

GAIN CONTROL

BENCHMARK YOUR RECRUITMENT PROCESS



Measure your application process and post-application interactions using real-time candidate perceptions.

IMPROVE YOUR RECRUITMENT RETURN ON INVESTMENT

Objective measurement of your recruitment process, especially the application process and initial applicant engagement, is not an easy task. Most companies obtain only biased opinions from those individuals who are actually hired into the company instead of from all applicants.

The quarterly **Applicant Experience report** provides insight from applicants within 24 hours after an application and then four weeks later.

- **Survey 1** focuses on the application ease of use, why talent applied, and why some individuals did not complete the application.
- **Survey 2** focuses on applicant interactions with recruiters, company perceptions, and company communication.

No other company can provide you with perceptions of job seekers who attempted to apply in addition to true applicant perceptions.

By benchmarking your performance, you can successfully fine-tune your recruitment process to save you money and time while efficiently delivering your company top talent.

Obtain real-time perceptions of applicants so you can:

- Decrease applicant drop-off
- Improve recruiter-to-applicant interactions
- Strengthen your employment brand
- More effectively use each recruitment dollar
- Determine post-application process improvements
- Benchmark your recruitment process



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