

The true impact of interview scheduling on hiring

Exclusive insight and data on what candidates expect and want from the hiring process



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Introduction

At Cronofy, we've always believed **scheduling should be seamless, secure and efficient**. It's why we exist. And that's why we surveyed thousands of candidates to better understand the impact of interview scheduling on candidate experience and employer perception.

We've been working and speaking with recruiters and HR technology providers for many years, but this time we wanted to hear things directly from the candidates themselves. The results of this survey give recruiters and talent acquisition teams real insight into what candidates expect and want in the hiring process. And we've achieved what we set out to do, **delivering concrete data** on areas that could be easily improved by HR professionals and the businesses they work for.

Every HR professional we spoke to knows that **interview scheduling is a source of friction and a time consuming part of the process**. What this survey made us realise is

just how important interview scheduling is to ensure a business can acquire the talent they need to grow. Even we didn't fully comprehend how **interconnected interview scheduling is with the entire hiring experience and candidates' perception of a brand**.

Interview scheduling matters more than you think

The survey data we present in this report clearly shows that businesses can and do lose out on top talent because of interview scheduling delays. And that has further

consequences on their ability to hire. With this information, recruiters can work to deliver a better overall experience and reduce their true cost to hire while sourcing diverse and qualified candidates.

What's clear is that although improving your interview scheduling isn't an answer to all the challenges in hiring, it is linked to many aspects of the hiring process. Addressing and improving the issue of scheduling in recruitment will deliver results far beyond just the improved efficiency and time saved by the hiring staff.

First-class interview scheduling is worth more than the sum of its parts.



Adam Bird
CEO & Co-founder | Cronofy



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The true cost of inefficiency

⊗ A subterranean problem

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“ I have long believed **scheduling is a subterranean problem** in recruiting and a real part of **why people get annoyed** – it’s hard work, it’s unnecessary, and it’s basically **high effort, low value**. It doesn’t surprise me that it has a huge impact on **candidate experience**.”

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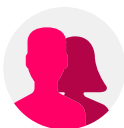


Hung Lee

Curator | Recruiting Brainfood

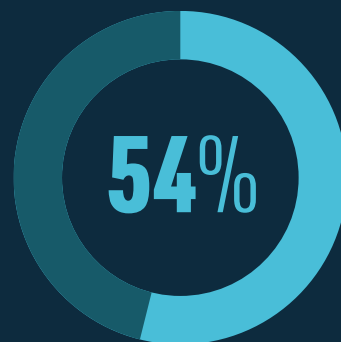
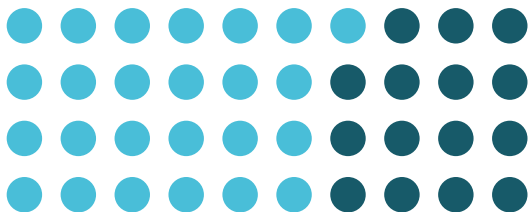
Hung is Curator of Recruiting Brainfood, one of the most powerful HR, talent and recruiting communities in the world.

Top findings

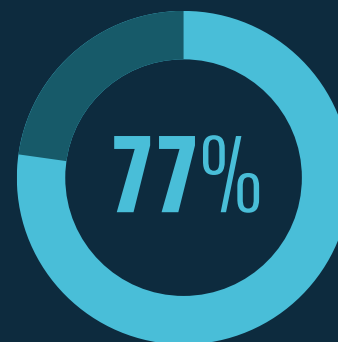


6,500
candidates surveyed

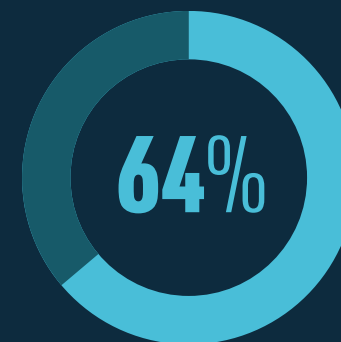
62% of senior candidates have left the process because of scheduling delays — 73% in the UK.



