

The Future is Candidate-Driven

Effective interviews prioritize candidates

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Introduction

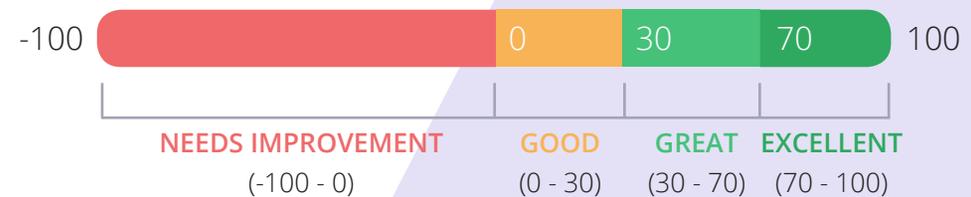
The interview process is stagnant. Instead of adapting to be more consumer-focused like most industries, it's stayed fixated on the company's needs and continues to push ill-prepared candidates in front of equally untrained interviewers.

In this eBook, we'll explore:

- What a candidate-driven process means for both interviewers and candidates
- How to get HR and talent buy-in
- The key benefits of a candidate-driven hiring process

As a company that's gone out to revolutionize the often outdated hiring process to make it more effective, we're invested in making sure interviews are effective for both interviewers and candidates. As part of this process, we partnered with a third-party consulting agency to survey 2,800 candidates and interviewers that went through the interview process within the last six months to gain insight into their experiences.

These findings are presented in both percentages of respondents and NPS. NPS, which stands for Net Promoter Score, measures the overall satisfaction in a range from -100 to +100. The higher the score, the higher the satisfaction.



Our respondents are represented by three groups:

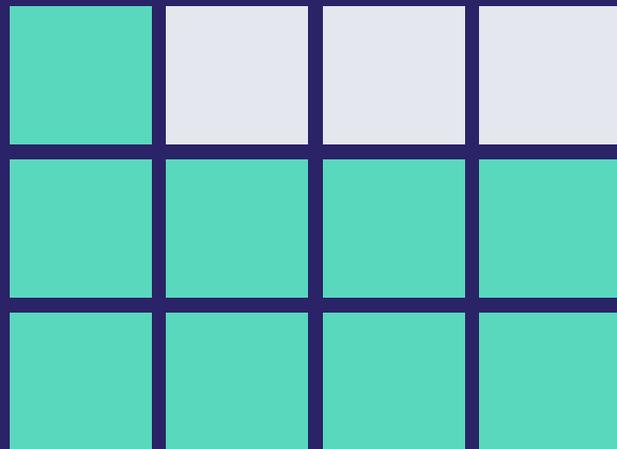
<i>Candidates</i>	<i>Interviewers & Hiring Managers</i>	<i>HR/Talent</i>
1,300	1,052	448

Despite the wide range of the individuals we surveyed, there's one thing nearly all can agree on: **the traditional, company-focused interview process must change.**

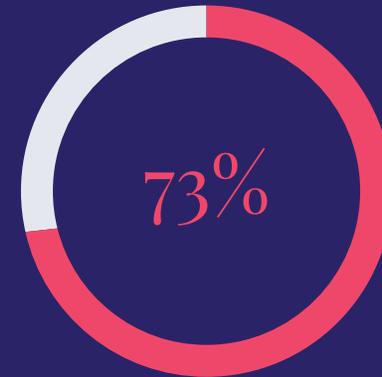
The Current State of Interviews

Companies aren't hiring the right talent

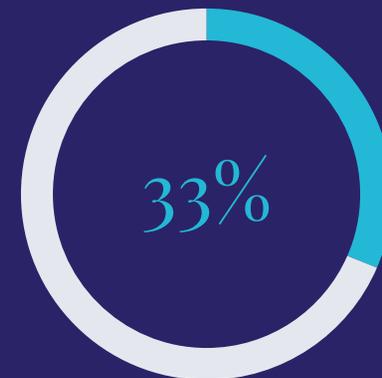
Interviews are the single most important factor in securing preferred talent, yet they've struggled to adapt. Interviews today don't secure top talent and improperly prepare new hires.



It costs a business up to 9 months of an employee's salary to find and replace an employee.



73% of interviewers report they do not hire the best fit candidates.



33% of new hires look for another job within the first six months in a role.

Candidate Experience Matters

Companies lose out on great candidates because of a poor experience



Candidates who received an offer but didn't accept gave **an NPS of -12**



Candidates that made it to their final round interview but did not receive a job offer reported **a -25 NPS**



Candidates who received an offer and accepted it gave **an NPS of 25**

Interviews have two main goals: ensuring the candidate is the right fit for the company and ensuring the company is the right fit for the candidate.

