

# Applicant Experience

## Did You Know...



### Real time data... Benchmarking of over 1,000,000 respondents

- Average applicant **drop-off rate is almost 30 percent**, meaning that only about 2/3 jobs seekers interested in the job complete the whole application.
  - 20 percent of those who dropped out of the application process said that the application was too long.
- Most people apply to the job because of the **location** (62 percent), followed by **desirable industry** (50 percent) and **company reputation** (31 percent).
- Almost **60 percent** of applicants **never hear anything back** from a company after they submit an application.
  - **Over a third** of those who don't hear back have a **worse opinion of the company** than before they applied. Don't forget that most of these individuals may be your customers too, so the bad impression is harming more than just the employment brand, it may impact the consumer brand as well.
  - The average Net Promoter score for individuals who were not invited to the Interview process is -74%.
  - Even for companies who interact with their applicants, **over 50 percent miss out on an opportunity to leave a better impression with the applicant** as they report their opinion of the company is no different before the interaction than after.
- Across companies, there is great opportunity to improve the interaction between the applicant and the recruiter, as on average applicants report a **50 percent satisfaction rate** with recruiters' level of knowledge about the job, enthusiasm about the company, and level of professionalism.

### Questions that Applicant Experience can answer:

What is my true applicant drop off rate?

How does the length of my application compare to my talent competitors?

What are the top reasons why applicants are applying to my company?

For those that drop out of the application – why?

What is the perception of the interaction of my recruiting staff with our job applicants?

How is our recruiting process impacting our company brand?

How many other positions is my top talent applying to?

What are the demographics of those that apply compared to those that I invite for an interview?

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