



# The Perfect Match

5 Steps for Building a  
Connection That Lasts



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You wouldn't buy a house or move to a new city if it wasn't the right fit, but did you ever think in those terms about a job offer? Would you accept an offer if the company wasn't a good match? In this tight labor market, it's not enough to get a candidate to show interest. You've got to get job seekers to connect with your company—so they'll say yes to the offer.

***"In the end, our goal is not only to get job seekers to fall in love with our company, but to have them say 'yes' at the end of their journey, promoting their experience to their friends and colleagues,"*** says Ed Delgado, director of global sourcing at Indeed.

Recruiters are the matchmakers between job seekers and employers. They play a large part in helping a candidate develop a passion for the position and the company. In a recent poll of recruiting and HR professionals conducted by Indeed, an overwhelming 96% of respondents reported that building relationships with candidates is an essential part of being a great recruiter.<sup>1</sup>

### So what can you do to capture your candidate's attention?

Here are five steps for building a connection that lasts.

<sup>1</sup>Indeed Survey Monkey study, n=155

# 01

## Engage candidates before they apply

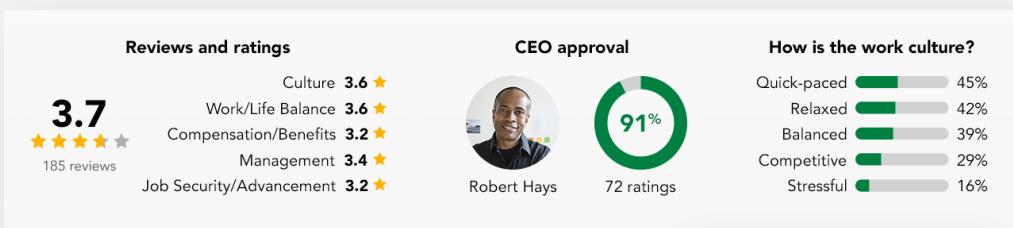
**These days, job seekers can pull out a smartphone and immediately learn about any company they choose, finding salary data, benefits and perks, and company reviews.**

With such fast access to information about an organization, candidates are always weighing their options to determine which company is the best match. Making a good first impression on candidates is crucial. You need to catch their interest, leaving them eager to learn more about your company.

### Build a connection online

**Employers are offering more than a job**—they're offering a culture people can see themselves participating in and contributing to. Sharing your company's values and culture gives you a competitive advantage when it comes to finding the right candidates, and you can promote your brand by posting photos and videos, responding to employee reviews, adding social feeds and more.

What current and former employees say about a company shapes its employer brand and influences job seekers, with 83% saying that employer reviews impact where they apply.<sup>2</sup>



With more than 72 million ratings and reviews<sup>3</sup>, **Indeed Company Pages** are key to promoting your company's culture. They let you share what working at your company is really like, with tools to host videos, photos, content and news updates. Plus, you can showcase your jobs, company information and mission to millions of potential candidates. And job seekers are looking for this information. In fact, job seekers viewed an Indeed Company Page 1 billion times last year.<sup>4</sup>

<sup>2</sup>Redshift Research on behalf of Indeed

<sup>3</sup>Indeed data (worldwide)

<sup>4</sup>Indeed data (worldwide)

**Blizzard Entertainment**, a video game developer and publisher, uses its Company Page to highlight its mission, sharing its commitment to “the exploration of creativity, to understanding that true success is a collaborative effort and to embracing the challenge of making epic entertainment experiences a reality.” On that page Blizzard also shows how it values its community of employees by fostering their passion for video games through benefits such as gaming discounts, World of Warcraft subscriptions, an annual contribution toward game purchases and professional learning, and opportunities to learn new skills. Blizzard uses video clips to showcase a culture that fosters learning and development, highlighting how the company’s most experienced developers were once new hires themselves.

Find Companies





**Blizzard Entertainment**  
4.1 ★★★★★ 167 reviews

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405 Salaries
5 Photos
174 Jobs
18 Q&A
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Live and Breathe Games? Join us!
🕒 ↻



If you dream about making games, you're in good company. We're looking for talented, passionate people with all sorts of skills to join the ranks here at Blizzard. Engineers, artists, designers, and more - from summer internships and exclusive new grad roles to professional full time positions, check out jobs.blizzard.com to see our most current opportunities!

