

Candidate experience diagnostic

Sample report

Client details anonymised

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How the diagnostic works

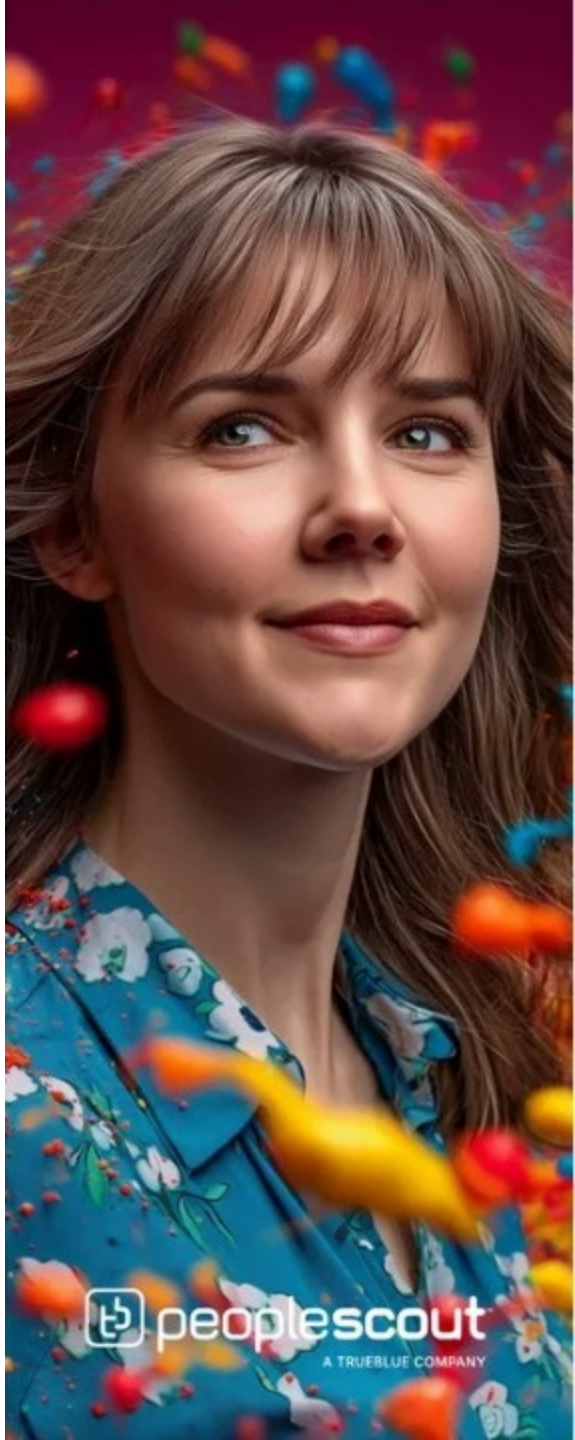
We reviewed the client's UK candidate journey the way a candidate experiences it, from the first search to submitting an application. We look for evidence of 40 experience indicators across five stages of the journey, and compare each stage with the CXG industry benchmark.

19 of the 40 indicators are critical factors: the must-haves every journey needs so candidates can find, consider and complete an application. The model draws on PeopleScout research with more than 1,750 recent candidates.

STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
Awareness	**Consideration**	**Activation**	**Application**	**Engagement**
5 indicators	15 indicators	8 indicators	7 indicators	5 indicators

SCOPE OF THIS SNAPSHOT

- UK only: the client's careers pages and live UK vacancies, which were mainly operational roles.
- The journey up to application submission. Interview, offer and onboarding are not covered.
- A proof of method rather than a complete picture of the client's candidate experience across its markets.