of senior UK candidates are frustrated by scheduling delays



of senior candidates say your recruitment process affects perception



of candidates were less likely to engage or recommend you in future



Regions that favor human touch



48%



59%



Regions that favor responsiveness



47%



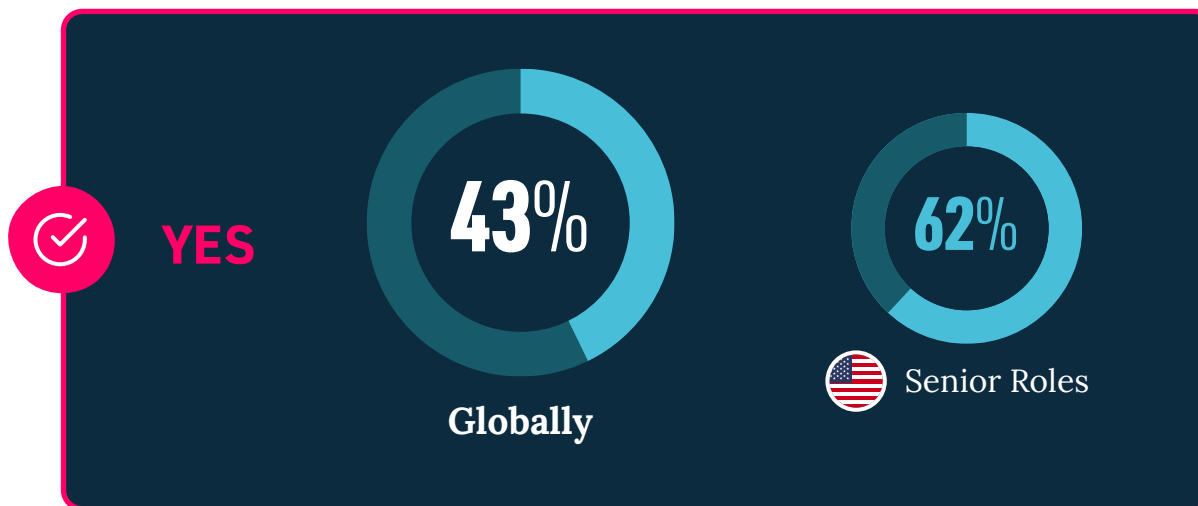
43%



Don't risk losing talent

7

Have candidates ever left a recruitment process because they were frustrated with the time it took to schedule an interview?



INSIGHTS

What's clear is that across the world **almost half of candidates** – rising significantly in some territories or for more senior roles – have left a recruitment process due to **frustrations** resulting directly **from interview scheduling delays** and inefficiency.

How a damaged employer brand will affect you

1

Loss of talent

2

Stalled growth

3

Restricted hiring

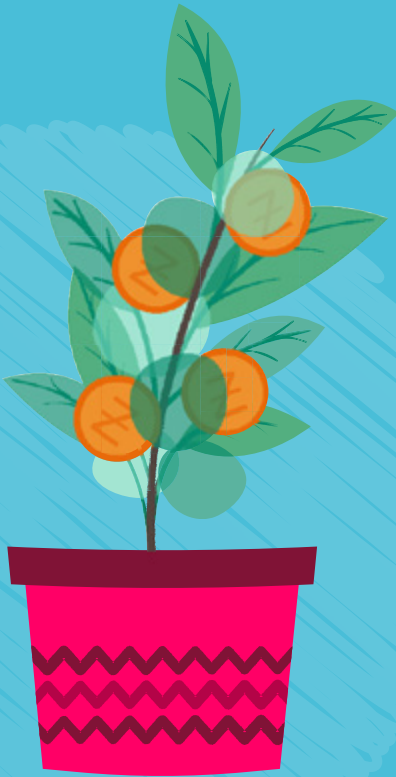
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Poor reputation

⊞ The cost of inefficient interview scheduling

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Money doesn't grow on trees and neither do good candidates



The hiring process is costly.

