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RECRUITER

HIRING MANAGER

Getting on the same page:
NEW WAY OF INTERVIEWING

Gone are the days of stuffy cubicle walls and long commutes. The ability for employees to work remotely was once considered a perk—right up there with free food, ping pong tables, and unlimited vacation—offered only by the hippest tech companies in a bid to attract top talent.

But with 74 percent of organizations planning to make remote work permanent, remote working is no longer the exception—it's the expectation. The COVID-19 pandemic accelerated the future of work and has changed many aspects of everyday life, including how and where we work.

💻 Interviewing has gone virtual

Even for organizations that plan to return—or have already returned—to in-office operations, **the pandemic has permanently altered candidate expectations for the interview process.**

Your interview process speaks volumes about the internal workings of your company and who you are as a potential employer. But delivering an exceptional interview experience when a candidate's only interaction with you may be through a computer screen isn't exactly second nature for many of us.

The need for recruiters and hiring teams to develop effective modern interviewing strategies has never been more obvious or urgent. **To hire the best talent—and ensure you're putting the right people in the right roles—the same old approach to interviewing just won't cut it.**

WORLD'S BEST
HIRING TEAM
EST. 2021

74%
of organizations plan to make remote work permanent

33%
of recruiters say candidates are asking about DE&I more than last year

25%
more job seekers prefer live video interviews to in-person interviews

🌈 DE&I is now a top priority for candidates

Candidates now expect a seamless remote interviewing experience—but that's not the only expectation they have from potential employers. Today's candidates are socially conscious and diversity, equity, and inclusion (DE&I) is increasingly a top priority for them.

In fact, 33 percent of recruiters report that job seekers are inquiring about DE&I initiatives more than they did in the previous year, and 84 percent of candidates say diversity is a consideration when deciding whether to accept a job—up from 64 percent in 2018. In response to cultural and economic events of 2020, we saw major movements in support of DE&I. Candidates are more aware, educated, and purpose-driven. They want to work for companies whose values align with theirs—and whose companies allow their values to drive their decisions and operations.

Hiring teams need to be transparent with candidates about their DE&I initiatives, practices, and values—and that starts during the interview process. The problem? **Creating a candidate experience that mirrors your company's values is exponentially harder in a remote interviewing environment. Without the right approach, that is.**

✏️ Small changes lead to big results

A recruiter is only one, albeit important, part of the interview process. Every member of the hiring team that encounters a candidate plays a pivotal role in shaping the interview experience.

So how can you, as an HR or talent acquisition leader, help your hiring teams adapt to and compete in this new world of remote interviewing? Here's the good news: You don't have to overhaul your entire recruitment approach. There are small changes you—and your hiring teams—can make to modernize your interviewing strategy and ensure your organization continues to hire and retain top talent in our new way of working.

By adapting your interviewing process to meet the expectations of today's candidates, you can deliver an interview experience that shortens time to hire, improves quality of hire, and gets top talent to say "yes" to your offer—and "no" to your competition.

Ready to get started?

Share the resources in this toolkit with your hiring teams to help them deliver a great interview experience to every candidate.

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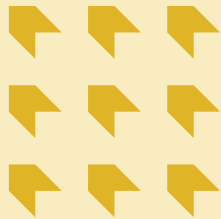
Essential Checklist for Inclusive Interviewing

Use this checklist as a guide when filling your next open position to ensure your **interview process is fair, inclusive, and welcoming to candidates of all backgrounds.**

Diversity, equity, inclusion, and belonging (DEIB) are areas many organizations are increasingly focused on incorporating into their hiring strategies. And no matter where your company is on its DEIB journey—whether it's just getting started or years into a plan— there is always room to make your interviews more inclusive.

INCLUSION
EDUCATE, RETHINK POLICIES, COMMUNICATE GOALS, CELEBRATE DIFFERENCES, MAKE PRONOUNS MATTER

🏁 Just getting started?

☐ Create fair, consistent, and insightful interview questions.

☐ Ask the same or similar questions of all candidates.

☐ Ensure you have an up-to-date list of questions and topics you must avoid, such as those related to age, national origin, and marital status.

☐ Ensure you have the communication tools and technologies needed to collaborate remotely on hiring decisions.

☐ Use intelligent video interview technology that notifies you in real-time if you— or the interviewee—start treading on potentially problematic topics.

👇 Inclusive interviews must-haves

☐ Develop a scoring rubric or criteria that will be applied consistently to evaluate applicants throughout the hiring process.

☐ Assemble diverse interview panels to create a more comfortable experience for candidates of different ages, cultures, genders, abilities, and backgrounds.

☐ Invest the time in becoming a better interviewer, as there's a big difference between being a great conversationalist and a great interviewer.

☐ Leverage structured interviews and skills tests to objectively compare candidates and reduce the impact of unconscious bias in hiring decisions.

