



# Building Trust During the Hiring Process

with the Certn Pillars of Trust:  
Transparency, Consistency, & Connection.



+ **186%**

Companies with high **trust**  
**levels outperform** companies  
with low trust levels by 186%.<sup>1</sup>



# Why building trust matters

With remote work more common than ever, and today's unprecedented hiring challenges, trust is a top-of-mind issue. It matters to employers who want to avoid the damage associated with a bad hire, and to job candidates who want a work environment where they can grow, personally and professionally.

# 74%

less stress

Employees who trust their employers experience 74% less stress and 40% less burnout.<sup>3</sup>

Finding a team you can trust has never been more critical and it starts during the hiring process, including background checks. That's where Certn comes in. Our experience helping companies build trust in people has given us unique insights into the delicate and critical nature of trust in running background checks, in the hiring process, and in the work environment. We've compiled our insights into our three pillars of trust: Transparency, Consistency, and Connection. Share them with your team to start a conversation about creating and strengthening trust.

## THE CERTN PILLARS OF TRUST:

Transparency

Consistency

Connection





# Transparency

THE CERTN PILLARS OF TRUST



## Transparency is one of the most critical strategies for growing trust.

Duke University Professor of Psychology and Behavioural Economics, Dan Ariely, explains the power of transparency like this: “[T]ransparency is crucial because it assures people that the other party is unlikely to misbehave because their behaviours are being monitored. Transparency also helps people understand what’s actually happening. We’re more comfortable in situations where we can see what’s going on behind the scenes.”<sup>2</sup>

**“We’re more comfortable in situations where we can see what’s going on behind the scenes.”**

Being open and clear with each other, being explicit about intentions, builds trust. The hiring process itself is a perfect example of employers and potential employees acting with transparency. It’s the right moment for all parties to be direct, declarative, and purposeful, setting the course for a positive, open, trusting professional relationship.

# 28%

of employees said they would extend their tenure if transparency was practiced at all levels.<sup>4</sup>

In the hiring process, candidates want to get acquainted with a company’s people and culture, and employers want to gauge how a candidate would perform as a part of the existing team. Background checks, including ID verification and reference checks, facilitate clarity and candor about the candidate’s criminal and financial history, and their professional claims, taking the pressure off both parties.

Certn is dedicated to creating the simplest, most positive, most transparent background screening experience possible while always being compliant. Candidates feel secure sharing their information, and employers know they can count on reliable answers.

In one customer success story, a Certn client found that this increased level of transparency led to a

**35%**  
**reduction in**  
**turnover time.**





# Consistency

THE CERTN PILLARS OF TRUST



**Trust grows and deepens over time.** It's no surprise that we most readily trust those we've known (or worked with) the longest. It isn't the passage of time itself that builds trust, but rather, that the passage of time gives ample opportunity to demonstrate consistency. The power of consistency is so powerful, it can even mitigate the realities of time. Behavioural psychologists studying trust have found that prospective and new employees operate at a higher level of trust simply at the prospect of an ongoing working relationship.

**50%** higher employee productivity

High trust work environments enjoy up to 50% higher employee productivity.<sup>4</sup>

Smart business owners understand the power of consistency. And so does Certn. We know consistency operates hand-in-hand with fairness. Certn's platform is built to help employers forge consistently fair employee relationships from the start. Every candidate for a role answers the same screening questions, for a truly level playing field. Even in checking references—since reference checks are not in-house but via Certn—your company can effectively reduce bias as well as protect against claims of bias. Hiring protocols utilize the same processes and checks for similar roles, adhering to all industry standards and requirements. Finding the right candidate for your team also means less employee turnover, and a more consistently stable, productive operation. Background checks help employers identify the right candidate, one whose approach and behavior will be consistent with a company's standards and culture.



Consistency matters in Certn's relationship with our clients, too. Employers have Certn accessibility from anywhere, and most reports will be delivered in 24 hours or less. And our Compliance piece meets the highest standards.

In that same story, the Certn client reported a better process, utilized consistently, and **reduced hiring costs by**

**50%.**





# Connection

THE CERTN PILLARS OF TRUST



## Trust comes more readily when people interact face-to-face.

The modern, COVID-era work environment—involving varying degrees of remote work, and even fully remote hiring processes—makes this more challenging. The savvy CEO or Small Business Owner understands that it is all about this next component of trust: Connection.

**13%** fewer sick days

Employees in **high trust work environments** take 13% fewer sick days.<sup>5</sup>

Certn's smart background checks provide a contactless connection, and easy process for both job candidates and employers, with fast results.

Our AI-powered ID verification tool, e-Reference checks and verifications replace uncertainty with confidence, especially when in-person screening is not an option.

A future employee's relationship with your company and its culture begins at the very start of the hiring process. That's why Certn has gone the extra mile to imbue the background checks platform with a sense of humanity. We want the screening process to make candidates feel empowered, not defensive or destabilized. We're committed to helping employers operate with dedicated focus on diversity, equity, and inclusion.

On the practical side, an emphasis on connection means Certn integrates seamlessly with other hiring apps you're already using. Our vision is global, and we offer checks on potential hires in over 200 countries. Moreover, Certn is 100% committed to our most critical connection—the one we have with you, our customer. We pride ourselves on our "Fast, Friendly, Comprehensive" customer support, which has earned Certn the G2 "High Performer" Achievement in 2021,<sup>6</sup> and "Top Background Check Service Provider" from Software Advice.<sup>7</sup>

In that same story, the client reported that making early, positive connections with applicants **reduced hiring time by**

**80%.**

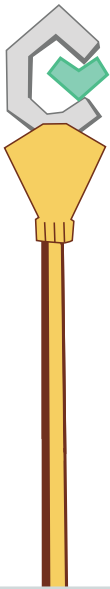


<sup>1,2,4,5,6</sup>Martic, Kristina, "Trust in the Workplace", Smarp.com, June 23, 2020; <sup>3</sup>Ariely, Dan, TEDx Talk Porto, August 10, 2019; <sup>7</sup><https://www.g2.com/products/certn/reviews#details>; <sup>8</sup><https://www.softwareadvice.com/hr-services/certn-profile/>

# Benefit from a team built on trust



The benefits of trust are many—happiness, harmony, efficiency, empowerment, and security, among others. A team built on trust – with the pillars of transparency, consistency, and connection – can be more effective, and is better positioned to accomplish aspiring company goals.



**Transparency.** Being open, clear and explicit about one's intentions, builds trust. Cern creates a simple, positive, transparent background screening experience.

**Consistency.** Being consistent with what we do and say, builds trust. Cern's platform is built to help employers forge consistent employee relationships from the start.

**Connection.** Being connected with others builds trust over time. Cern makes it easy for employers to connect with candidates on a platform built with a sense of humanity.

Ready to find a team you can trust?

[Book a demo](#) with one of our experts today.

