communications.

Impact Sourcing to determine whether the hiring process was inclusive, supportive, and tailored to the needs of candidates from underserved or marginalised communities.

The use of social media in career messaging and its effectiveness in amplifying the employer brand.

Gauging employee sentiment by assessing unsolicited feedback on worker review platforms.

The result

Achieving a high Applicant NPS score is the customer's no.1 recruitment metric. The Insight Scans have enabled the customer to forensically assess their candidate experience at each touchpoint, allowing them to identify and address key issues. As a result, the client now runs Insight Scans annually to drive continuous improvement and ensure an optimised candidate-centric experience.

Using the Insight Scan allowed us to identify a significant year-on-year increase in candidate application time. This was primarily due to our recommendation to the addition of more DE&I related questions, a reduction and streamlining of similar questions and conducting an in-depth analysis on the use of the data and how this informs their attraction strategies. This approach ensures DE&I efforts remain impactful while improving efficiency and enhancing the overall candidate experience.