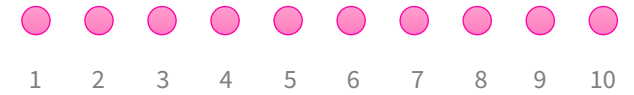


# What to ask in your Recruitment Experience Surveys

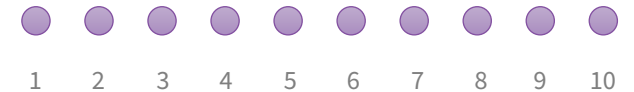
NPS SCORE

How would you rate the overall experience?



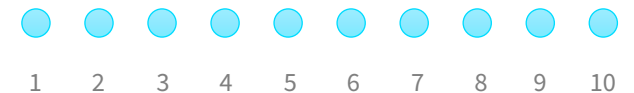
ATS

How easy did you find the ATS system to use?



INTERVIEW

What did you think of the style and format of your interview?



## WHY DO YOU NEED RX SURVEYS?



Your brand reputation is the world's window into your organisation, and TA is at the forefront of that reputation.

Understanding candidate and hiring manager experience gives you comprehensive insight into the way your brand is perceived.

The recruitment process is your candidates' first point of contact with your organisation. It has the power to shape their opinion of your organisation as an employee or a customer.

When it comes to hiring managers, hearing their experiences and acting on their feedback can limit attrition and bolster the internal reputation of the TA team.

The quality of their experience could affect all areas of the business, so it's crucial to get it right.

### **Here's where RX surveys come in.**

A great RX survey engages both hiring managers and candidates, providing you with quantifiable information on performance and them with the opportunity to feel heard and valued.

Ultimately, both offering and learning from your survey will help to shape the perception of your brand, which is essential for long-term development.



## **How to get the most value out of your RX surveys**

The questions featured in this document form the foundation of all the RX surveys we produce – however, if you're going to get the most value from this, it's important you tailor these questions to your specific recruitment experience.

You also need to gather the following information to allow you to drill down into your data to spot trends:



**Role applied/recruited for**



**Team applied/recruited for**



**Recruiter responsible for role**



## PERCEPTION



## ATTRACTION



## PROCESS



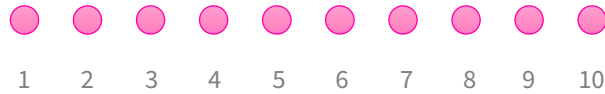
## COMMUNICATION



## SURVEY METRICS

FOR HIRING MANAGERS & CANDIDATES

## How would you rate the overall experience?



This will create your Net Promoter Score (NPS) score. This should take the form of a question that candidates can rate your recruitment experience out of 10.

### Response categorisation:

- **Promoters (score 9-10):** These are candidates who are highly satisfied and likely to recommend the recruitment experience.
- **Passives (score 7-8):** These are satisfied candidates, but they may not be as enthusiastic as promoters.
- **Detractors (score 0-6):** These are unhappy candidates who are unlikely to recommend your recruitment experience.

### How to calculate your score:

$NPS = \%Promoters - \%Detractors$

Most platforms have pre-built NPS questions, but any scale of 1-10 can be used to calculate your NPS score

### What is a 'good' score?

This will depend on the candidate's specific journey, but these are benchmarks released in 2022 from candidate experience analytics platform Starred:

	Rejected after application	Rejected after Phone Screen	Rejected after Assessment	Rejected after Interview	Rejected average	Withdrawn	Hired
Top 25%	-5 to +26	-3 to +26	-11 to +39	+7 to +54	+3 to +37	+50 to +79	+89 to +96
Middle 25-50%	-21 to -5	-25 to -3	-20 to -11	-5 to +7	-13 to +3	+38 to +50	-83 to +89
Middle 50-75%	-33 to -21	-35 to -25	-38 to -20	-18 to -5	-24 to -13	+22 to +38	+74 to +83
Bottom 25%	-39 to -33	-59 to -35	-63 to -38	-70 to -18	-50 to -24	-33 to +22	+41 to +74



## PERCEPTION



### ATTRACTION



### PROCESS



### COMMUNICATION



### SURVEY METRICS

FOR CANDIDATES

How has your perception of **[your company]** changed since going through the recruitment process?



MUCH MORE  
UNFAVOURABLE



UNFAVOURABLE



ABOUT THE  
SAME



FAVOURABLE



MUCH MORE  
FAVOURABLE

This question helps you uncover whether the external perception of your company is affected by your recruitment process.

This is especially important in consumer businesses where it's likely that your candidates are also your customers.



