

Improve Candidate Experience with Video Technology



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It's every HR professional and job candidate's worst nightmare: the "black hole" of the recruiting process. A candidate submits a resume for a position and then... nothing. There is no response, no idea of next steps, and no knowledge whatsoever of the company's recruitment process. The applicant that was interested in the open position you had posted now feels lost. Accompanying this unclear understanding of the application process could also be a negative feeling towards your company and brand. The way you treat your candidates can be seen as indicative of how you conduct business.

Proof is in the Numbers

The recruitment process as a whole is widely viewed as the first part of the employee experience, and nearly four out of every five job applicants say that the overall candidate experience is a clear indicator of how a company values its people. In CareerBuilder's [2017 Candidate Experience Study](#), experts uncover troubling disconnects between employers and candidates regarding the hiring process. Only 47% of candidates say employers do a "good job" setting communication expectations at the beginning of the application process, while 78% of employers say the same thing. Even worse is the fact that 82% of

hiring managers (and 86% of candidates) say that they believe that both the candidate and current employee experience is "very important", but a mere 49% of job seekers say that employers show candidates the same level of respect and accountability as current employees.

Setting Communication Expectations is Key

Cited by over 50% of all job seekers as the number one most frustrating element of the hiring process is lack of response from the [employer](#). From this, 81% of job seekers say receiving regular updates on the status of their application throughout the entire process would greatly improve the overall candidate experience.

The idea of open communication between employers and candidates is a simple necessity, yet so many companies fail to provide it. 89% of job seekers say that the company's career site is important in obtaining key information, and 45% agree that candidates can typically tell what a company will be like based off of that career site. 83% of candidates say that the overall experience would improve if employers set communication expectations by providing a clear timeline of the hiring process.



Applicant Tracking Systems are a Necessity

An ATS, or Applicant Tracking System, is a candidate management system. These systems help with communication and saves valuable time and money. [78%](#) of employers utilizing an ATS say that it makes finding great talent easier than ever. However, only about half of companies large and small utilize these tools- 68% of businesses below five hundred employees do not have an ATS. An applicant tracking system is necessary because it plays a key role in both candidate expectation management and improvement efforts.

CareerBuilder's 2017 Candidate Experience [Study](#) found that an ATS was vital in improving the two most frustrating elements of the hiring process- candidate action and engagement. Using an ATS places more emphasis on the candidate, employee, and hiring manager experiences.



Where Does Digi-Me's Video Technology Fit In?

Working with Digi-Me makes video work for you. Including video in your career site brings many benefits. Video provides overwhelming clarity. Long text posts can easily become confusing and bog down even the most diligent job seeker. Implementing video technology from the start with video job posts give the candidate a clear idea of what the job and you as an employer expect, require, and provide. Including Digi-Me's candidate expectation and cultural insight videos further enhances the candidate experience by clearly defining expectations and showing the applicant what your company is like. This allows the candidate to determine if they will fit in before the hiring process even begins, which is proven to reduce cost-per-hire by up to 50%!

Digi-Me's videos are easy to track.

We provide up-to-date intelligence on where your candidates are seeing your videos the most. Digi-Me videos seamlessly integrate with Applicant Tracking Systems (ATS), which enables companies to see where the most response for their efforts is coming from. With this information, companies can know where to focus and strengthen their efforts in order to gain the most applicants,

Video enables unlimited visibility.

Traditional text job posts are mostly limited to your company's website and your choice of job boards. Social media

and video are both tools that have been thoroughly disregarded in the workforce industry, but now it is the time for them to shine. The majority of internet users today belong to at least one social media network, with each network having hundreds, potentially thousands of connections.

Video generates up to 1200% more shares than images and text posts combined. Video is optimized for mobile devices, and there are no limits on how many times a post can be shared, meaning your video job posting can reach an unthinkable amount of diverse talent. Because video increases Search Engine Optimization through sharing, including video in your recruiting process can yield positive results in other aspects of your company as well. It is now becoming essential for companies to tap into these new network possibilities and utilize connections.

Implementing Digi-Me job ad, cultural insight, and candidate expectation videos in addition to cleaning up your hiring process is the key to attracting and retaining diverse top talent.

Impressive view-to-apply conversion rates show that video, the future of the internet, is now the future of job posts, diverse talent acquisition, and a smooth candidate experience.

The success of the Digi-Me video job post solution is based off of overwhelming video statistics and the simple fact that if an employer wants to remain relevant in today's rapidly changing world, they must deliver all content in relevant ways.

73% of people say the job process is one of the most stressful things in life. With Digi-Me, it doesn't have to be.

To begin harnessing the innovative power of video to improve multiple aspects of your company, visit our website today at www.digi-me.com.



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