Time is money, and when you lose talent partway through the hiring process, that's money down the drain. The **longer your hiring process, the higher the cost of hiring.**

The **true cost** of inefficient interview scheduling **cannot only be measured in dollars** but on how it impacts a business's ability to hire now and in the future.

Cost to hire



Monetary costs \$4,000 avg. per hire + agency fees



Most companies underestimate the cost of recruitment by 90-95%

Source: Glassdoor | Quarsh



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**Protect your
employer brand**

🔗 Interviewing is marketing

10

“**Hiring is part of your brand.** I think people see brand in terms of marketing, they see it in terms of culture, but they don't always **align it to how they hire...** Getting **people to understand** that is key.”



David Smith

Leading speaker on People Engagement & Business Performance

David is a consultant who previously led People Operations at Asda for 15 years. He is the UK's number one speaker on People Engagement and business performance.



The importance of employer brand in hiring

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Take control of how your brand is perceived

A **positive impression** of an employer is **essential** when sourcing **top talent**. Overall perceptions of a prospective employer are based on many things, but one that's **often overlooked** and our survey clearly identifies is **interview scheduling**.

In today's increasingly competitive job market, a **positive employer brand** is **critical**. Without one, hiring and retaining the best employees becomes **challenging** – and **costly**.



INSIGHTS

Our research shows a direct link between candidates' interview scheduling experience and their perception of your brand.

An employer brand is...



The market perception of what it's like to work for a company. It's the image that your potential, current and past employees have in their minds about the experience of being employed at your company.

Protect your employer brand

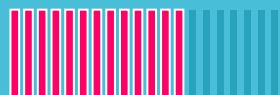
Does the process of interview scheduling affect candidates' perception of an employer?



YES

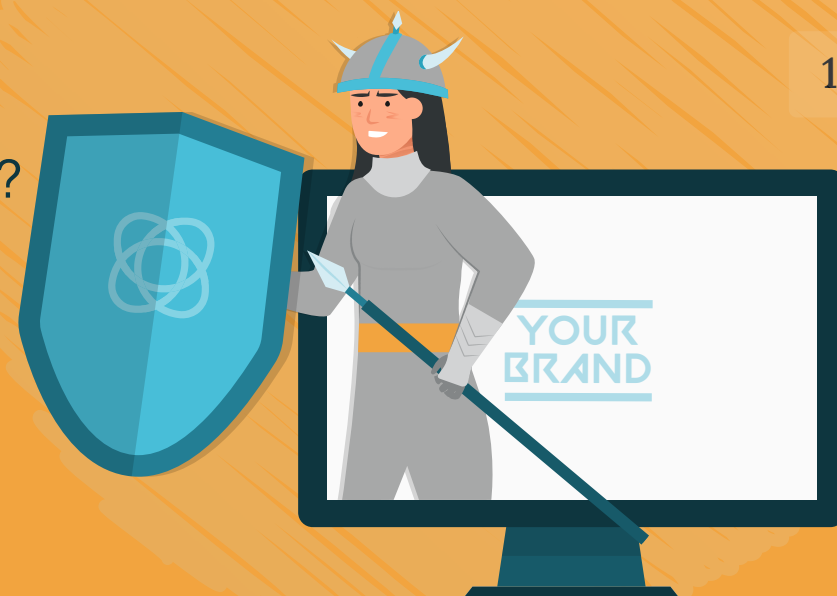
Globally

65%



Senior Roles

77%



12

Would candidates be less likely to recommend or engage with an employer in the future, based on frustrating interview scheduling?



YES

Globally

48%



Senior Roles

64%



INSIGHTS

If there's a **delay**, this can cause **disengagement**, and ultimately a negative takeaway of the brand. Future applications or recommendations can be impacted. The vast majority of **candidates linked the process of interview scheduling to the perception** they formed of a potential employer.

