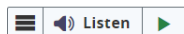


Discussion: Job Candidate Experience ▾



Begin this discussion question assignment by first reading the following Miles and McCarney (2018) article:

Miles, S. J., & McCarney, R. (2018, October). [The candidate experience: Is it damaging your employer brand?](#) *Business Horizons*, 61(5), 755-864.
<https://doi.org/10.1016/j.bushor.2018.05.007>. Available in the Trident Online Library.

McDonagh (2017) reports that candidate experience will be one of the HR trends in the near future:

Candidate Experience

Candidate experience is closely related to employer branding. The focus of 2017 was on employer branding as a trend, but candidate experience is just as important. There is no point in building a strong employment brand on the back of a weak candidate experience.

Negative candidate experiences can demolish a great employer brand. It is likely that candidates will tell their friends or family not to apply for a job at the company.

Importance of Candidate Experience

The competition for great talent is on the rise. With such a competitive environment, companies want to hire the best. Most companies are aware that their employment brand should be the best it can be. However, most are unaware that a candidate's experience is just as important and can easily ruin a well-built employer brand.

A survey of job seekers (by recruiting tools research firm Software Advice) found the following top causes of a bad candidate experience:

- Unclear application instructions
- Extremely long application
- Minimal job description
- No confirmation email

- No notice when the position is filled
- Inability to contact a recruiter

What job seekers want in their candidate experience

The frustrating lack of communication is often referred to by candidates. Unsurprisingly, job seekers' top requests for improving the candidate experience include:

- More communication
- Notification if passed over
- Timeline of hiring process
- Human contact after application
- Timeliness of replies

Source of the above:

McDonagh, J. (2017). [2018 HR trends - candidate experience - what you need to know](http://www.humanresourcestoday.com/hr-trends/?open-article-id=7470078&article-title=2018-hr-trends---candidate-experience---what-you-need-to-know&blog-domain=rezoomo.com&blog-title=rezoomo). <http://www.humanresourcestoday.com/hr-trends/?open-article-id=7470078&article-title=2018-hr-trends---candidate-experience---what-you-need-to-know&blog-domain=rezoomo.com&blog-title=rezoomo>

Your Initial Post:

After reviewing the above information from McDonagh (2017) and conducting your own research, in a response of at least 250 words (there is a word counter in the text box) discuss the following: