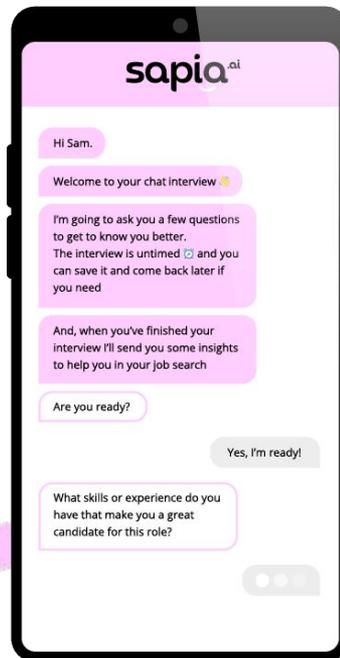




Candidate Experience Playbook

The hardest job in the world is applying for a job – but it shouldn't be.

www.sapia.ai



Introduction

Isn't it time we hired with heart?

It's about time that we started to talk to our candidates as we do our customers, using platforms they live on and trust.

In a way that brings out the best in every candidate. That's fair and inclusive – for everybody. It's about time every candidate received an interview.

That interview should be empowering, safe and most of all truly blind to skin colour, gender and age.

One that motivates them and teaches something about themselves they didn't know. A candidate experience that helps them get this job or the next job or just makes them feel good!

It's time to hire with heart.



“

Getting to know a candidate by a glance on their resumé isn't enough. There are so many other things that recruiters need to know...

”



Are you at risk of losing customers
because of poor candidate experience?

*"People will forget what you
said, people will forget what
you did, but people will
never forget how you made
them feel."*

Maya Angelou

Poor candidate experience cost more than you think it might

Not fixing it costs even more! Let's take Virgin Media as an example:¹

135k

is the number of people who applied for a job at Virgin Media in 2014.

7.5k

customers were lost as a result of direct candidate rejection or poor experience.

US\$5mn

is the money lost in that year alone due to negative candidate experience.
*4m GBP

What's the ROI of great candidate experience?
It's keeping your customers.

When your candidates are your consumers, candidate care is more than a 'nice to have'. It's a business imperative.

Why shouldn't a candidate's experience be as convenient and easy as the best customer experiences?

84% of **Customers** say that being treated as a human is essential to winning their business.²

78% of **Customers** will more likely trust companies with their personal information if they use it to personalise their experience.³

65% of **Candidates** with a positive experience would be a customer again even if they were not hired.⁴

81% of **Candidates** share their positive experiences with friends, family and peers.⁵

A customers' trust in your brand weaves through every interaction they have with your business. This extends deeply into their job application experience.



So what needs to change?

"You've got to start with the customer experience and work back toward the technology, not the other way around."

Steve Jobs

Showing regard for all of your candidates – especially the 98% who didn't get the job.

Here's how:

1. Ask, listen and respond.

When asked for their feedback, there is a 72% increase in a candidate's willingness to grow their relationship with your brand.⁶ So, why is it that only 36%⁷ of companies choose to do so?

2. Treat candidates like an individual, not a number.

59% of customers say that personalisation influences their shopping decisions.⁸ Candidates are also 'shopping' in the market for their next role. Use personalisation to make every candidate feel special.

3. Give, and you will get.

Make a difference to every candidate. Help them get their next job by sharing personalised insights. The payback to your customer and employer brand will be substantial and enduring.

4. Level the playing field - give everyone a fair go.

When employers provide 'diversity and inclusion' information as part of the application process, candidates' willingness to increase their relationship with the employer jumps 36%.⁹ If you want to enhance trust in your brand, you need to ensure blind screening.

5. Talk to candidates on platforms they trust.

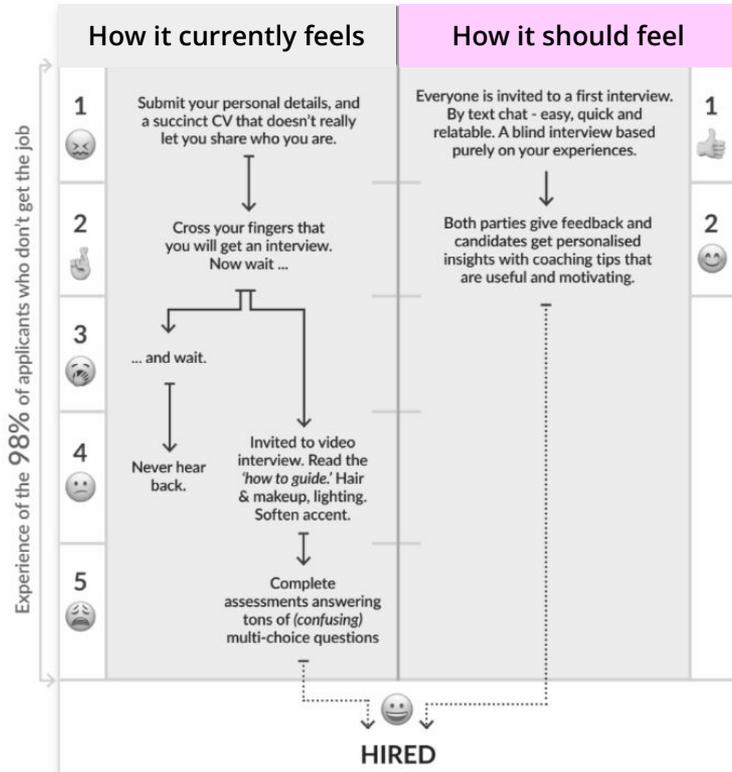
As consumers, we buy products while sitting on our computer or scrolling through our phone. Texting, messaging - it's what we all do every day. To be candidate-centric means connecting with candidates the way they connect every day.