Interview scheduling efficiency and employer brand

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At what point would candidates disengage from an interview scheduling process or form a negative impression because it took too long?

Time candidates would take before forming a negative impression or disengaging from a **long interview scheduling process**:

Globally
Less than 1 week

36%



Globally
Up to 2 weeks

58%



Less than
1 week

51%

Up to
2 weeks

77%

Time those specifically in **Senior Roles** would take:

62%



Global
Less than
1 week

80%

Global
Up to
2 weeks



Less than
1 week



Up to
2 weeks



INSIGHTS

Candidate impatience is identified globally, particularly in **senior roles**. It's notably **higher in US**. If it takes longer than a week, a large proportion of candidates will take a negative impression.

03

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**Interview scheduling
delays are costly**

⊞ Delays can be costly



INSIGHTS

There are factors in addition to scheduling which impact the wait but what's clear is that **interview scheduling is one area that offers an opportunity**, where improvements are fairly inexpensive and easy to implement. Ultimately, this **simple, and very fixable thing could be costing recruiters and brands**. Losing talent. Hindering growth.

Even when updating a candidate regularly – it's usually clear what's going on behind the scenes. Our report shows, **this can negatively impact their perception of your brand** and ultimately, what it might be like to work for you.

“

I'm seeing a lot of **recruiters complaining** about not getting the **quality applications** they need. So when you get them in your funnel, **you want to keep them**, especially if they're qualified. **Scheduling is part two of that.**”



Jessica Miller-Merrell
Founder | Workology

Jessica is founder of Workology (an HR consultancy) and a workplace change agent focused on human resources and talent acquisition.

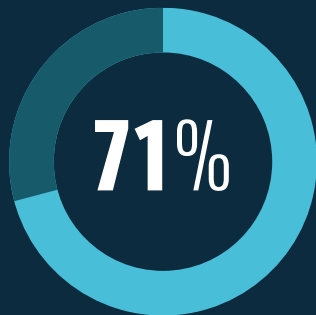


Candidates can pull the plug

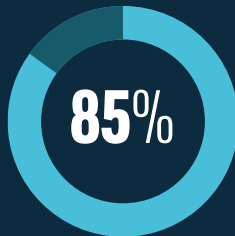
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How long would candidates expect to wait between applying for a job and having an interview booked, before giving up on the process?

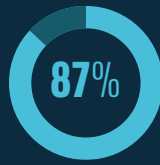
The **vast majority** of candidates **expect to wait a week or less** before giving up on the process:



Globally



Senior Roles



USA



Senior Roles



INSIGHTS

The research reveals the expectations from the date of first application to an interview is shorter than talent acquisition leaders may think.

26% of applicants to senior positions expect an interview to be scheduled in a day or less.



☐ Pay attention to candidate frustrations

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Which part of the hiring process frustrates candidates the most?



Those in **Senior Roles** that found interview scheduling frustrating:



INSIGHTS

Frustrations can be **dependent on demographic factors**. But candidates want a **faster**, more efficient recruitment process, with **better communication** and without losing the **human touch**.

Certain aspects of the hiring process, like **interview scheduling**, are a **major source of friction and delays**. This presents an **opportunity for automation**. Scheduling should be invisible and seamless, for example recruiters shouldn't engage in email back and forth to find an interview time.



