

Streamline the Interview Guide





5 Interview Hacks for the Holidays

The interview process can make or break a candidate's decision to work for you.

83% 

say a negative interview experience can change their mind about a role or company they once liked

87% 

say a positive interview experience can change their mind about a role or company they once doubted'

So what are some easy ways you can streamline your interview process today and spot gaps for improvements going forward? We recently shared a five-step approach to creating more efficiency in our [webinar with Employera](#). Here are five hacks based on that presentation.

01 Take a design thinking approach.

Definition:

Design Thinking is a process that helps you understand a problem through the lens of the user and design solutions to meet their needs. It's human-centered, collaborative, and iterative by nature.

Instead of having the candidate experience be the result of your people, systems, and processes, start with understanding the needs of your candidate and design an experience that delivers the best of your brand throughout the candidate journey. Then, put the right people, processes, systems and training in place to support that vision.

The end goal:

Deliver an intentional candidate journey by designing around the needs of your candidates.



02 Audit the interview process.

Understand the experience today. Survey new employees. Solicit feedback from candidates. Mine your pipeline data, digest Glassdoor interview feedback. What are your strengths and where are the areas for improvement? And, do be sure to pay attention to your strengths. In our rush to improve it's easy to overlook that things that are working well.

Some common interview process issues:

- Inconsistencies in the process and/or experience
- Inefficiencies in scheduling
- Not enough human interaction
- Generic messaging
- Too much time in between steps
- No ability to track candidates through each stage, resulting in candidates getting “lost”
- Not enough hiring manager training
- Not sending the offer fast enough

Audit the interview process.

Ask these questions in order to create greater alignment among teams:

- What is the experience you want candidates to have at each step?
- Are you using systems designed to support what you want to deliver?
- What processes could be more efficient?
- Is everyone empowered to deliver a great candidate experience with the necessary resources?

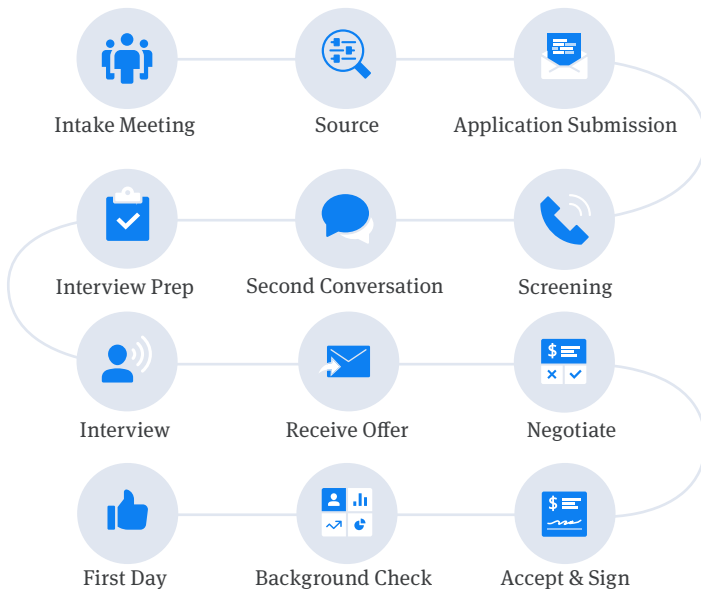
Pro Tip

It's easier to iron out problems with all the important parties in the same room. For example, one company found that collecting interview feedback from the interview teams after the interview was taking too long. As a solution, they agreed to now include a 5–10 minute meeting on the calendar after final interview rounds where everyone openly discusses their feedback. Decisions are immediate vs. taking days or more than a week. Simple. Practical. Efficient.

03 Co-design a better process with your team(s).

Now that you've audited the experience and understand the high points and areas you need to solve for, you can create the candidate journey map and co-design solutions each touchpoint to bring your brand to life. When doing this work, it's important to bring a cross-functional team together into one room to co-design the solutions. This might include recruiting, HR, facilities, IT, marketing, brand, and members of leadership or various business groups. This collaboration ensures you're pulling expertise from all across the organization and getting alignment and buy-in along the way.

Sample candidate journey:



04 Solicit feedback from candidates & employees.

Candidates: Create a simple web based survey that you can send to candidates at the close of their interview experience that asks for feedback. Solicit feedback on the areas you are working to improve. Include an NPS related question — How likely are you to reapply or recommend (our company) as a place to work based on your experience? (Sample questions on page 8)

Employees: Create an alias where employees can offer ongoing ideas for how to improve the process.

Sample candidate survey messaging:



Hello [candidate name],

We're always trying to get better at improving our interview process and we'd love your feedback! It's anonymous and we hope to hear how your interview experience was at our company. Would you mind filling out the following survey, so we can work to improve? Thank you again for your time interviewing with us.

Best,
[your name]

Solicit feedback from candidates & employees.

Candidate survey questions to ask:

- Did you have a positive interaction with the recruiter?
- Did you feel respected?
- Were communications timely?
- Were you supported through the process?
- Did you have a positive interaction with the hiring manager?
- Were your interviewers on time?
- What did you like about the interview experience?
- What can we improve upon?
- Based on your experience, how likely are you to re-apply?
- Based on your experience, how likely are you to recommend our company as a place to interview or work?
- On a scale of 1-10, 1 being the lowest, 10 being the highest, how would you rate your experience?



05 Personalize your process.

Even if it's a sourcing email prior to the interview, be thoughtful about the messages you send and ensure that they are meaningful to the recipient and use language and tone that bring your brand to life. Candidates can see right through generic emails.

90% *of recruiting emails aren't personalized at all.*²

60% *of job seekers report they have quit an application due to its length or complexity.*³

Pro Tip

To create more personalized emails, consider what you want to communicate. According to research conducted at The University of Texas, a personalized experience provides a sense of control over the situation and reduces the feeling of information overload.⁴

2. Allie Lerner, [What I learned from reading 8,000 recruiting messages](#), July 2014

3. SHRM, [Study: Most Job Seekers Abandon Online Job Applications](#), March 2016

4. Laura Frances Bright, [Consumer control and customization in online environments : an investigation into the psychology of consumer choice and its impact on media enjoyment, attitude, and behavioral intention](#), University of Texas, 2008-2012

Personalize your process.

Easy tips for personalizing emails:

- ✓ Include first name.
- ✓ Do your homework and include personalized details, actual experience, etc.
- ✓ Stand out by adding humor or personality.
- ✓ Keep it relevant by understanding the person and what they would want to hear.

Personalization is also key when sourcing candidates—before they even get to the interview stage. Recruiters who wear a marketing hat and craft a strong email series build stronger connection with candidates right from the start.

99% *of candidates who respond, typically do so by the third email for companies using Lever Nurture.⁵*



5. Lever, Science of Sourcing, 2018

Conclusion

Last, but not least, hold hiring managers accountable and include them in the process. After all, hiring really is a team sport! If some hiring managers resist implementing a structured interview process, host a training. Remind them that the changes you're making will have a positive impact for them: **they will get more of the right candidates in the door faster**. Always tie in the personal benefit to all parties involved and you are on your path to a better hiring process!

5 hacks to streamline the interview process:

1. Take a design thinking approach with the candidate experience at the center.
2. Audit the interview process.
3. Co-design a process for success.
4. Solicit feedback from candidates and employees.
5. Personalize your process every step of the way.

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