Done right, interviews have the potential to quickly and easily recruit candidates. Currently, the experiences that many candidates have are negative.

Candidates share their experiences with others. Even if your organization doesn't have the data to see how much you've lost monetari-

ly (such as [Virgin Media's \\$5 million loss](#)), you're certainly losing candidates. Our candidate respondents who received an offer they didn't accept gave **a -12 NPS**. Those that didn't receive an offer reported **a -25 NPS**.

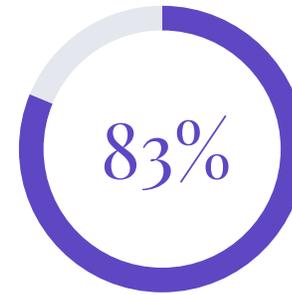
Candidates are 40% more likely to accept an offer if they have a great candidate experience.

Interviewers Care

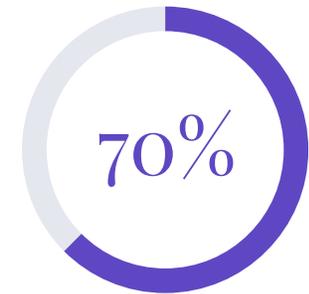
Interviewers want to give a great candidate experience

90% of interviewers reported they believe the candidate's experience during the interview is a factor into whether the candidate accepts an offer or not.

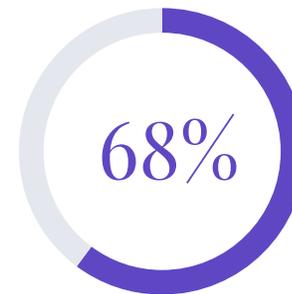
However, interviewers don't have the training they need to provide a better candidate experience.



Want training to ask the right questions



Want training to choose the right candidate



Want training on how to prepare and interview effectively

What You Can Do

Your team should place a higher emphasis on the candidate experience by focusing on improving the entire interview experience for everyone involved. Start with working with the interviewers and ensure that every interviewer that speaks with candidates is properly trained to ask the right questions and provide the best candidate experience. Interview skills and training should be a top priority, and companies need to truly define what skills their interviewers should have. Additionally, leverage technology to streamline the entire process and get top talent in the door, faster.



Candidates who felt their interviewers were well-trained gave **a 60 NPS**.



Candidates who felt their interviewers were not well-trained gave **a -75 NPS**.

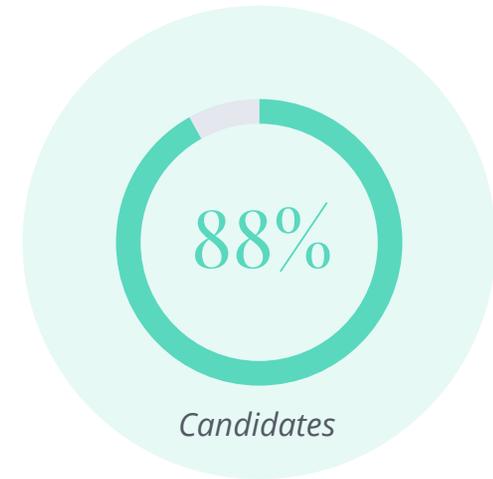
Candidate-Driven Interviews

Land great candidates by letting candidates drive their process

A key component of candidate-driven interviews is letting the candidate guide the process. This includes scheduling their interview and guiding what's discussed during the interview itself.

88% of candidates want to lead the interview by identifying their strengths and presenting them to their interviewer(s). Strength-driven interviews like these not only reduce anxiety, they also help better prepare candidates for the role and enable interviewers to gain better insight into how a candidate will perform on the job.

Most interviewers already know this. 87% agreed a candidate-driven, strengths-based interview is more effective than traditional, company-based interviews.



Candidates



Interviewers

Company-Driven Interviews

Multiple, Back-and-Forth Emails to Schedule

Busy interviewer schedules result in a lot of back-and-forth to schedule.

No Calendar Invite

There isn't always time to create calendar invites. The candidate must create one or remember their interview.

Manual Reminders

Recruiting coordinators manually follow-up with candidates in accordance with their SLAs.

Interviewer-Led Interview

Interviewers drive the conversation. There are few opportunities for candidates to take the lead and showcase their experience.

Candidate Feedback

Interviewers provide feedback, time permitting. The majority of candidate-driven feedback is posted publicly through sites like Glassdoor.

Candidate-Driven Interviews

Candidate-Driven Scheduling

Putting interview scheduling into the hands of candidates means the time a candidate chooses on an interviewer(s) calendar is always available.

Automatically Created Calendar Invite

A calendar invite with the interviewer(s) information is automatically created the moment the interview is scheduled.