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**An opportunity with
automation**

🌀 Opportunity for automation

19

“

If you just think about the process of how you book interviews and **how many emails are in that chain**, how many people need to look at diaries – there might be **another 20 emails** before the candidate actually ends up **having an answer.**”

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Bill Boorman
HR Adviser

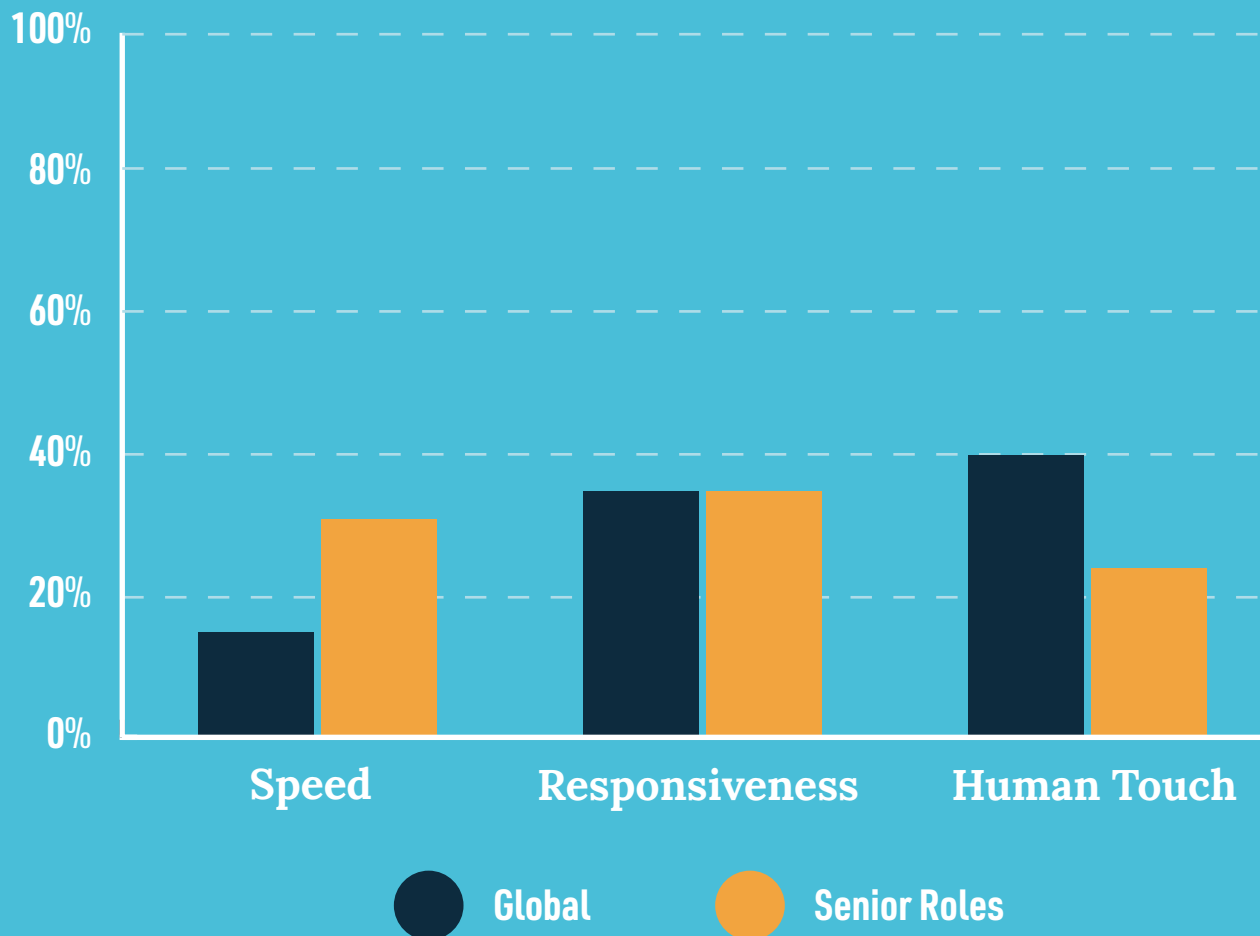
Bill is an HR Adviser, specialising in the integration of social recruiting for corporate companies for companies including ProvenBase and CandidateID.



Deliver on what matters to candidates

20

What is the most important thing to candidates in the hiring process?