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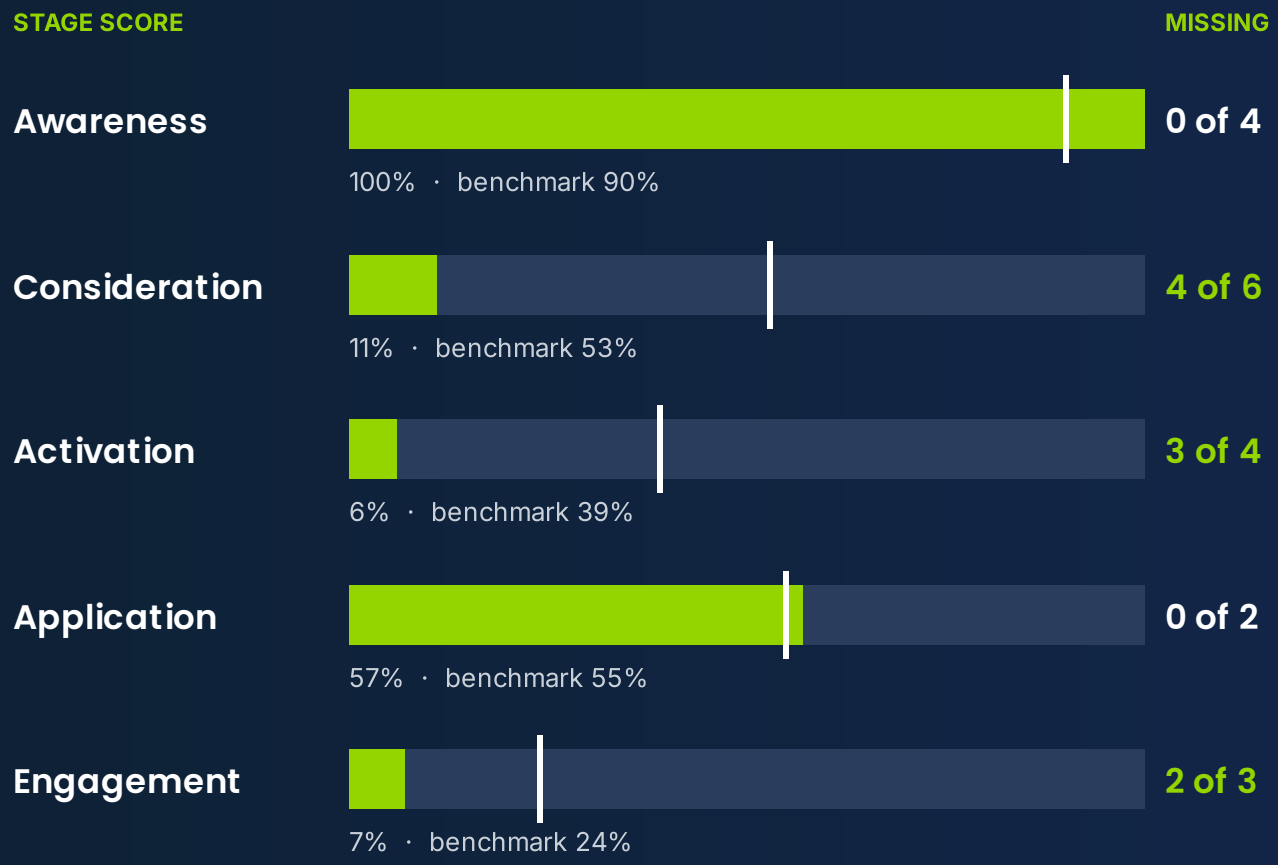
Your candidate experience score

25%

Overall score, against a CXG industry benchmark of 39%

9

of 19 critical factors missing, across three of the five stages



White marker = CXG industry benchmark. Stage scores are the share of indicators found, reduced in proportion to the critical factors missing.


Findings,
stage by stage
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STAGE 1 OF 5 · AWARENESS

Candidates can find you easily

Is recruitment content relevant and easy to find?

