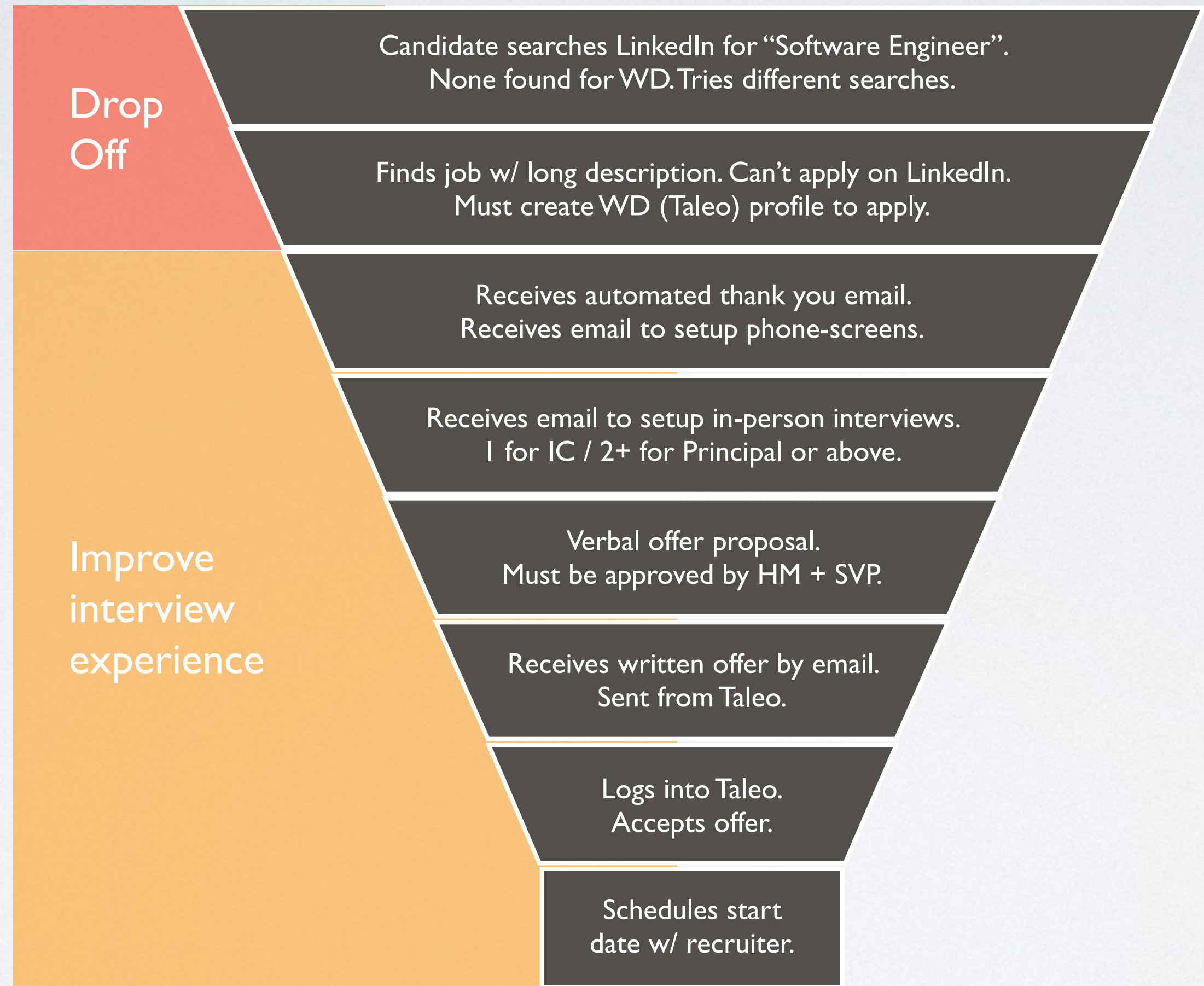# Job Applicant Experience

UX Team observations and recommendations

WD UX Team - March 6, 2015

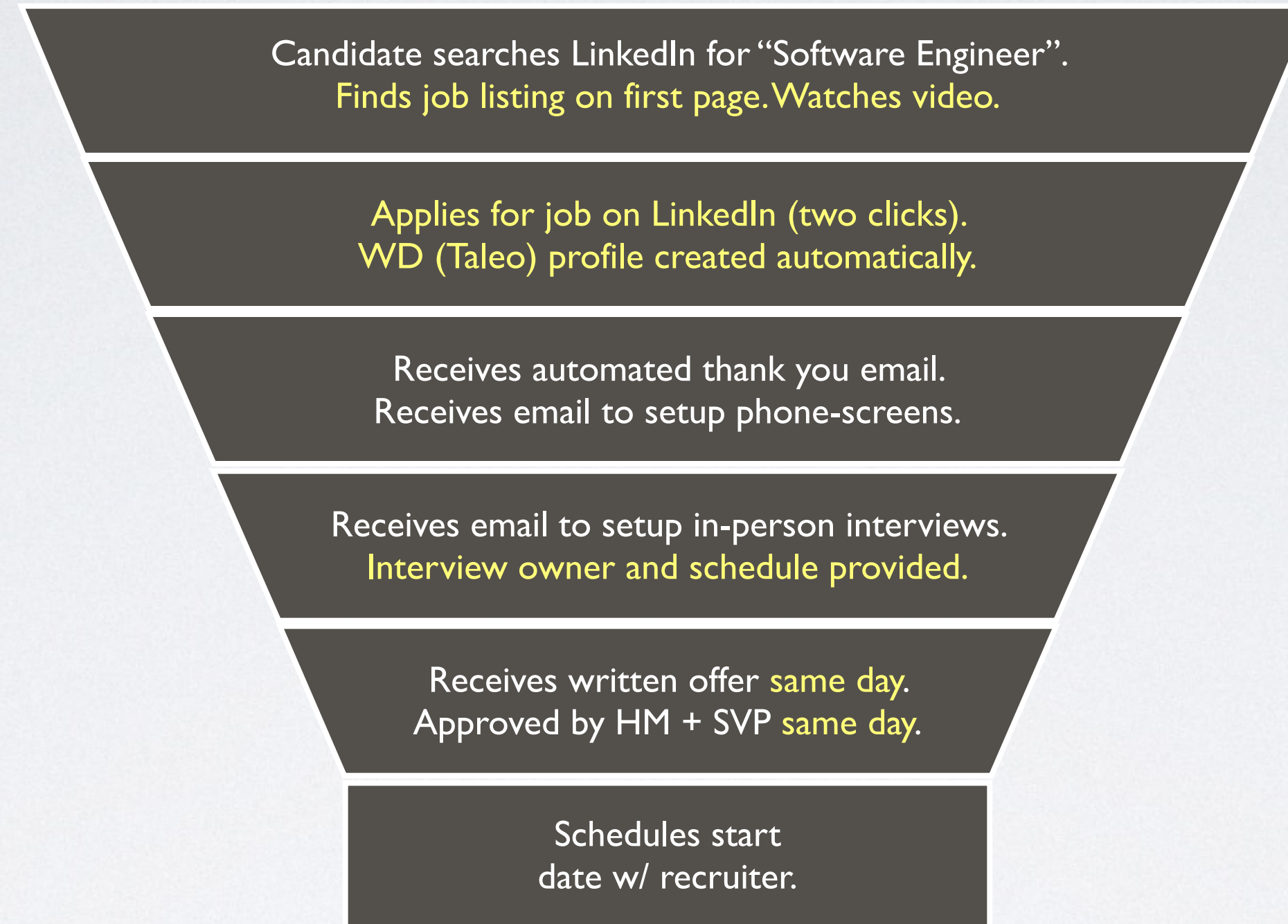# Problem

How do we attract high-quality talent
and provide a great interview experience?

Current conversion flow

Drop Off

Candidate searches LinkedIn for "Software Engineer".
None found for WD. Tries different searches.

Finds job w/ long description. Can't apply on LinkedIn.
Must create WD (Taleo) profile to apply.

Improve interview experience

Receives automated thank you email.
Receives email to setup phone-screens.

Receives email to setup in-person interviews.
1 for IC / 2+ for Principal or above.

Verbal offer proposal.
Must be approved by HM + SVP.

Receives written offer by email.
Sent from Taleo.

Logs into Taleo.
Accepts offer.

Schedules start
date w/ recruiter.

8 steps

Ideal conversion flow

Candidate searches LinkedIn for "Software Engineer".
Finds job listing on first page. Watches video.

Applies for job on LinkedIn (two clicks).
WD (Taleo) profile created automatically.

Receives automated thank you email.
Receives email to setup phone-screens.

Receives email to setup in-person interviews.
Interview owner and schedule provided.

Receives written offer same day.
Approved by HM + SVP same day.