INSIGHTS

Responsiveness came out on top as the **most important thing** with **almost half of women** selecting it. Interestingly, **39%** of women were most **frustrated** by poor **responsiveness** and **27%** poor **communication**.

On the other hand, **men put speed first** and cite **scheduling delays** as their **greatest frustration**.

⊗ A timely human touch

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“ The **human touch** is what happens **when the appointment has been booked**. I don't think people expect you to have a phone call with them to book an appointment. **That's a waste of time**. I think streamlining a process and then **being really human and friendly at the end** when they get to the **real interaction** is what it should look like.”

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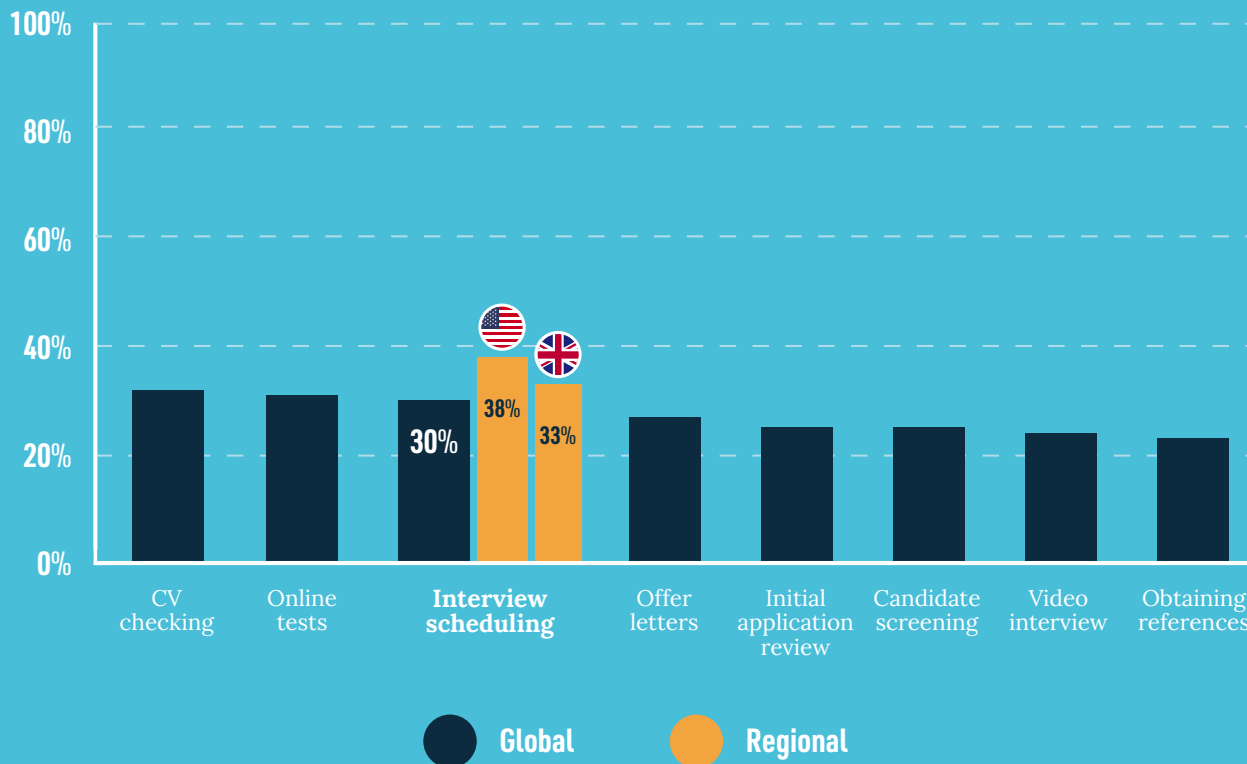
David Smith

Leading speaker on People Engagement & Business Performance



Improve using automation

In which areas of the hiring process do candidates want to see more automation?