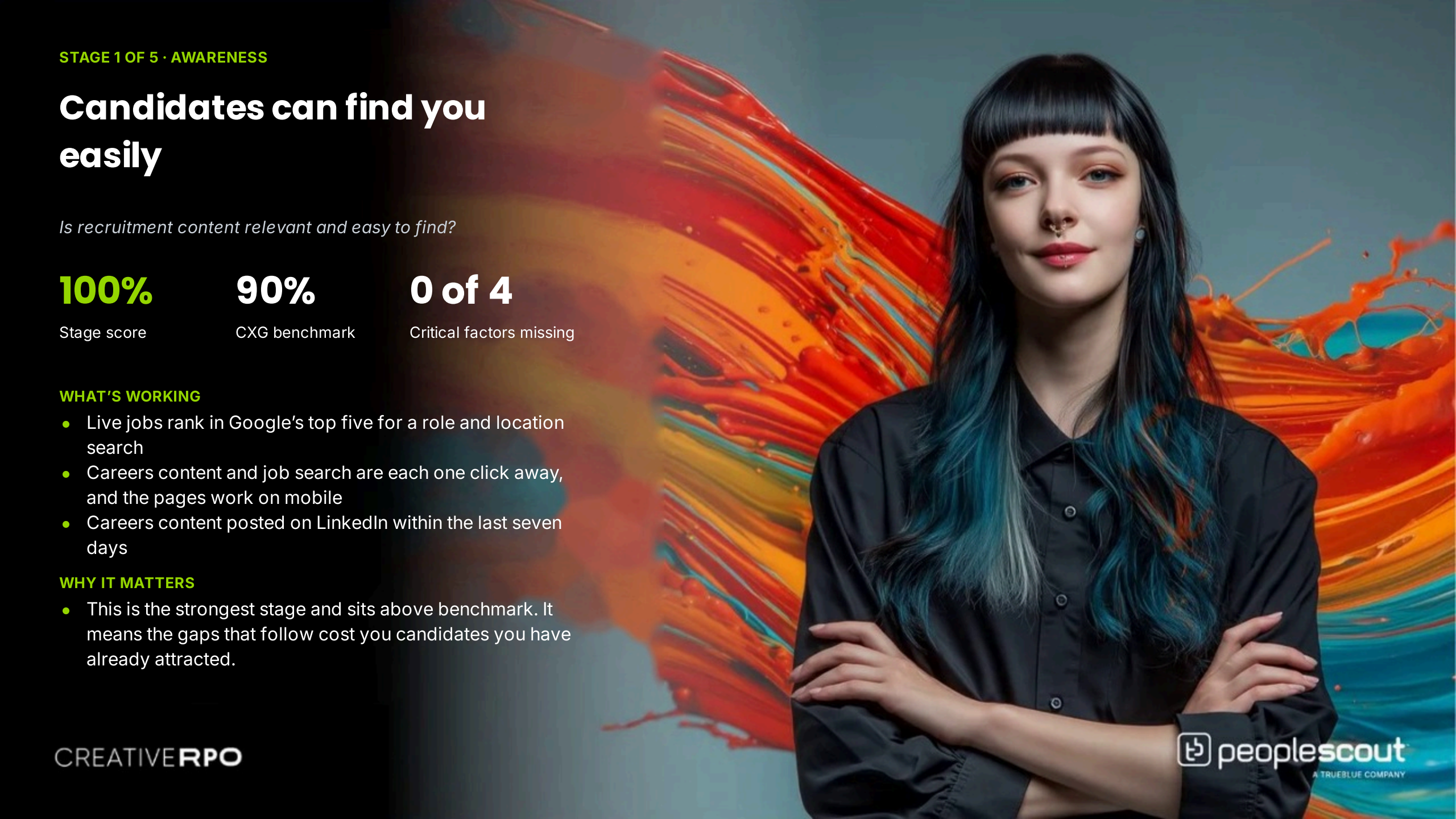
100%	90%	0 of 4
Stage score	CXG benchmark	Critical factors missing

WHAT'S WORKING

- Live jobs rank in Google's top five for a role and location search
- Careers content and job search are each one click away, and the pages work on mobile
- Careers content posted on LinkedIn within the last seven days

WHY IT MATTERS

- This is the strongest stage and sits above benchmark. It means the gaps that follow cost you candidates you have already attracted.



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STAGE 2 OF 5 · CONSIDERATION

Candidates can’t see what working here is like

What does it really feel like to work here?