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Visit [Indeed Company Pages](#) and showcase your company.

## Write job descriptions with your candidate in mind

Playing it straight is your best strategy for describing a job. Candidates are much more likely to search for “receptionist” than a clever title like “vice president of first impressions.” Though some candidates may appreciate your sense of humor, many potential applicants will never even find the opportunity.

**The same principle goes for the job description, which 68% of candidates carefully consider before deciding whether to apply for a job.<sup>5</sup>** Give a straightforward outline of what the job’s requirements and responsibilities are.



**Recruiter insight:** Current employees can be effective advocates for your employer brand. At Indeed, we use our Instagram feed [@InsideIndeed](#) and [#InsideIndeed](#) to show our employees’ sense of community, whether they’re traveling, bringing their kids to work or even getting married.

<sup>5</sup>Decipher/FocusVision on behalf of Indeed, n=1000

# 02

## Make the application process enjoyable and rewarding

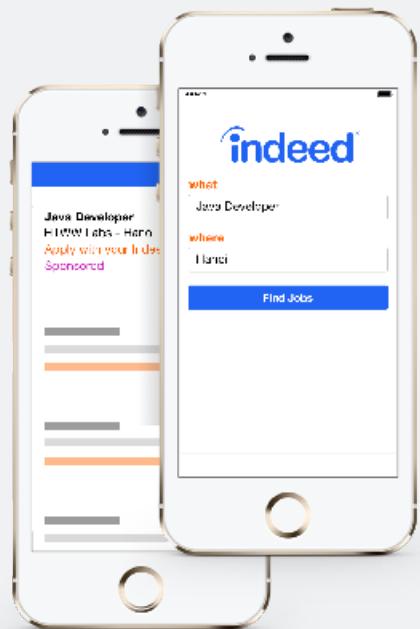
In the same way a well-designed dating app helps people find better matches faster, technology can streamline the recruitment process. This automation frees up recruiters to spend more time connecting with great candidates—and it improves the applicant’s experience.

**Harnessing technology not only improves your efficiency, but also allows applicants to connect with your jobs faster**—58% of job seekers say technology has made it more convenient to apply and interview throughout their job search experience, and 47% say technology has made the application process more efficient.<sup>6</sup>

### Optimize for mobile devices

With the majority of candidates using mobile devices to find and apply for jobs,<sup>7</sup> your first step should be to optimize your application for a seamless experience. Make sure job seekers can easily locate and launch the job application, whether they’re arriving from a search engine, a job search site or another page on your company website.

Mobile applications also give employers an edge in a competitive market. **We have found that 70% of applications on Indeed are submitted using mobile**, and employers who accept these types of applications receive up to 8X as many applicants.<sup>8</sup>



<sup>6</sup>Decipher/FocusVision on behalf of Indeed, N=500

<sup>7</sup>Indeed data (worldwide)

<sup>8</sup>Indeed data (worldwide)

## Make online applications simple and intuitive

**Mobile applicants are quick to abandon any process that involves too many steps, so make your online application as streamlined as possible.** Coca-Cola's application takes 8 minutes to complete, Apple's requires 5 minutes and Netflix's, only 1 minute.<sup>9</sup> While you may not be able to cut your own application to 60 seconds, start by identifying where candidates are dropping off and investigating ways to optimize this process.

## Use assessments to help candidates shine

While resumes help you assess job seekers' skills and experience, they're only one piece of the puzzle and don't tell the full story. Candidate assessments offer a way for strong talent to showcase their skills and rise to the top of the heap. To get started, use the assessments in Indeed's library or customize them with your own using skill tests, work samples, job simulations and other elements. **After a candidate completes an assessment, Indeed Assessments generates an evaluation so you can compare candidates.**

Get started with [Indeed Assessments](#) today.



**Recruiter insight:** The temporary staffing agency Tri-Starr uses behavioral assessments to reduce turnover by increasing the odds that each candidate will be a good fit with the company. These assessments test for qualities that employers often list as desired traits, such as paying attention to detail and being a team player. TriStarr's findings show that its assessments have cut down on turnover by 30%–40%.