INSIGHTS

Interview scheduling ranks highly in popularity. Candidate **appetite for automation is there** and should be capitalized on. **Automating interview scheduling and video interviewing** became even more **desirable** to candidates applying for senior roles.

Crucially, talent acquisition professionals **shouldn't feel overwhelmed** by a pressure to automate everything.

The benefit of automation comes through prioritization and **identifying areas where the most value can be obtained** and then finding appropriate automated solutions, which can deliver measurable results. Importantly automation **must not detract from the human touch**, which adds a lot of positive experience. Usually this can be maximized later in the recruitment process.

🌀 Implementing tech the human way

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“**Candidates like automation, but they also want a human touch – which seems like a paradox. But I think candidates don’t really care about what’s actually happening in the background, they just want to avoid a stressful ambiguous period of not knowing what’s going on.**”

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Hung Lee

Curator | Recruiting Brainfood



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Key takeaways



Impact and recommendations



A good candidate experience is about **building a great relationship**, the hiring process is a **key opportunity to sell** what **your business** is like to work for.



Ultimately **friction** or inefficiency **impacts** this experience **negatively**.



Technology can **improve the experience** and eliminate the possibility of a negative impression, even if the hire doesn't work out.



Impressing the candidate and ensuring a **positive takeaway whatever the outcome** is about consideration.



It's about **automating what can be automated** and **empowering recruiters and employers** to implement a first-class hiring experience.



I would also **implement technology** which allows a candidate to access **where they are in process through self-serve**. There's no reason why that's an email, they should just be able to **log in and check** where they're at."



Hung Lee

Curator

Recruiting Brainfood

Address candidate frustrations to drive change

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INSIGHTS

Should a positive candidate experience still be at the center of successful recruitment? Yes. Is the relationship and expertise, **the human touch a really important part of this?** Definitely. Should automation be implemented in the right places, where it can be most effective and **create a smoother experience.** Absolutely.

The report has identified that candidate frustrations stem from a range of things across the hiring process. What's clear is that **interview scheduling or rather delays in scheduling interviews are costing businesses talent.** With at least a third of all candidates having left a hiring process due to frustrations with the time it took to schedule an interview.



Businesses need to **look at their data first.** It can be something **simple like a survey** where we just send out a little Google form to recent hires and say: **what did you like about the process, what did you not like, give me some feedback.** And it's better to make it **anonymous to get honest answers.**"

