



ENHANCING BRAND IMAGE:

**A Data-Driven Examination of
the Recruitment Process and
Its Impact on Brand Reputation**

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Executive Summary

Key Takeaway: The Recruitment Experience has a Tangible Impact on Brand Opinion

From the data collected, the biggest takeaway for brands is that the application and interview process *significantly* influences applicants' opinions of a brand, affecting their *consumer-facing opinion*, not just their opinion as a potential employer.

This whitepaper articulates the distinct relationship between a brand's reputation and the candidate recruitment process. Through the examination of first-party data collected from 979 survey participants, 812 of the respondents applied for at least one job in the past year. We identified key findings from those 812 applicants regarding the responsiveness that candidates experienced from recruitment teams and the implications for brands when the recruitment process does not meet candidate expectations.

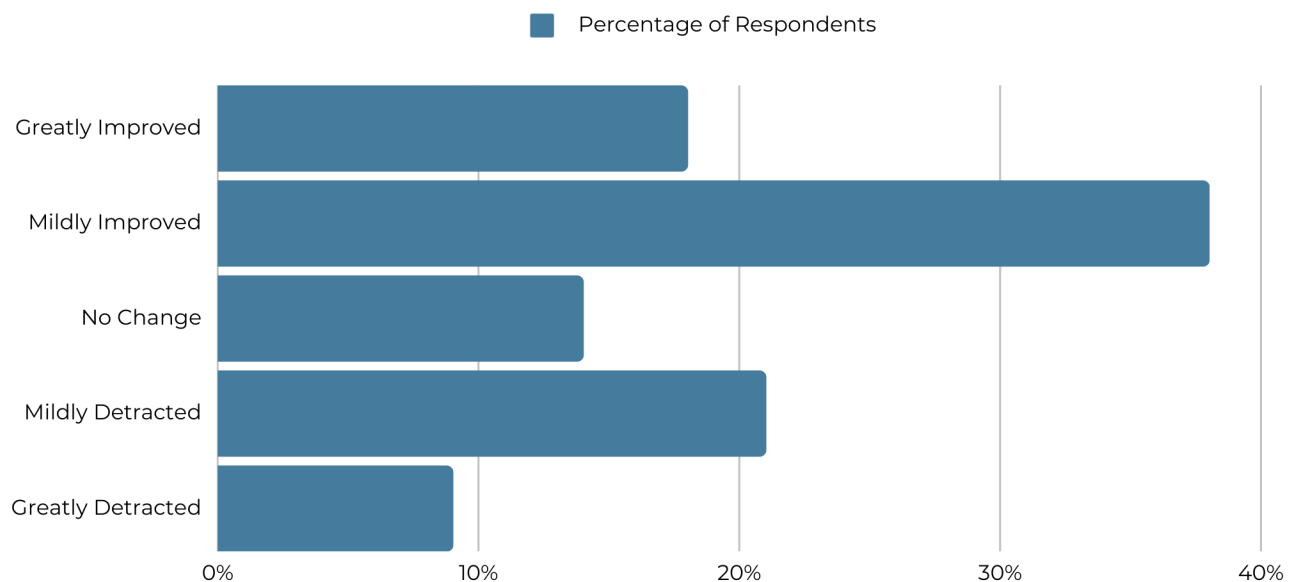


Key Takeaway

Tangible Impact of Application and Interview Process on Brand Opinion

From the data collected, the biggest takeaway for brands is that the application and interview process *significantly* influences applicants' opinions of a brand, affecting their consumer-facing opinion, not just their opinion as a potential employer.