Automatic SMS & Email Reminders

Interview reminders, whether through email or SMS, are automatically sent out a day in advance with all of the interview information the candidate will need.

Candidate-Led Interview

Candidates drive the conversation. There are many opportunities for them to showcase their creativity and skills.

Interviewer Feedback

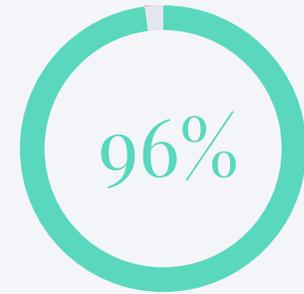
Candidates provide feedback on their experience. This feedback is disseminated and applied to future interviews.

How to Run Candidate-Driven Interviews

Scheduling

Traditional interview scheduling takes up time. Today's candidates want a consumer-focused, instantaneous scheduling experience.

Chatbots add to the scheduling headache. Most chatbots don't understand the nuances of typical conversation. When the chatbot fails, it takes more time to schedule and creates a bad candidate experience.

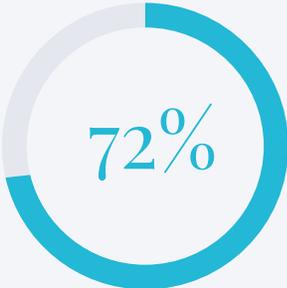


96% of Gen Z candidates want self scheduling

Diversity Matching

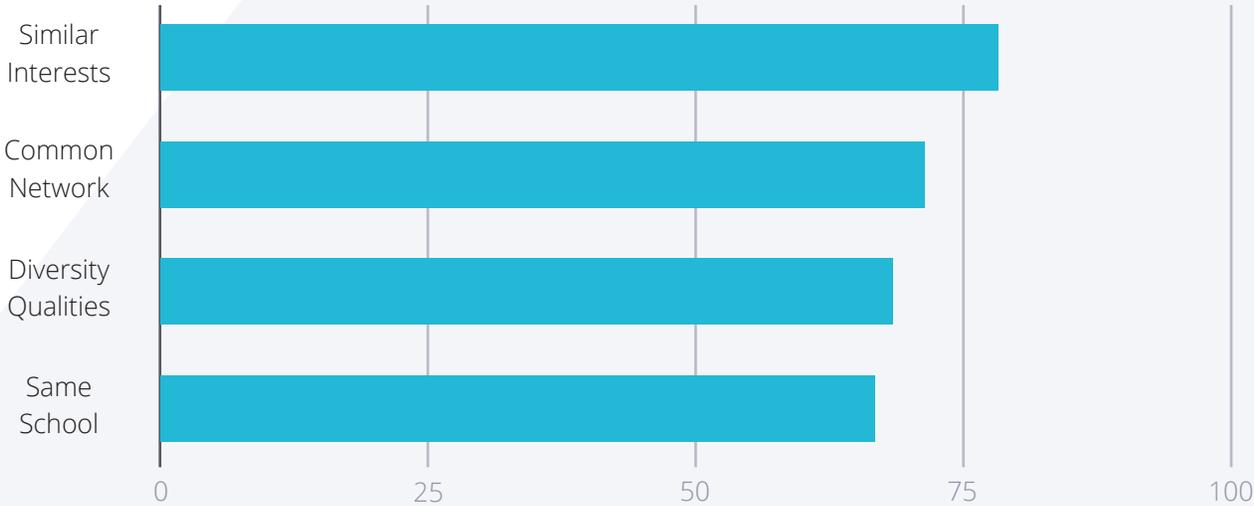
Matching interviewers to candidates based on their diverse qualities makes candidates from underrepresented groups (URGs) more comfortable during interviews.

Comfort during the interview is an important part of candidate experience. Candidate respondents who were uncomfortable during the interview rejected offers 5x higher than those that were.



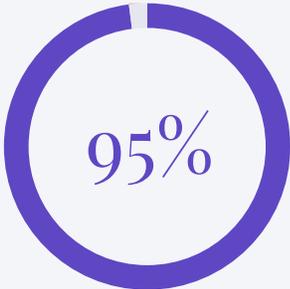
72% of URG candidates want diversity matching

Candidates want to be matched by:



Candidate feedback

A candidate feedback tool is critical to accessing actionable insights to improve the interview process. The majority of the feedback that we received from our respondents is that the candidate experience during interviews is lacking. Despite 95% of candidates reporting that a candidate feedback tool would be useful, only 10% of companies use one.



95% want to be able to give feedback on the interview



Candidates who felt that their feedback was used to improve the interview process gave a **23 NPS**.