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Jessica Miller-Merrell

Founder
Workology



06

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About Cronofy






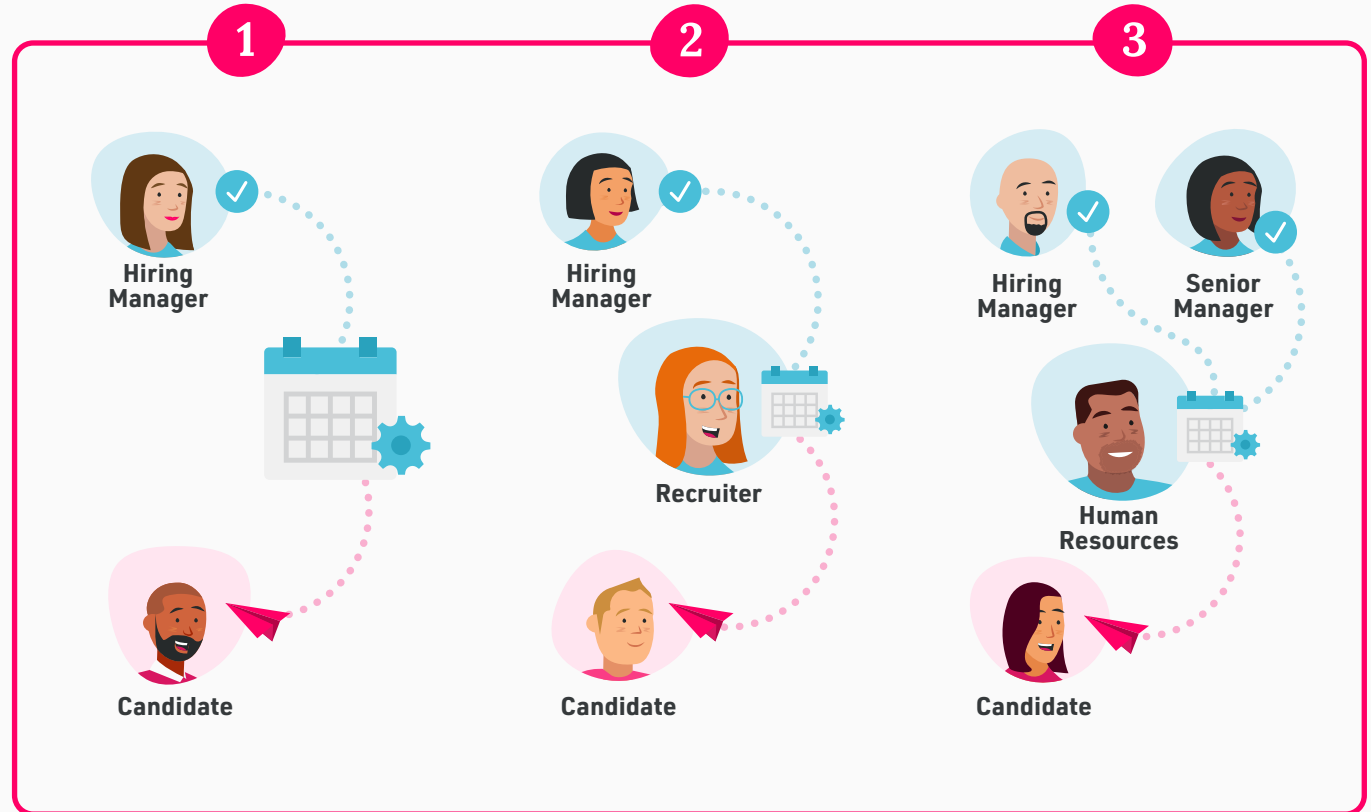
Solving interviewing scheduling challenges with Cronofy

Interview scheduling scenarios

28

Saving time **where it matters** with automated interview scheduling

-  **Reduce waiting times**, meeting requests are sent as soon as candidates progress through interview stages.
-  **One-time set up** for recruiters and hiring managers. They share their availability with each other.
-  **Peace of mind**. Cronofy is the scheduling platform for business. Data privacy and security is paramount to our clients so it's paramount to us.



A scheduling solution that works effectively



Why Cronofy?

The results of this survey have shown that **scheduling interviews without delays is key to acquiring top talent**. Lengthy scheduling processes get in the way and have a negative impact on perception of the employer.

That's why Cronofy works with thousands of businesses to deliver real-time, automated and secure interview scheduling. **Saving almost 300 hours a year per recruiter!**

Industry leading brands worldwide already trust Cronofy

ApplicantPRO

PageUp

TALENTSOFT

JobAdder

HIRED

Personio

Wade&Wendy

infor

EASYRECRUE

Teamtailor

DUUOO

harver

phenom
people

SYMPHONY
TALENT

⌘ Scheduling experts for business

Scheduling everything for everyone

At Cronofy we focus on delivering tools and services that allow businesses, groups and people to **effectively organize their time**. We believe that **managing time should take minimal effort** and consider a person's whole life with complete **respect for privacy**.

We're the scheduling experts for business and this is why tens of thousands of companies worldwide

rely on **our enterprise-ready technology** to power their scheduling. We work with global brands in many industries including HR, Healthcare and Finance.

Cronofy clients can choose to either integrate their software with **our APIs** or to **partner with us** to deliver secure and **scalable scheduling** to their teams through our **end-users tools**.



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