☐ Focus on what the candidate is saying during a video interview, rather than their surroundings, service interruptions, or other distractions not within their control.

🔍 Advanced strategies

☐ Take the Implicit Association Test developed at Harvard University to learn what implicit biases you may hold.

☐ Learn about complex interviewing techniques like combating biases, using structured interviews, and avoiding cliché questions.

☐ Ask for post-interview feedback to improve your interviewing skills.

☐ Explore practical examples of when, where, and how unconscious bias can appear in the interview process to inform your own efforts to improve.

Great interviews matter—a lot. Your interview process speaks volumes about your company and who you are as a potential employer. Making your interviews as inclusive as possible will not only improve your employer brand and the candidate experience, it will also improve the quality of your hires.

By implementing these inclusive interviewing practices, you can create a level playing field for every applicant and uncover star candidates that might have not otherwise been considered.

Create an inclusive interview experience with Clovers.

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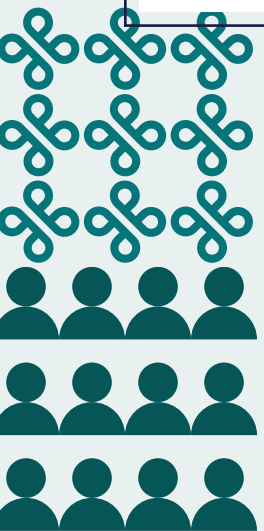
What every hiring team should know about
CANDIDATE EXPERIENCE

In today's candidate-driven job market, delivering an exceptional candidate experience is a necessity to attract and win over the best candidates. And it's not just a recruiter's job—a great candidate experience requires a collective effort across the entire hiring team.

As part of the hiring team, you have a much greater impact on candidate experience than you may realize. When you prioritize the candidate experience, candidates are far more likely to have a positive impression of your organization—and see your open role as the one they aspire to.

Check out these eye-opening statistics that underscore the importance of delivering a great candidate experience at every point in the candidate journey.

A **long application process** weeds out even qualified candidates

60%
of applicants will abandon the recruitment process if it is too complex.
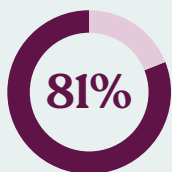
(SOURCE: **ZETY**)

47%
of candidates have not applied for a job because of the length of the application.

(SOURCE: **SMARTRECRUITERS**)

Communication is key to a better candidate experience

81% say continuous status updates would result in a better candidate experience.

(SOURCE: **CAREERBUILDER**)

52% of candidates are frustrated most by the lack of response from potential employers.

(SOURCE: **CAREERBUILDER**)

83% say expectations of timeline would greatly improve the overall experience.

(SOURCE: **CAREERBUILDER**)

Candidate experience can make future hiring easier—or harder

82%
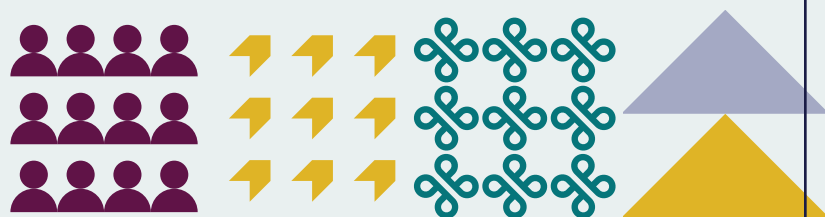of job seekers consider employer brand and reputation before applying.

(SOURCE: **CAREERARC**)

72%
of job seekers share their bad experiences online or with someone directly.

(SOURCE: **CAREERARC**)

Satisfied applicants are **2x more likely** to recommend your organization to others.

(SOURCE: **IBM**)

A **great candidate experience** relies on a **great interview process**

25% more job seekers prefer live video interviews to in-person interviews.

(SOURCE: **FORBES**)

46% of candidates who withdraw from the hiring process say their time has been disrespected during interviews.

(SOURCE: **TALENT BOARD**)

**83%** say a negative interview experience can change their mind about a role or company they once liked.

(SOURCE: **LINKEDIN**)

87% say a positive interview experience can change their mind about a role or company they once doubted.

(SOURCE: **LINKEDIN**)

Your candidate's experience has a **direct business impact**

38% A positive candidate experience makes candidates 38% more likely to accept a job offer.

(SOURCE: **IBM**)
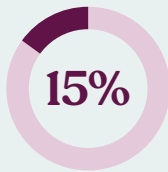
15% of applicants with a positive hiring experience put more effort into the job.

(SOURCE: **OFFICEVIBE**)

70% Companies that deliver a positive candidate experience report a 70% improvement in quality of hires.

(SOURCE: **GLASSDOOR**)

Ready to land your top candidate?

Visit Clovers.ai to see how Clovers' intelligent interview platform can help.

VISIT CLOVERS.AI TO LEARN HOW

How to improve the Candidate Experience

Effective communication is the hallmark of a great candidate experience. When you communicate clearly, transparently, and consistently with candidates during each step of the hiring process, candidates are more likely to see your company as an employer of choice.