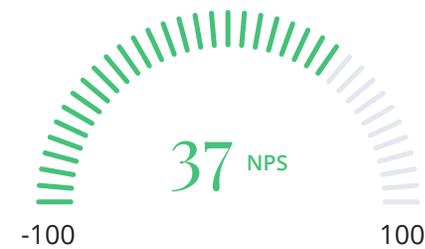
Candidates who felt that their feedback was not used to improve the interview process gave a **-26 NPS**.

Change is Inevitable

HR & talent teams must adapt to hire top candidates

While candidates and interviewers are in agreement, HR and talent teams think differently. Our HR respondents overwhelmingly believe their interview process is effective, and gave it an **average NPS of 37**. Additionally, half of HR and talent team members gave their hiring process an overall score of a perfect 10/10. For comparison, our **interviewer respondents gave an NPS of -9**.

As a hiring team, HR, talent, and interviewers need to share their feedback and experiences to adapt and become more candidate focused



HR respondents believe their interview process is effective, and gave it an **average NPS of 37**



Interviewer respondents gave an **NPS of -9**

What You Can Do

Make the change in your company culture to work closely with your hiring teams and create a continuous feedback loop by instituting check-ins with the different hiring teams. Adopt an implementation process to act on the feedback to ensure everyone is involved with improving the hiring process from sourcing candidates to getting explicit feedback from candidates that come on-site to interview

Conclusion

Interviewing is an important part of the hiring process. When done correctly, interviews not only differentiate their company to candidates, they also help them find top talent.

It's important to remember that just adding technology to the process isn't enough to run effective interviews. Processes need to be in place to better communication between hiring teams and respond to candidates quickly. In hiring especially, the company with the most efficient process is the one that lands their preferred candidate.

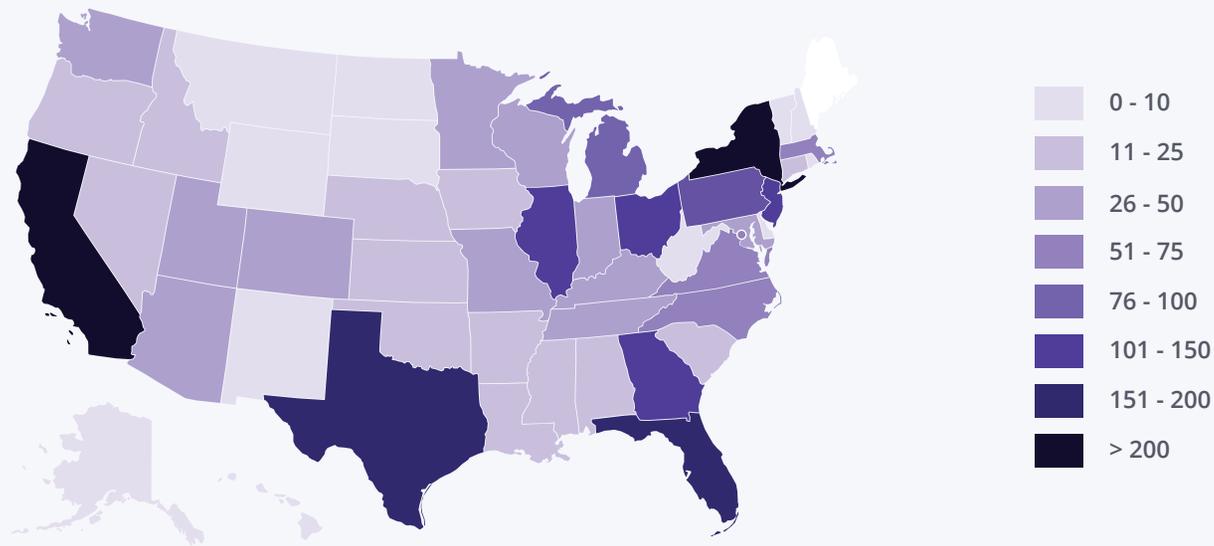
As hiring continues to become more and more competitive, the company that interviews effectively is the one that will succeed.

Talent Teams Need to Focus on:

- 1) Decreasing Time/Speed to Hire
- 2) Recognizing the Impact of a Candidate-Driven Process
- 3) Applying Candidate Feedback

About this Research

Our respondents are incredibly diverse and cover the entire United States and a variety of industries. These include small businesses with less than 50 employees all the way to Fortune 500 enterprises. They range from 18 to over 55 years old, and are almost equally male and female.



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GoodTime.io is headquartered in San Francisco, California and is the leading Interview Logistics Platform. GoodTime uses AI and automation to help recruiting teams schedule complex interviews, scale interview training, and provide actionable metrics. Companies of all sizes are making interviews more effective and efficient with GoodTime.

GoodTime acquired Series A funding in October 2018.

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