PERCEPTION



ATTRACTION



PROCESS



COMMUNICATION



SURVEY METRICS

FOR CANDIDATES

## Which factors most strongly influenced your decision to apply for a career with us?

- INTERESTING / CHALLENGING ROLE
- WORKING FOR A WELL-KNOWN BRAND
- CAREER DEVELOPMENT
- COMPANY AMBITIONS
- PASSION FOR THE INDUSTRY
- LOCATION OF THE ROLE
- BENEFITS PACKAGE
- RENUMERATION / SALARY

This helps you understand why candidates want to work for you – which can shape the messaging in future attraction campaigns.

You'll get really valuable insights by drilling down into this data looking at the responses from successful vs unsuccessful applicants.

Ask your candidates to select all that apply.

This question helps you fine-tune your channel strategy for attraction by helping you to understand where your successful candidates are finding your roles.

These are some stock categories – but if you've got a well-defined channel strategy in place we recommend that you tailor these to reflect the channels you're focusing on.

FOR CANDIDATES

## How did you first hear about the role you applied for?

- LINKEDIN ADVERT
- REFERRED BY EXISTING EMPLOYEE
- CAREERS PAGE
- JOB BOARD ADVERT
- DIRECTLY CONTACTED BY RECRUITMENT TEAM
- SOCIAL MEDIA
- RECRUITMENT AGENCY
- EVENT



PERCEPTION



ATTRACTION



**PROCESS**



COMMUNICATION



SURVEY METRICS

PROCESS QUESTIONNAIRE



## How to get the most out of your process analysis

In order to gain comprehensive insights into the recruitment journey, it's essential to break down the process into distinct touchpoints.

By examining each stage individually, we can identify areas of strength and areas for improvement, ultimately enhancing the overall recruitment experience for both candidates and stakeholders.

We break this down into the following areas in this document (but we highly recommend aligning these to your own process):



**Pre-interview**



**Interview experience**



PERCEPTION



ATTRACTION



PROCESS



COMMUNICATION



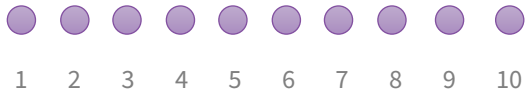
SURVEY METRICS

## Pre-interview process:

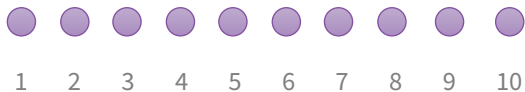
FOR HIRING MANAGERS

Please rate your level of satisfaction with the following elements of the **role requisition** process:

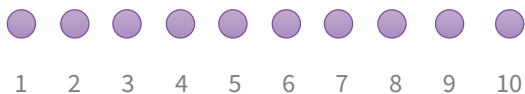
**The ease of use of [insert the ATS system you use]**



**The understanding of the process to requisition a role**



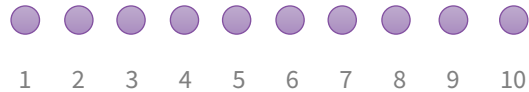
**The level of guidance you received when requisitioning a role**



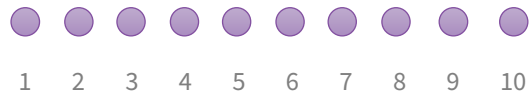
FOR HIRING MANAGERS

Please rate your level of satisfaction with the following elements of the **role qualification** process:

**Time taken for the recruitment team to get in contact with you**



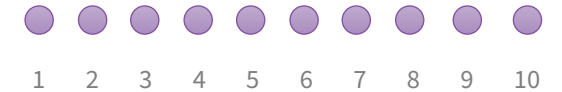
**The recruitment team's understanding of the role brief**



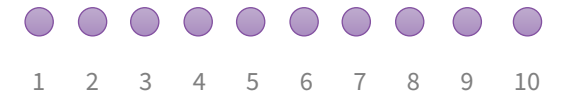
FOR HIRING MANAGERS

Please rate your level of satisfaction with the following elements of the **CV shortlisting** process:

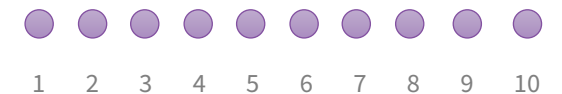
**The number of CVs on the shortlist you received**



**Quality of the CV shortlist you received**



**Amount of time it took to receive a shortlist you were happy with**





PERCEPTION



ATTRACTION



PROCESS



COMMUNICATION



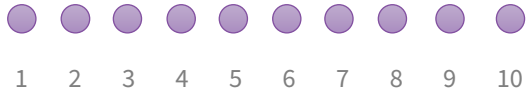
SURVEY METRICS

## Interview experience:

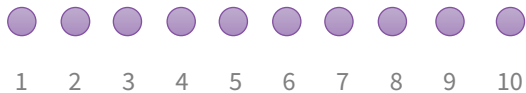
FOR HIRING MANAGERS

Please rate your level of satisfaction with the following elements of the **interview** process:

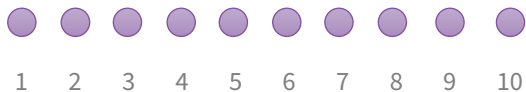
### The interview scheduling process



### The quality and suitability of candidates at interview



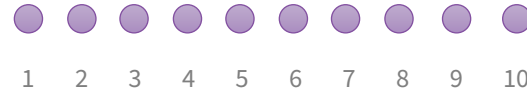
### The speed of the interview process



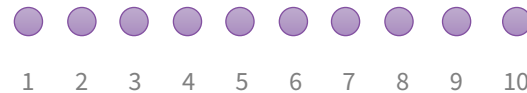
FOR CANDIDATES

Please rate your level of satisfaction with the following elements of the **interview** process:

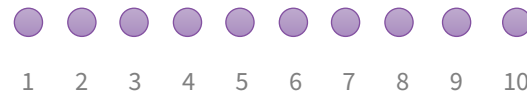
### The style and format of the interview



### The relevancy of questions asked during interview



### The opportunity for you to demonstrate your skills



FOR CANDIDATES

What did you enjoy about the interview?

FOR CANDIDATES

What areas of the interview do you think could be improved?





PERCEPTION



ATTRACTION



PROCESS



COMMUNICATION



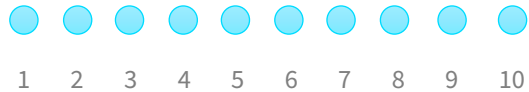
SURVEY METRICS

# Communication:

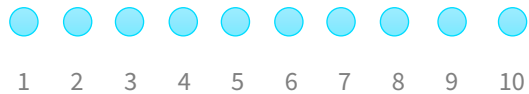
FOR HIRING MANAGERS

Please rate your level of satisfaction with the following elements of the **recruitment** process:

**The rate of communications you received from our recruitment team**



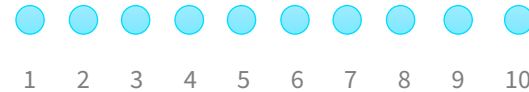
**The quality of communications you received from our recruitment team**



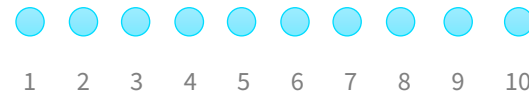
FOR CANDIDATES

Please rate your level of satisfaction with the following elements of the **recruitment** process:

**The rate of communications you received from our recruitment team**



**The quality of communications you received from our recruitment team**



FOR CANDIDATES

How long did you have to wait **after application** for a response?

- STRAIGHT AWAY
- WITHIN 48 HOURS
- OVER 48 HOURS
- OVER A WEEK

FOR CANDIDATES

How long did you have to wait **after interview** for feedback?

- STRAIGHT AWAY
- A COUPLE OF DAYS
- OVER A WEEK
- OVER TWO WEEKS

*Our research shows that the best-practice time to receive feedback is – post application (within 48 hours), post interview (within 5 working days).*



PERCEPTION



ATTRACTION



PROCESS



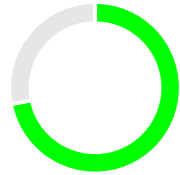
COMMUNICATION



SURVEY METRICS

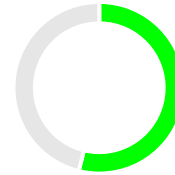
If your open rate is low, you need to adjust your comms that invite people to give you feedback.

FOR CANDIDATES  
Survey open rate



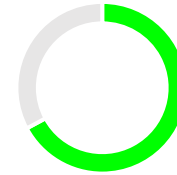
If your completion rate is low then that usually means your survey is too long or complicated which causes people to drop off.

FOR CANDIDATES  
Survey completion rate



This metric shows you how engaged your audience is with your feedback process and comms.

FOR CANDIDATES  
Average time to complete



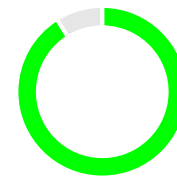
FOR HIRING MANAGERS  
Survey open rate



FOR HIRING MANAGERS  
Survey completion rate



FOR HIRING MANAGERS  
Average time to complete



# Want to unleash your recruitment experience's full potential?

Dropped applications? Unhappy hiring managers? Less than rave reviews? You know it's time to make a change – but where do you start?

Our Recruitment Experience Surveys give you the insights you need to know where to focus, invest and refine the experience you're offering your candidates and hiring managers.

The in-depth survey will help you identify the greatest opportunities for change and the data you need to act with confidence, keeping your capacity and budget on track.

It's not just one-off: with ongoing reports, you'll also be able to track improvements and refine your recruitment process to create an inspiring experience.

CHAT TO OUR EXPERTS

Want to understand how we can partner with you to get the most out of your recruitment experience feedback?

**Book a product demo today!**

**BOOK NOW**