Schedules start
date w/ recruiter.

6 steps

Applying for a job

LinkedIn

Apply Now button? N / Y

Apply now | Save

Submit | Cancel

Done!

WD (Taleo)

Direct link to job post? N / Y

Taleo account? N / Y

Done!

7x
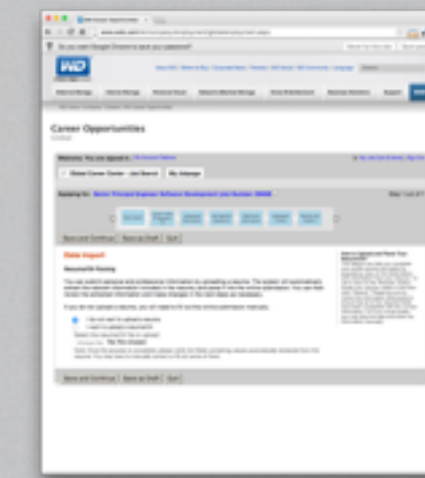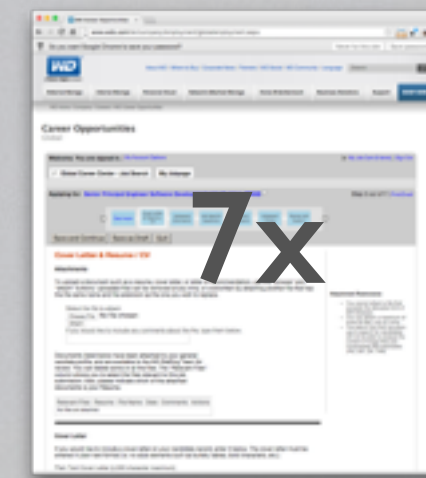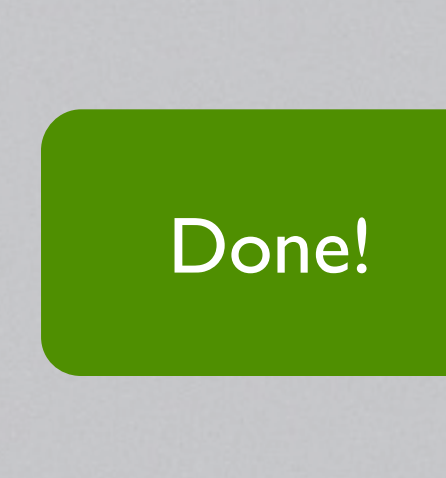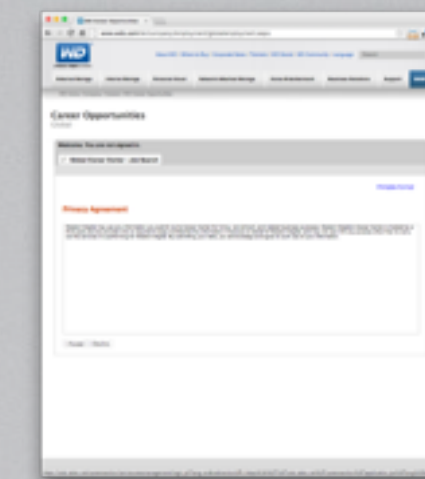
"When I see the Powered by Taleo logo, I simply back out of the application and pass on the job."

"The only people that like Taleo are masochists. People that have torture dungeons in their basements, wear lots of ill-fitting leather and have safewords such as 'raisin oatmeal' like Taleo."

"I HATE Taleo. It is cumbersome and is like slugging through mud. If the corporate leadership knew how many good people were just simply walking away from applying for jobs because of Taleo, things would change."

http://www.indeed.com/forum/gen/Career-Advice/Curse-Taleo/t438552/p3

Invest in job listing placement

Ways to invest

Optimize job listings

Use "Apply with LinkedIn" option

Increase budget for LinkedIn job postings

Increase budget for LinkedIn Sponsored Jobs

Optimize job listings

Unoptimized listing

Optimized listing

Title

Apply button

Job description

Desired Skills and Experience

Improve interview experience

Ways to improve our interview experience

- Make hiring quality talent top-priority. Hiring Mgrs. give daily priority to candidates.

- Make every effort to schedule timely interviews and offers (pref. less than a week).

- All email correspondence with candidates should be timely and error free.

- In-person interviews should include a schedule (emailed and printed) and a host (to ensure the candidate is cared for and never left "in limbo").

- Teams are encouraged to create interview questions/challenges that fit the role.