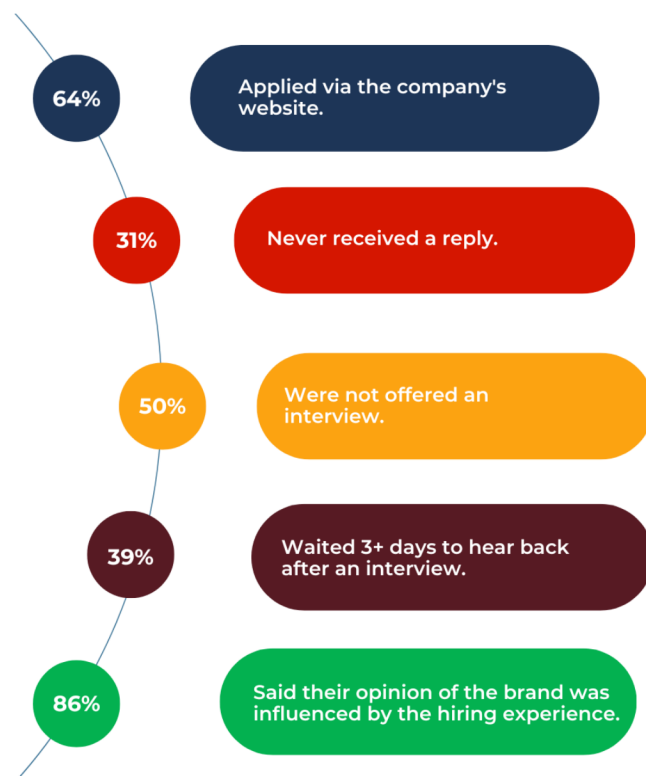
Using a 1-5 scale, we gauged changes in brand opinion among respondents. **Our analysis reveals that 86% of respondents reported that their recruiting experience impacted their opinion of the brand.** While 17% experienced a greatly improved opinion, 29% had a more negative opinion of the brand after the application and interview process. These findings highlight the importance of providing a positive and seamless experience to applicants, and suggest brands must make a shift to view their prospective employees in just as valuable a light as their prospective customers.



Introduction

Many brands prioritize their reputation among end customers and overlook the crucial connection between brand reputation and the hiring process when it comes to prospective candidates.

Many brands prioritize their reputation solely among their end customers, often conducting surveys to gather insights into customer experiences. However, they often overlook the crucial connection between brand reputation and the hiring process when it comes to prospective candidates. These applicants, although not immediate purchasers, are still customers having their own personal experience with the brand, perhaps an even more personal experience than a purchase.



Recognizing this, it becomes evident that the recruitment and hiring process holds immense significance for the brand's perception with candidates who may also be brand consumers. In this whitepaper, we emphasize the need to connect the dots between the hiring journey and brand reputation.