# 03

## Build trust throughout the application process

**Trust is essential in building any relationship, whether it's personal or professional.**

When candidates trust recruiters, they're more likely to feel a sense of connection to the company.

**To foster trust early in the process, listen closely to candidates to make sure the position they're applying for is a good fit.** Maintain an open line of communication so candidates always feel comfortable following up with questions and keeping you informed of any changes in their availability. Candidates are also less likely to withdraw from the application process when they've had the opportunity to share their skills and experiences with interviewers.



A study of 346 job seekers asked them to name factors that built upon their trust of a company after they applied for a job. **It found that 55% of respondents gain more trust when someone in the company shows an active interest in them and in their stories, while 53% feel more confident when someone views their application and reaches out in a timely manner.**<sup>10</sup>

<sup>10</sup>Decipher/FocusVision on behalf of Indeed, n=346

The following strategies build an even greater sense of trust with candidates.

## Respond quickly

**A recent Indeed study found that waiting to hear back from potential employers was the top pain point for 48% of job seekers surveyed.**<sup>11</sup> Even so, many companies send responses back long after the candidate applied or—worse—they never reply at all. Set yourself apart by promptly delivering the news to candidates, whether it's good or bad.

## Align with your hiring managers

Sometimes you and the hiring manager will have different expectations of the hiring process or ideas of what makes a good candidate. To avoid confusion or conflict, clarify any issues with your hiring manager before you begin interacting with the candidate.

## Make a personal connection

It's rare for people to get a personalized message these days—especially from recruiters. **Customized communication will make you stand out.**

Beyond including the candidate's name in the greeting, aim for hyper-personalization. For example, if a candidate mentions that they just adopted a new puppy, and your company has just implemented bring-your-dog-to-work days, try asking how they think Biscuit might do in an office setting. Focusing on the job seeker's interests and career journey helps you connect with candidates in a personal way.



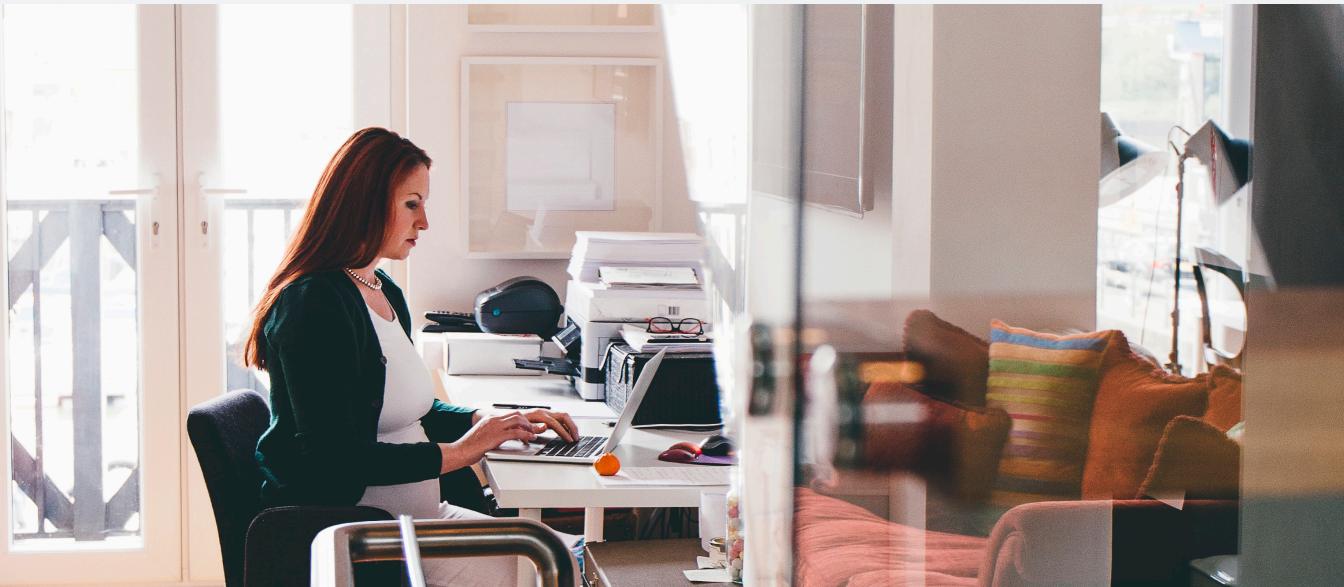
<sup>11</sup>Decipher/FocusVision on behalf of Indeed, n=500