11%
Stage score

53%
CXG benchmark

4 of 6
Critical factors missing

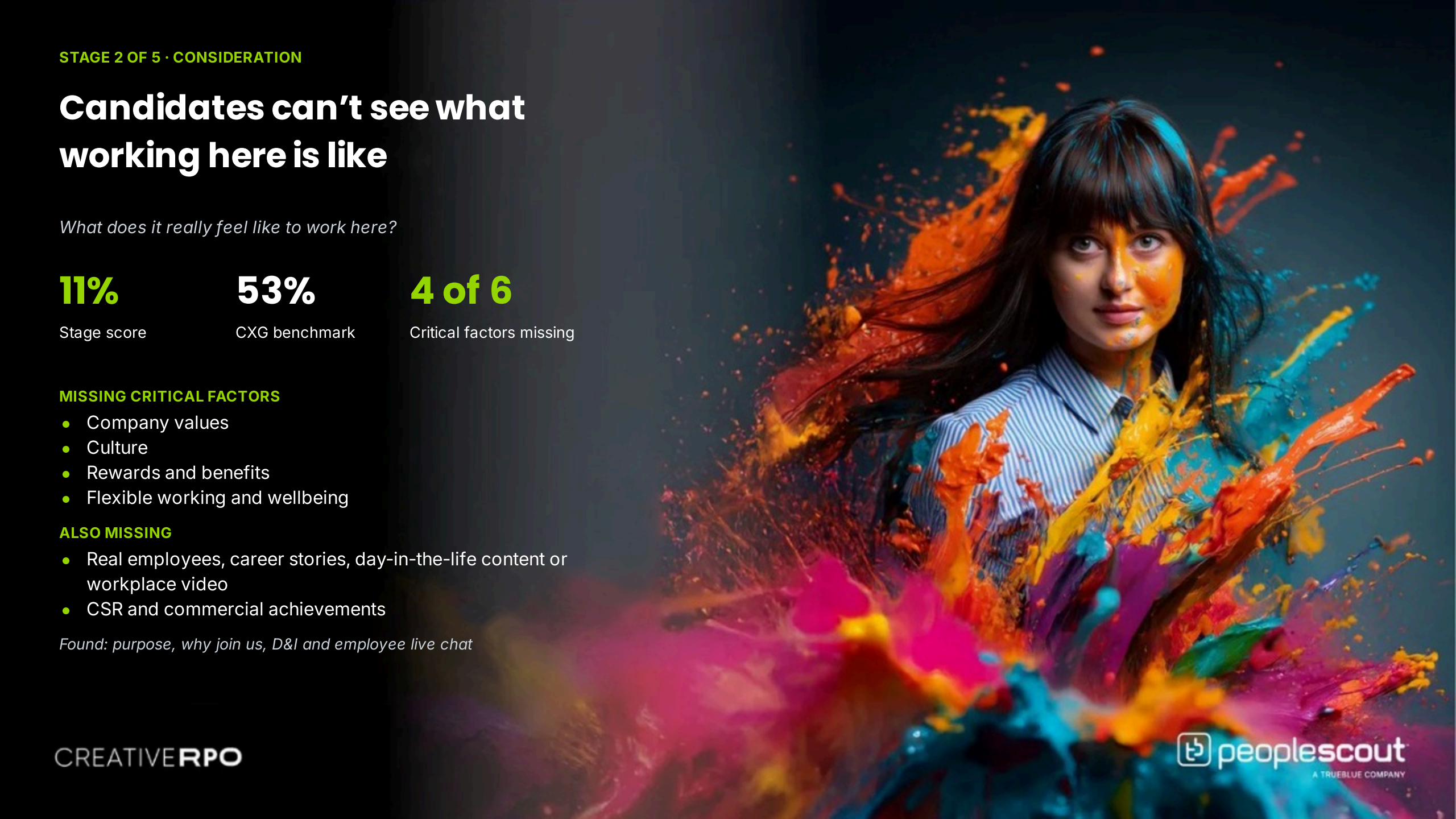
MISSING CRITICAL FACTORS

- Company values
- Culture
- Rewards and benefits
- Flexible working and wellbeing

ALSO MISSING

- Real employees, career stories, day-in-the-life content or workplace video
- CSR and commercial achievements

Found: purpose, why join us, D&I and employee live chat



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STAGE 3 OF 5 · ACTIVATION

Candidates aren’t told what to expect

Can I find the right job, and what will the process be like?