Choosing technology that is inclusive, personalised and relatable will go a long way to improving your candidate experience and strengthening trust.



"Identifying my strengths and weaknesses and sharing them with me was a bonus of being a part of this process." - Candidate

Recruiters can stop ghosting!



High volume recruiting can move from an elongated process that leaves candidates in the dark, not knowing where they stand, to a super-efficient experience that feels empowering.

"Thanks for the feedback and the excellent format for capturing and analysing my different skills." - Candidate



AI makes recruitment human again

*Showing candidates you care about their employment journey
enhances trust with your employer and consumer brand.*

Welcome to Sapia

A smart two-stage interview experience that interviews everyone in depth and at scale.

Every candidate gets to explain their experience in a Chat Interview – without time limits.

Relatable: An accessible, mobile-first 'familiar' text experience that candidates enjoy with no confronting videos or questionnaires. Questions are related directly to role attributes.

Convenient: An untimed interview that can be completed anywhere, anytime.

Fair: Everyone gets an interview levelling the playing field for all. It's blind screening at its best - no gender, age or ethnicity revealed.

Shortlisted candidates are progressed automatically to a non-Ai Video Interview

Low pressure: untimed, multiple retries and a familiar chat interface make it the friendliest video interview around

Fast: within 24 hrs, your best candidates could have an offer in their hands

Every candidate receives personalised career insights.

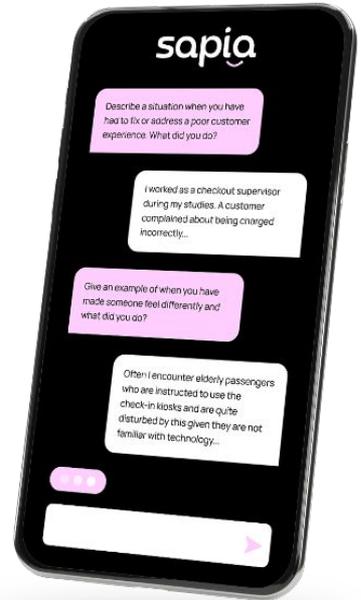
Motivating: Following their Chat Interview all candidates receive an email with personalised insights. Many candidates are delightfully surprised to receive something of such great value.

Beneficial: Candidates receive coaching tips that help them with their career, transforming the experience.

Every candidate can give feedback on their experience and 97% do so.

Heard: Candidate experience improves by 148% when candidates are asked for interview feedback.¹⁰ That's why after their interviews all candidates can rate their experience and give their input.

The patterns that emerge from the candidate feedback are a rich source of learnings for the Talent Acquisition team.



Candidates love Sapia

"I liked how the layout looks like a chat on social media or texting - it made it seem more conversational."

"This was fantastic it gave me critical awareness in the areas I need to improve but also highlighted what were my strengths. Thank you"

"Honestly a very stress-free process that enabled me to take my time and gather my thoughts and experiences without feeling pressured, leaving me happy that I delivered my best with the responses."

90%

Candidate satisfaction rate



80%

Interview completion rate



99%

Positive feedback based on candidates personalised insights*.



* (My Insights) Feedback themes: Experience is easy, convenient, stress-free; feels like a real conversation; value the personalised feedback/insights.