## Be transparent about what your company is (and what it isn't)

Stay focused on what's at the heart of your organization. **Be authentic about who you are as a company, and not what you think job seekers want.** Maybe your company doesn't have a foosball table, but it's deeply rooted in volunteerism and giving back to the community. Highlight your volunteer opportunities, charitable activities or paid vacation days for volunteer work. Share what your company stands for and what perks it offers on your Company Page. Make sure the information you display is accurate, though—the last thing you want is for a candidate to show up on their first day and find out that the promised perks don't exist.

## Provide feedback

Feedback provides a valuable touchpoint and reality check for company leaders who want to make sure their employer brand accurately reflects employee experiences. It's important to collect feedback from current employees as well as job seekers going through the application process. **Giving feedback, even if an interview doesn't lead to a job offer, can make a lasting and positive impression on a candidate.** Always make your feedback constructive and respectful.



**Recruiter insight:** The application auto-response for Trello, a web-based project management software company, is funny, quirky and sets out clear expectations for applicants about the process. Here's an excerpt: "A real live human being, not an automated computer zapper program, will review your application carefully, and only after drinking plenty of coffee and getting lots of sleep and exercise."

# 04

## Set candidates up for success

**Everyone wins when recruiters make sure job seekers are adequately prepared before moving forward.** In addition to building an emotional connection with your brand, your Company Page provides job seekers with a wealth of information to support them through the hiring process. Candidates can get answers to questions they may be too shy to ask before or during the interview, such as how to dress for the interview or what it's like to work on a specific team.

**Use an initial phone interview to screen a candidate and determine whether they're ready for the next phase of the process.** Ask any difficult questions on this first call instead of leaving them for later.

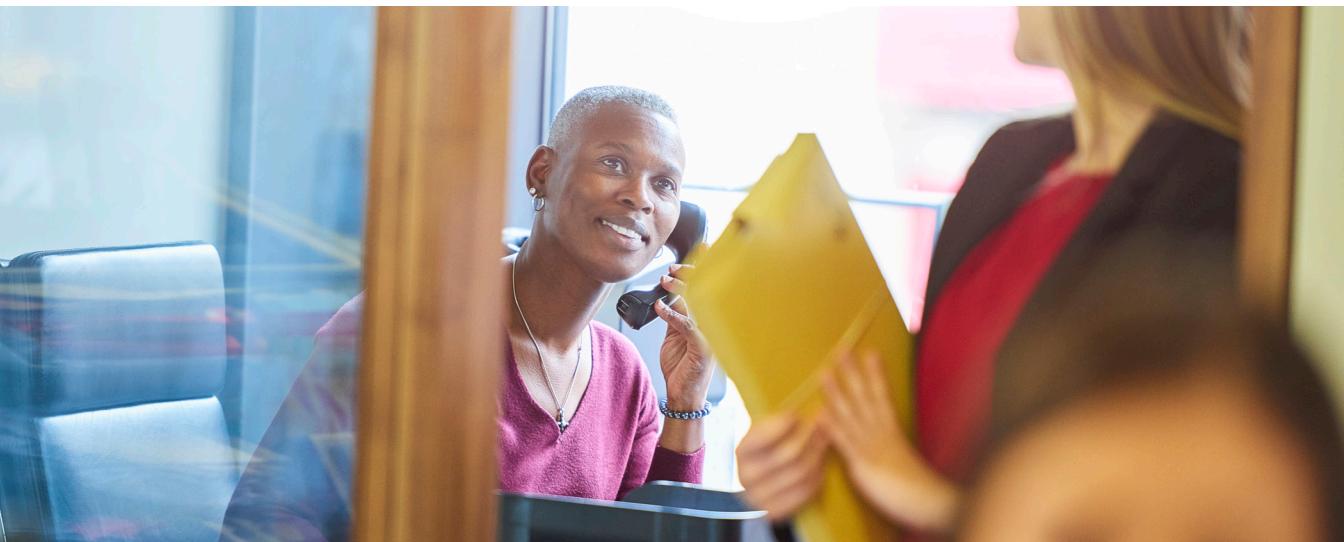
And remember that the success of an interview doesn't just depend on the candidate. The interviewer plays a big role as well. A 2017 study of 1,000 job seekers asked them which factors helped them connect with a company during the interview.