6%	39%	3 of 4
Stage score	CXG benchmark	Critical factors missing

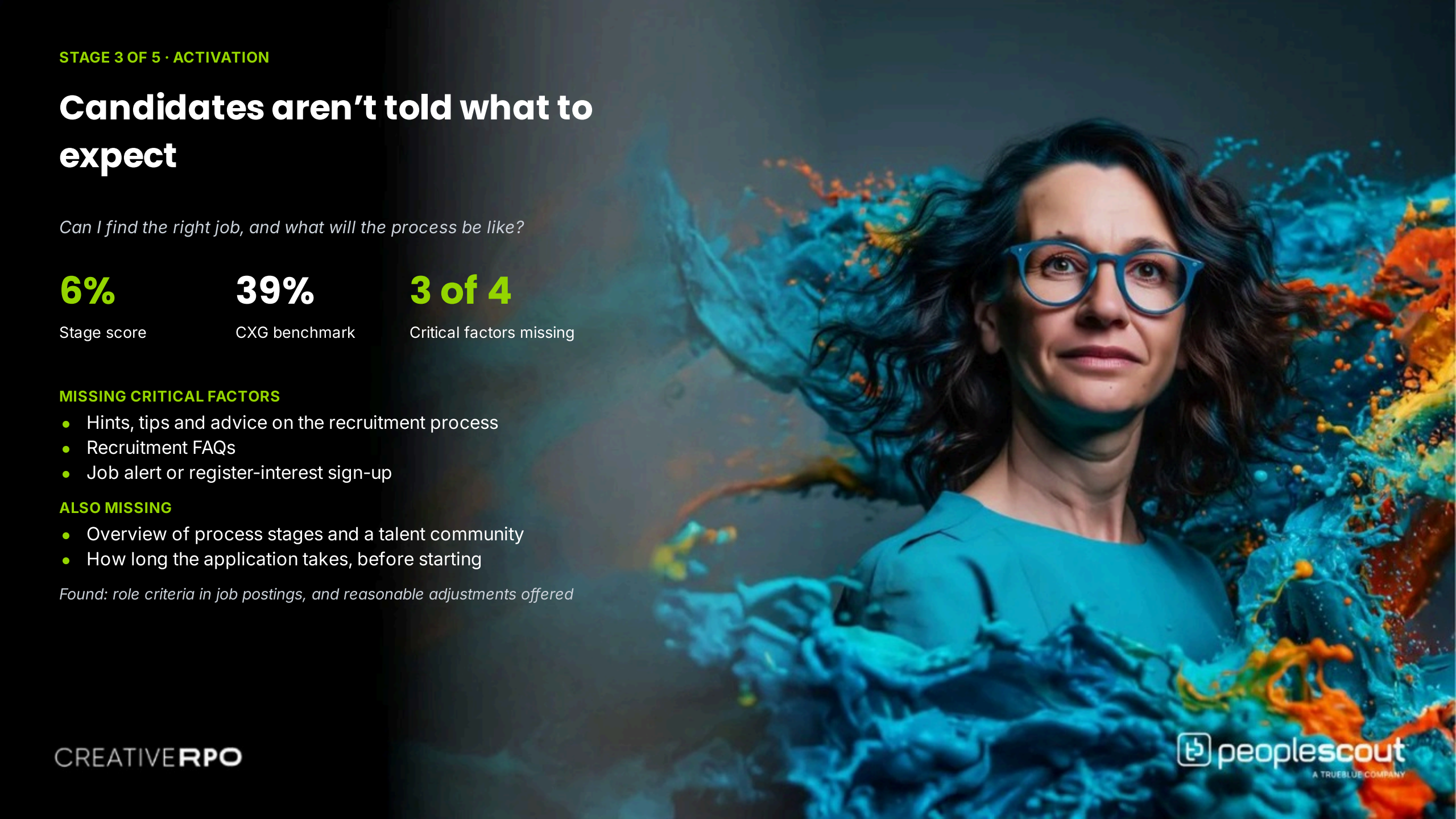
MISSING CRITICAL FACTORS

- Hints, tips and advice on the recruitment process
- Recruitment FAQs
- Job alert or register-interest sign-up

ALSO MISSING

- Overview of process stages and a talent community
- How long the application takes, before starting

Found: role criteria in job postings, and reasonable adjustments offered



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STAGE 4 OF 5 · APPLICATION

Applying is quick and works on mobile

How fast and easy is it to apply?