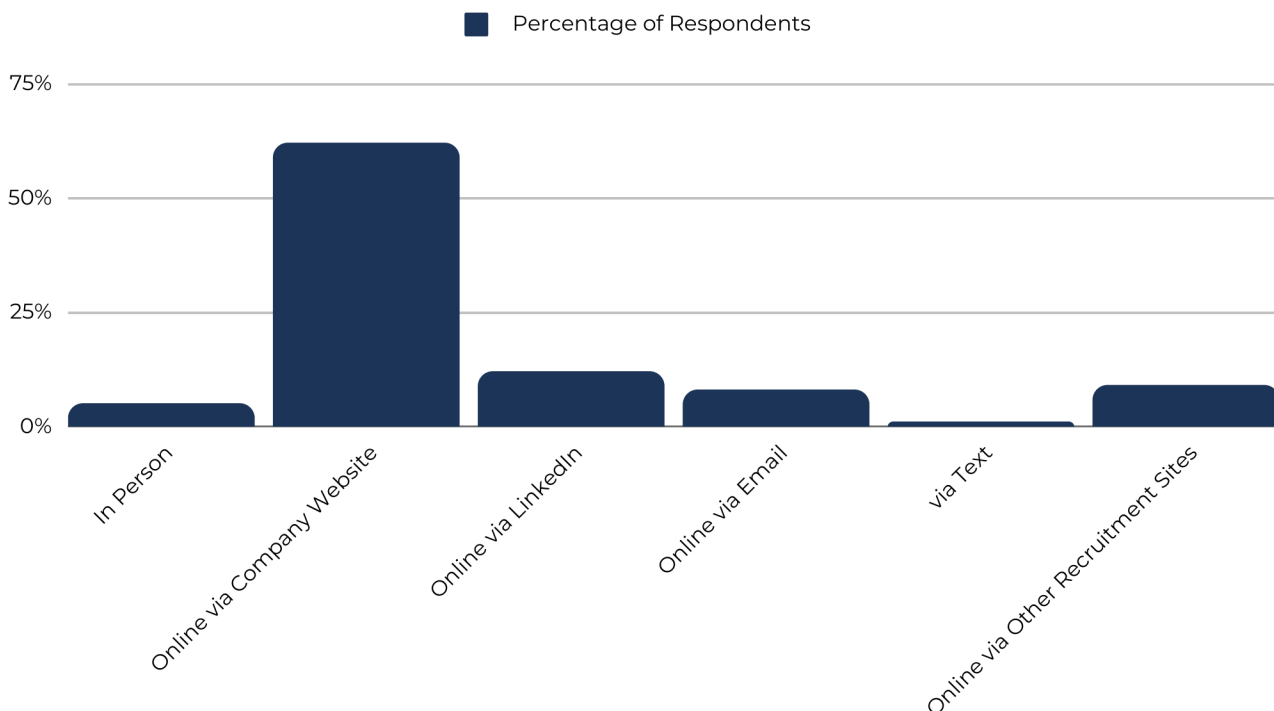
Application Methods and Responses

To further understand the impact of the recruitment process on brand reputation, we examined the different application methods used by respondents.

Among the 812 applicants, 63.5% applied via the company's website, indicating the importance of a user-friendly online application system.

We further analyzed the efficacy and popularity of various application methods, including applications through LinkedIn, email, text message, and other recruitment sites or job boards.

Additionally, we explored the automated and personal responses received by applicants, assessing their impact on applicants' perceptions of the brand.

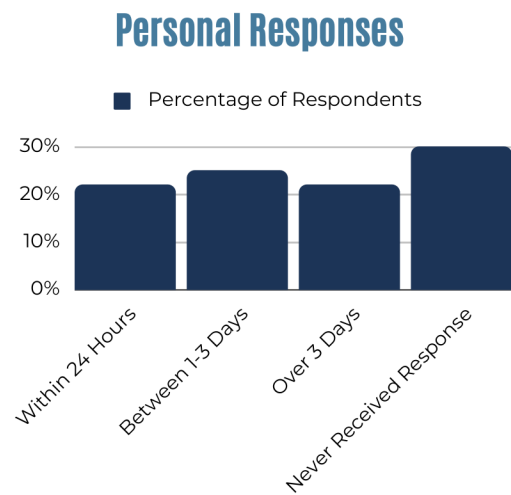
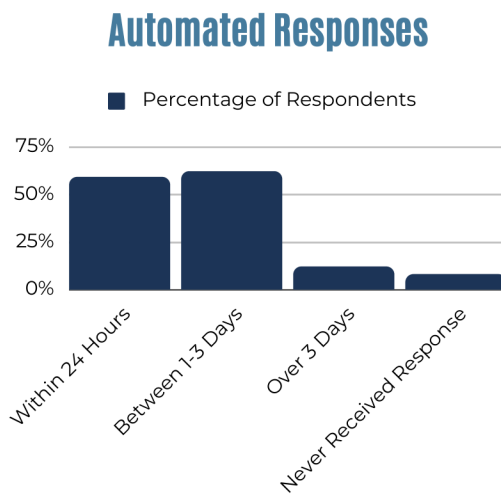


Pre-Interview Phase

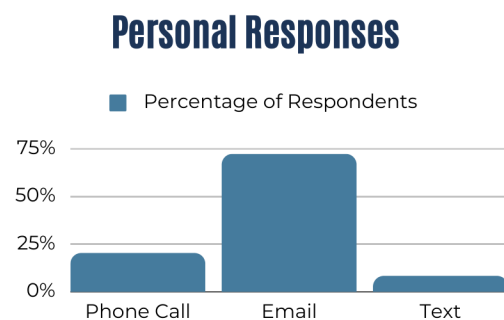
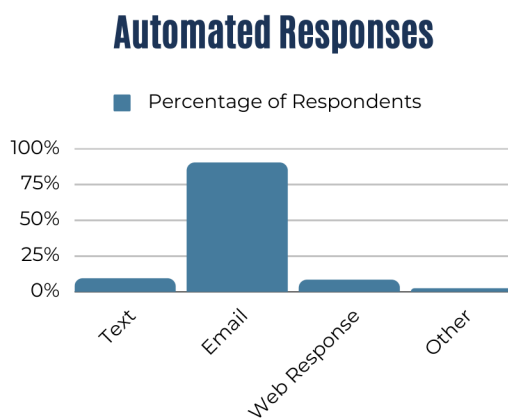
This section delves into the pre-interview phase of the recruitment process. We highlight insights into the number of pre-interview responses received by respondents. Furthermore, we analyzed the automated responses received by applicants, examining response times and methods such as text, email, website, and other platforms.