5 ways recruiters and managers can create a better candidate experience:

1. Communicate expectations early in the candidate journey.
2. Use structured interviews to create a fair, consistent interview process.
3. Speed up the hiring process with video interviews.
4. Be flexible and inclusive with interview schedules and candidate accommodations.
5. Ensure candidates receive post-interview feedback.

Get your top candidate to say "Yes"

Too often, companies forget that hiring is a two-way street. Companies interview the candidates, but candidates are constantly sizing up the company too. When hiring teams keep candidate experience top of mind, everybody wins. Candidates see that their time and contributions are valued, the company's reputation as an employer gets a boost, and hiring managers increase their odds of landing their top candidate.

GREAT INTERVIEWER
Candidate Experience Pro
EST. 2021

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## How to be a great interviewer: 9 tips to get
YOUR DREAM TEAM

Ask a room full of people how many of them have received training on how to conduct great interviews over the course of their careers, and not many hands will go up.

But interviewing is not a natural skill. And there's a big difference between being a great conversationalist and a great interviewer. When interviewing candidates over video—which can feel awkward and impersonal if you're not used to it—the challenge is that much greater. **Becoming a better interviewer takes practice, but it's well worth the effort.**

When you're a strong interviewer, you can better understand the candidate's skills as they relate to the role, while also increasing the odds of your top candidate accepting your offer. So, how do you improve your interviewing skills? Check out the tips below.

Before the interview

- **Get familiar with the candidate**: Review the candidate's background on their resume, LinkedIn, or social media.
- **Understand the role**: Talk to the hiring manager to make sure you understand the needs of the role and if there are any specific questions they want you to ask.
- **Show up ready for the interview**: This is just as important for the interviewer as it is for the candidate. Being on time, having questions ready, and focusing on the conversation shows you're taking the conversation seriously. Limit distractions on your end. Take interest and address the candidate as a fellow professional.

GREAT
?
EST. 2021
Interviewer
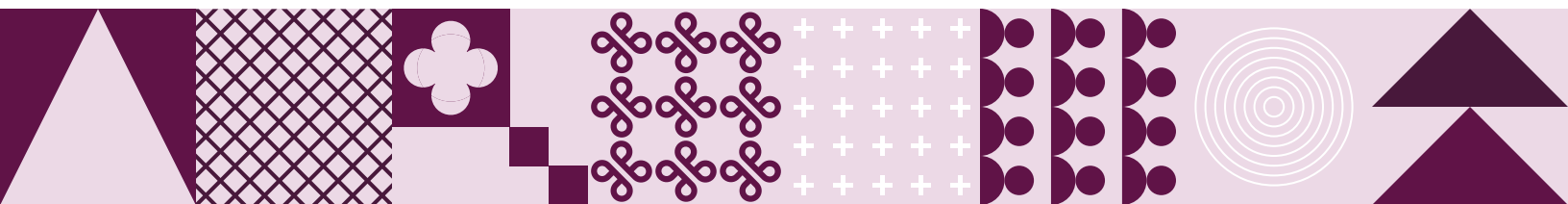
During the interview

- **Structure the conversation**: Start the interview by introducing yourself and your role to help guide the direction of the conversation. Interviews shouldn't be a guessing game.

- **Focus on skills**: It's natural to gravitate toward people with whom you instantly connect. But it's critical that interviewers assess a candidate's skills for the role, rather than leaning on gut instinct or likeability. More diverse teams produce better results.

- **Listen actively**: Think of interviews as a two-way conversation with a shared goal: finding the right fit for a job. Focus your energy on the person in front of you instead of thinking about what your next question will be. You'll be more engaged and they'll feel heard.

- **Build connections**: When candidates feel welcomed and comfortable, they are more likely to perform well in interviews. Practice this today by maintaining a positive attitude and warm demeanor. Welcome them, thank them for their time, and ask them how they heard about the position.

After the interview

- **Provide feedback sooner rather than later**: As soon as you are ready, provide feedback on the candidate through the proper channel. Our memory can create added bias in our feedback.

- **Consider bias**: We wish it wasn't true, but most of us are biased without even realizing it. Things like race, gender, ability, or ethnicity can subconsciously (or, in the worst cases, consciously) affect our decision-making. If we want to make great decisions when it comes to interviewing, we need to tackle these biases. Of course, we can't fix what we aren't aware of, so it's vital to assess for and address internalized biases on an ongoing basis.

How you interview candidates is a direct reflection of how your company will be as an employer. By becoming a better interviewer, you can improve the candidate experience to win over top talent.

But great interviewers are made, not born—and you don't have to go it alone. Intelligent interviewing technology like Clovers can help you interview candidates more effectively and make better hiring decisions.

Ready to become a better interviewer?

Visit us to see how Clovers' intelligent interview platform can help.

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