57%
Stage score

55%
CXG benchmark

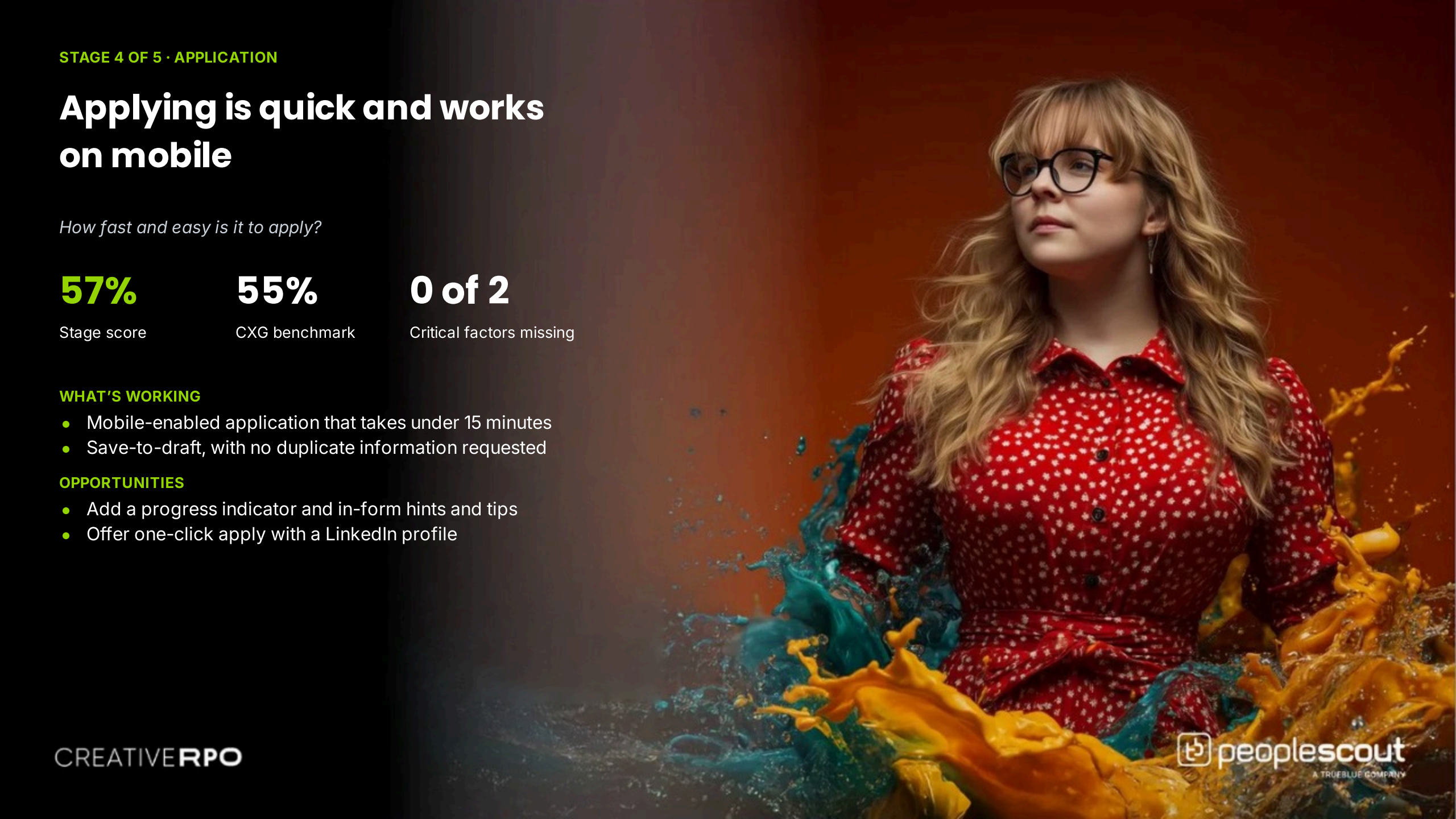
0 of 2
Critical factors missing

WHAT'S WORKING

- Mobile-enabled application that takes under 15 minutes
- Save-to-draft, with no duplicate information requested

OPPORTUNITIES

- Add a progress indicator and in-form hints and tips
- Offer one-click apply with a LinkedIn profile



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STAGE 5 OF 5 · ENGAGEMENT

After the thank-you email, the conversation stops

What communication do I receive after I apply?