Evaluating the effectiveness and timeliness of automated responses sheds light on the importance of efficient communication. Additionally, we explored personal responses received by applicants, including response times and methods such as phone call, email, and text, and assess the effectiveness and personalization of these responses.

Number of Pre-Interview Responses



Type of Pre-Interview Responses

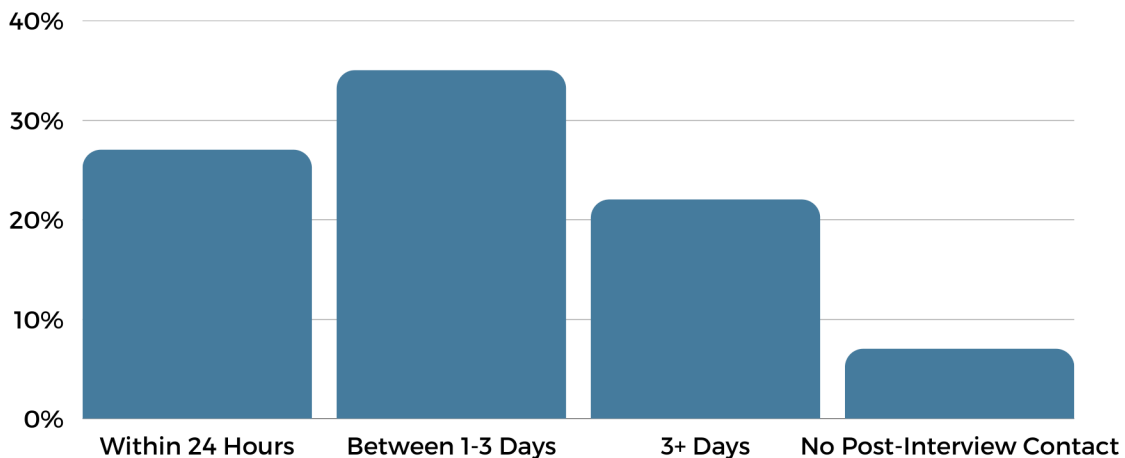


Interview Phase

The interview phase is a crucial stage in the recruitment process. In addition to the interview invitation rates among the respondents, we also analyzed post-interview response rates and timing, highlighting the impact of prompt post-interview responses on applicants' perception of the brand.

Timely and personalized follow-up communications can significantly influence applicants' opinions of a brand.

Post-Interview Responses: Out of 350 respondents who received an interview



"I TOOK THE TIME TO WRITE A COVER LETTER TO SEND WITH MY RESUME, BUT NEVER RECEIVED A REPLY. I EVEN SENT A FOLLOW UP NOTE A MONTH LATER AND...NOTHING. DOESN'T REPRESENT THE COMPANY WELL."



