

**IS IT TIME TO TAKE A MORE
CUSTOMER-CENTRIC APPROACH
TO RECRUITMENT?**

Don't forget the candidate

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WHO PARTICIPATED?

1,398

respondents

663

final year / first
jobbers

102

universities

1

week in the field

DEMONSTRABLE STRENGTHS...

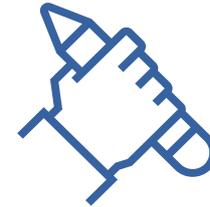
What candidates feel they want to show you



Collaboration



Build rapport



Diligence



Get things done



Problem solver

CHALLENGE:

HELP THEM SHOW
THIS OFF...

THE CHANNELS WE REVIEWED



**Online skills-
based
assessment**



**Video
interviewing**



**VR-based
assessment**



Chatbots

THE CHANNELS WE REVIEWED



Online skills-based assessment

76% of the surveyed audience have experience



Video interviewing

56% of the surveyed audience have experience



VR-based assessment

79% of the surveyed audience haven't used it/don't know what it is



Chatbots

77% of the surveyed audience haven't used it/don't know what it is

ONLINE SKILLS-BASED ASSESSMENT TOOLS



SHOWING THE BEST OF ME

What they believe this tactic allows them to achieve

64%

Problem solving
–
Strategic/logical
approach

38%

Ability to
work under
pressure

36%

Strengths/skills
you were not
aware of

30%

Sector/industry
knowledge

SHOWING THE BEST OF ME

Aligned to what *they* want to show you

6%

Building rapport

8%

Collaboration

18%

Hard work /
diligence

FEELINGS

How did the process make them feel – about themselves

32%

Engaged

16%

Excited

29%

Anxious

8%

Disengaged

FEELINGS

What do they believe the value of this channel delivers

68%

More insight for an organisation to help with getting the most out of a candidate

51%

Provide additional insight not achieved via an application form

28%

Make the process more convenient for the candidate

16%

To provide value-added feedback to candidates, whether successful or not

FEEDBACK

Whether successful or not, did the candidate receive feedback?

42%

Yes

39%

No

FEEDBACK

Was it useful?

42%

Yes

58%

No

VIDEO INTERVIEWING



SHOWING THE BEST OF ME

What strengths students believe this tactic allows them to demonstrate

57%

Presenting to people – talking about yourself, your skills, etc.

45%

Deliver enthusiasm / passion / personality in their responses

53%

Confidence

27%

Ability to work under pressure

SHOWING THE BEST OF ME

Aligned to what *they* want to show you

21%

Building rapport

10%

Collaboration

11%

Hard work /
diligence

FEELINGS

How did the process make them feel – about themselves

66%

Anxious

26%

Engaged

16%

Disengaged

13%

Annoyed /
frustrated

FEELINGS

How did the process make them feel – about **you**, as an employer

64%

Convenience –
– reduce
travel and
hassle

53%

Convenience –
ease of providing
insights into their
skills, in a more
personal way

63%

Convenience –
ease for
employers, not
the candidate

14%

Allow the
candidates to
show their best

FEEDBACK

Whether successful or not, did the candidate receive feedback?

21%

Yes

42%

No

FEEDBACK

Was it useful?

31%

Yes

69%

No

VR IN ASSESSMENT



SHOWING THE BEST OF ME

What they believe this tactic allows them to demonstrate

41%

Attention to
detail

34%

Problem solving
– strategic /
logical approach
to issues

25%

Problem solving
– getting things
done

24%

Coping under
pressure

SHOWING THE BEST OF ME

Aligned to what *they* want to show you

15%

Collaboration
/ team work

11%

Building rapport
/ relationships

12%

Diligence

FEELINGS

How did the process make them feel – about themselves

13%

Anxious

19%

Engaged

6%

Disengaged

6%

Annoyed /
frustrated

FEEDBACK

Whether successful or not, did the candidate receive feedback?

39%

Yes

61%

No

FEEDBACK

Was it useful?

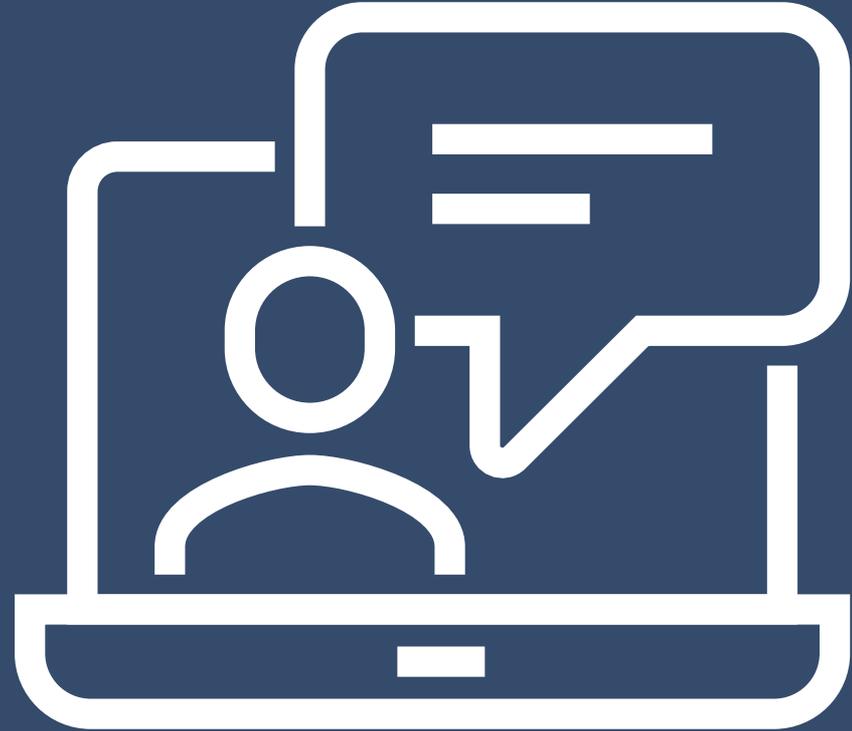
37%

Yes

63%

No

CHATBOTS



WHY?

What students look to use chatbots for:

58%

Researching
the organisation
on your website

38%

Researching
the organisation
on social media

30%

As part of the
application
process

22%

Preparing for
interview

WHAT?

What information they focus on:

49%

Application
process

46%

More
information on
the roles
available

23%

Interview
support

19%

Closing dates

FEELINGS

How did the experience make them feel?

22%

Indifferent

19%

Positive

12%

Impressed

11%

Disengaged

THEIR EXPERIENCE

Was it useful?

60%

Yes

40%

No

KEY TAKEAWAYS

- Any assessments will always include an element of anxiety – but some of this can be overcome with better support/management
- A lot of the technology is perceived as being convenient to you – the employer, and not the candidate
- There is a disconnect between the strengths they feel they want to show, and those being measured
- With better expectation management/support, and importantly, feedback, technology still has the potential to enhance the candidate experience – but clearly, there is some work to do...



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Thank you

Ben Nunn

Director, Digital Operations, Blackbridge Communications

IT'S NOT YOU, IT'S ME

06 JUNE 2019

Is it time to take a more customer-centric approach to recruitment?

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