Here's the business case

"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

Warren Buffett

Business case

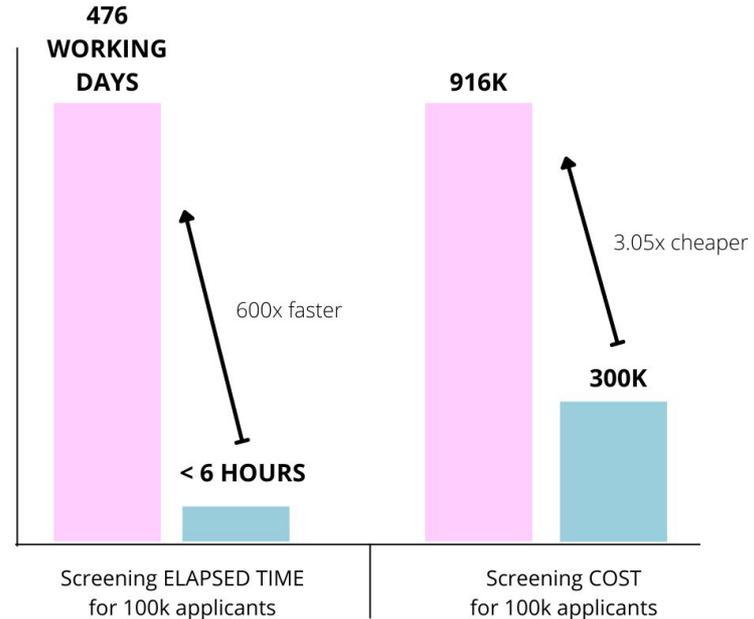
From 476 days to 6 hours. Which would you choose?

Organisations shy away from investing in candidate experience because they think it's costly, time consuming and may take focus away from other competing priorities.

You can give great experiences at scale while also driving down costs and improving efficiencies.

Ai can assess **100,000** people in **6 hours** compared to what it would take a team of recruiters **476 days** to do. It's **600 times faster** and **three times cheaper**.

Ai can assess more than **80 factors** from just one interview session including personality, propensity to hop-jobs, communication skills and optimism.



**Assumes 5 recruiters in a recruitment team*



No recruiter or team of recruiters can ever come close to the kind of efficiency of a smart Ai system.

Business case

With an Ai Smart Interviewer as your co-pilot, everyone gets something of value.

For candidates

Chat Interview: "It all starts with a conversation". Every candidate is interviewed through an engaging mobile-first chat experience, whenever it suits them.

My Insights: Every candidate receives personalised insights and helpful coaching tips, which candidates love.

Video Interview: shortlisted candidates auto-progress to a non-Ai video interview for hiring managers to review. It's chat based and designed to be low-pressure.

For hiring teams

Vetted shortlist with video responses: Our Ai scores and ranks candidates based on role-fit, and provides their video responses for hiring teams to review, making it really easy for hiring teams to pick the best.

Talent Insights: Recruiters get insights on personality and traits to dive deeper into the candidate's strengths. You get 90% time savings against standard recruiting processes.

For the HR Director or CHRO

Discover Insights: An operations dashboard offering clear reporting on recruitment, providing visibility of pipeline shortlisting, candidate experience and bias tracking.

Integrated, secure and scalable: Technology that scales easily and integrates into Applicant Tracking Systems. GDPR and ISO27001 compliant.



Your co-pilot in hiring - the interviewer that everyone trusts.

Business case

You're in great company!

Sapia is trusted by discerning organisations as an Ai enabled, human centred experience.



Excellent User & Candidate Experience!

"Excellent, a great tool and a time saver especially with bulk recruitment! The system is really easy to use from a recruiter and candidate perspective with the personal insight/ areas for development my favourite and most valued tool. The Candidate Report comes back very quickly with really valuable information and deep insights which assist with the selection process."

Simone Mancini - Talent Acquisition Partner, Berry Street (Source: Capterra)

Recruiting Will Never Be The Same!

"Bear with me - raving fan inbound! I love, love, LOVE the breadth and depth of this AI screening tool! To name a few: - Sapia has increased our process efficiency, reducing the time impact on candidates; with engaging technology generating faster results, supporting quicker decisions. This has resulted in stronger candidate engagement across the hiring process. Candidates have told us they are delighted to receive insights so early on, which is so hard to achieve in high volume campaigns! It's a real brand point of difference we're benefiting from!"

Matt Calloway - Director, Staffing and Recruiting, Hudson (Source: Capterra)



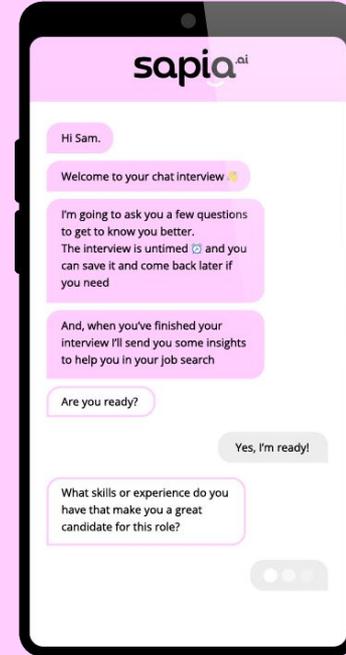
"This is a great product that has really changed the way we recruit by making our process more efficient and creating a fairer process for all candidates. Sapia AI is user friendly, provides a great candidate experience, integrates seamlessly with our ATS, and the team have provided fantastic service and support." HR Project Manager, Bunnings

smart interviewer

by **sapia**.ai



Scan this code to meet
our Smart Interviewer



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