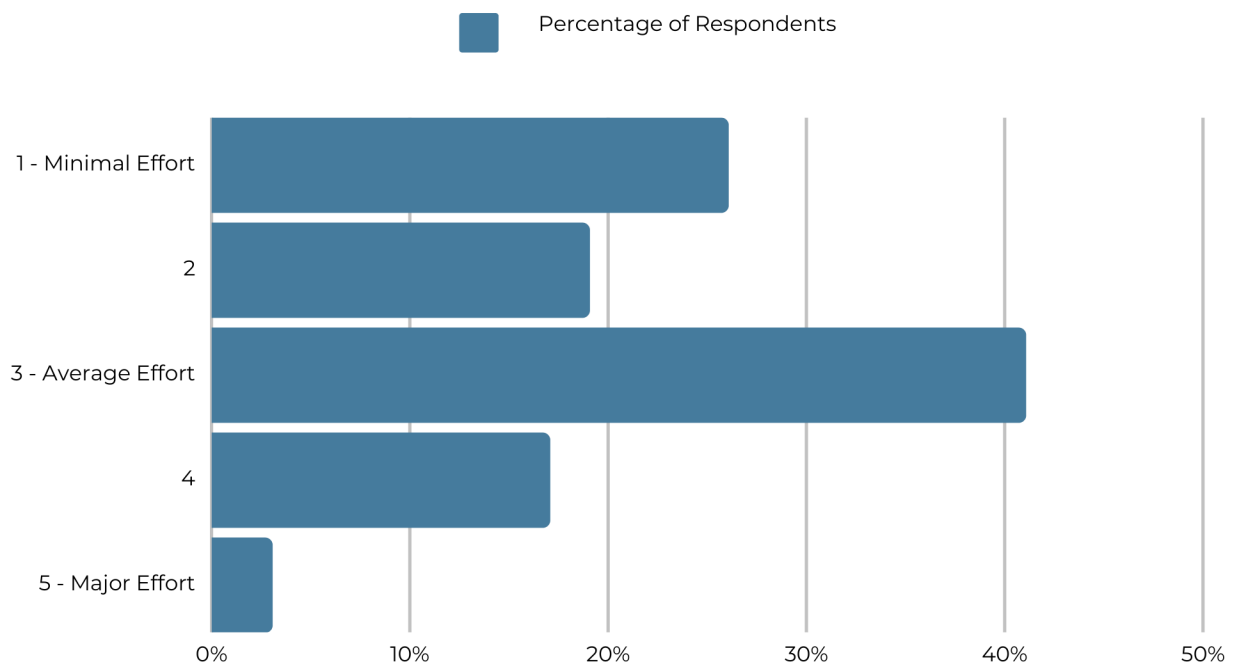
86% of respondents reported that their recruitment experience impacted their opinion of the brand.

Effort Required for Candidate to Apply

Assessing the level of effort required to apply for a position, we utilized a 1-5 scale to measure applicants' perceptions of the application process.

Based on our analysis, 26% of respondents reported minimal effort, while 3% found it to be a major effort.

Understanding applicants' perceptions of the effort required can help organizations streamline and optimize their application processes, further positively impacting the brand perception with the prospective candidate.



Implications

A positive candidate experience enhances an organization's brand reputation among applicants and also has far-reaching effects on the overall perception of the brand for consumers.

*"TWO OF MY INTERVIEW PROCESSES WERE GREAT AND EFFICIENT. ONE TOOK OVER TWO MONTHS AND IT **NEGATIVELY IMPACTED MY OPINION** OF THE COMPANY I WAS INTERVIEWING WITH."*

According to Forbes, job seekers who have a positive recruitment experience are more likely to share their experience with others, resulting in increased word-of-mouth recommendations for hiring. This not only helps attract top talent but also strengthens the brand's image, making it more appealing to consumers overall, regardless of whether they're planning to engage with the brand as a consumer or a candidate..



<https://www.forbes.com/sites/forbeshumanresourcescouncil/2023/04/14/you-had-me-at-hello-the-importance-of-candidate-experience/?sh=7c1054a01664>

Conclusion

To fully understand the impact of recruitment and interview processes on brand reputation, it is crucial for companies to collect detailed, first-party data from their own prospective candidates.

Collect detailed, first-party data

Understand:

- The link between your recruiting process and your own brand's reputation

Assess your recruitment process

Gain:

- Valuable insights for continuous recruiting improvement

Create a positive candidate experience

Achieve:

- Attracting top talent
- Strengthening your brand
- Expanding your consumer base

Continually monitor for success

Measure:

- Attitudes and sentiment
- Timeliness of response
- Detractors limiting brand loyalty

By focusing on creating a positive candidate experience throughout the recruitment process, organizations can attract top talent, strengthen their brand, and expand their consumer base. Assessing the experiences of prospective candidates and the direct impact on the brand's reputation with their own first-party applicants will provide valuable insights for continuous recruiting improvement and sustained overall financial success.

Acknowledgements

A Closer Look utilizes our valuable first-party data to analyze behaviors and determine trends that help drive our clients' revenue goals through a first-in-class customer experience.

To collect first-party data about your recruitment process, contact A Closer Look.

Contact

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 **A CLOSER LOOK**
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