### Here's what they said:

**66%** How comfortable other employees make me feel when I interacted with them

**61%** How authentic and genuine the people I interviewed with are

**51%** Frequent, meaningful interactions with the recruiter and current employees<sup>12</sup>



<sup>12</sup>Decipher/FocusVision on behalf of Indeed, n=1000

As an interviewer, you can help candidates put their best foot forward with these strategies:

## Listen and learn

**Your main objective during an initial interview is to get to know the candidate and learn about their career goals.** Take this approach and you're less likely to force the candidate into a role that's not quite right. It also gives you the information you need to recommend them for a different position or future opportunity that's a better fit.

## Explain what to expect

**Before the candidate arrives onsite, tell the candidate what's going to happen during the interview.** If the candidate will be meeting multiple managers or if the interview will involve an assessment test, tell them so they can get ready.

## Provide resources

**Give candidates tools that will help them prepare,** such as sample interview questions and other company-specific resources.



**Recruiter insight:** Amazon shares YouTube videos offering detailed, actionable advice on how to prepare for interviews for general positions as well as specific roles, such as applied science jobs and economist positions.

# 05

## Show candidates you care about their experience

There's always room for improvement, and the best way to learn is from data and candidate feedback. But you need more details than a left swipe or right swipe will provide. The following approaches can help you evaluate your processes.

### Try applying for the job yourself

Walking through the process yourself will probably open your eyes to potential areas of improvement, however hard you've worked on making your applicant experience top notch. Make a note of which steps take too long, whether you find any instructions unclear and whether you encounter any technological challenges along the way.

### Collect feedback and data at various steps of the process

Survey candidates to get real-world feedback about what you're doing well and what still needs improvement. Review those ratings and evaluations regularly to see if you're improving, and compare how well you do across job levels, industries, active versus passive candidates and other variables.

Listening and responding to the concerns of current and former employees also goes a long way in attracting candidates. Your Indeed Company Page allows you to show candidates that you openly accept feedback and use it to improve your company's work environment.

### Review data and analytics on candidate drop-off

In addition to gathering information from candidates who complete the entire process, focus on another important set of data: candidates who left the process early. Some of them may have found positions elsewhere or decided to pursue different options, but it's likely that at least a few left because they were dissatisfied with the company, the position or some aspect of the application process.

While these types of candidates may not complete a survey, you can collect data on when they stopped responding and whether they provided negative feedback earlier in the process. You may find that situations you thought were isolated form a pattern.

## Share your findings with the organization yourself

Sharing data about the job application process can serve as a catalyst for important organizational changes, such as simplifying your application process across the board, implementing new strategies for communicating with job seekers or reexamining the benefits you offer to employees.



**Recruiter insight:** When Johnson & Johnson made changes to its career page and crafted a more specific recruitment message, the company measured a 54% improvement in its talent pool and a 23% decrease in new hire turnover.<sup>13</sup>

## If there's a mutual fit, you've found a match

The job application process can be an emotional roller-coaster. Candidates count on you to remain grounded, be empathetic and offer a genuine sense of connection.

Even the most promising relationships sometimes don't work out, but connecting with a candidate who is truly excited about the job could match you with an employee who stays for the long haul and advocates for your company.

**"The match has to be mutual," Delgado reminds us. "A positive experience at each step of the process will lead to a happier, more successful new employee."**

<sup>13</sup>Recruiterbox, "Recruitment Messaging: Targeting the Right Candidate Pool"



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<sup>14</sup>Google Analytics, Unique Visitors, September 2016.