7%	24%	2 of 3
Stage score	CXG benchmark	Critical factors missing

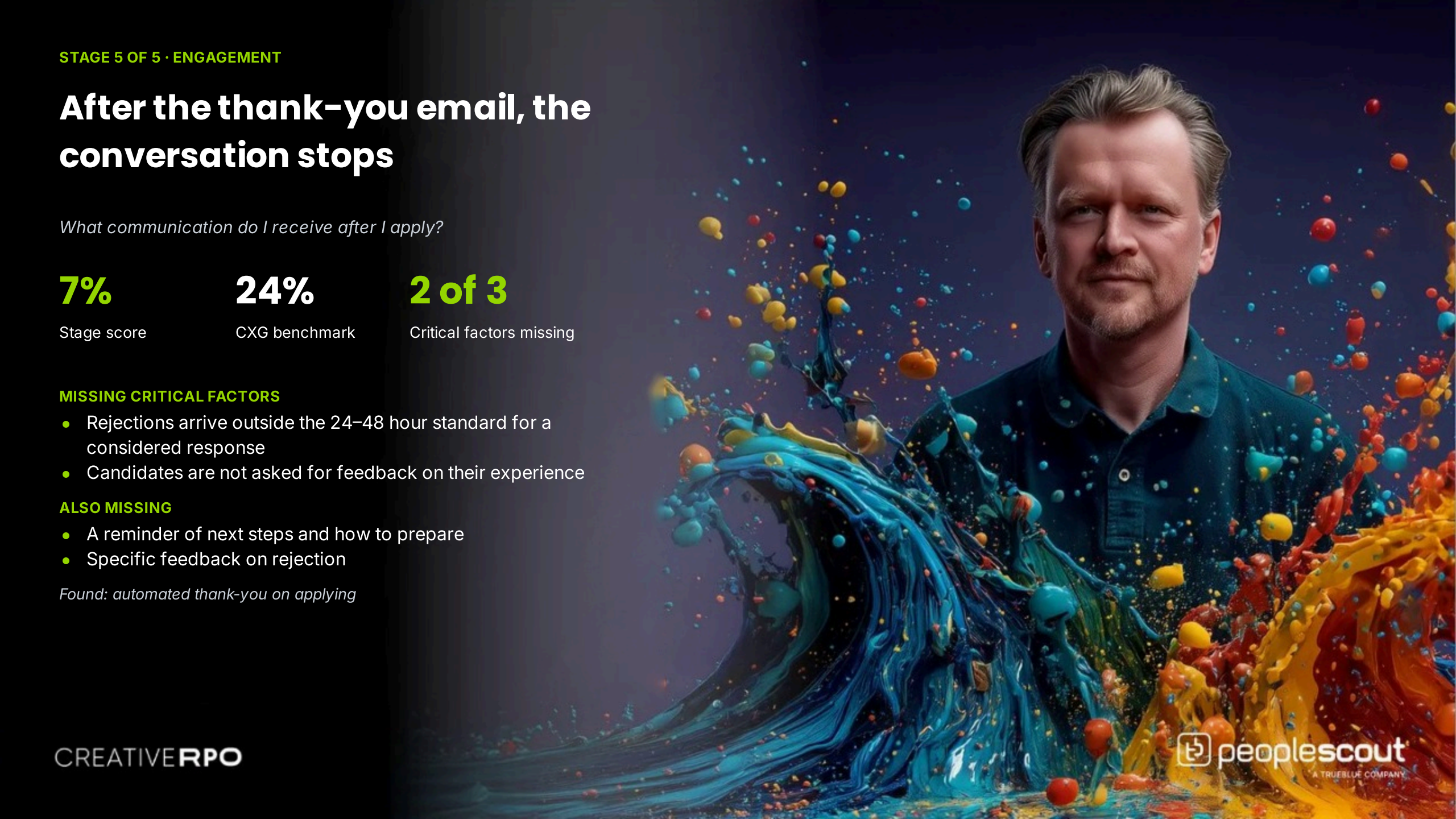
MISSING CRITICAL FACTORS

- Rejections arrive outside the 24–48 hour standard for a considered response
- Candidates are not asked for feedback on their experience

ALSO MISSING

- A reminder of next steps and how to prepare
- Specific feedback on rejection

Found: automated thank-you on applying



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What your score means

A SCORE OF 0–50%

Our research into best practice and candidate responses tells us the current journey could be turning away great talent without anyone noticing.

We suggest mapping the candidate journey and viewing it through the eyes of your target talent, to see where a redesign is needed. Use the employer brand as the guiding principle, so messaging stays consistent and clear at every stage.

FOUR PRIORITY FIXES

1. **Show what working here is like**
   Values, culture, rewards and benefits, flexible working and wellbeing on the careers pages

2. **Set expectations**
   Recruitment FAQs, hints and tips, and an overview of the process

3. **Keep candidates warm**
   Job alerts and a register-interest option for future roles

4. **Close the loop**
   A next-steps reminder after applying, and a request for candidate feedback

Every item above is flagged as a quick win in the diagnostic.



From one market to every market

This snapshot covers one market and part of the journey. The value is in the method: a consistent, evidence-based baseline we can apply everywhere the client recruits.

01

During mobilisation

Run the same diagnostic across the careers journeys in every core market where the client recruits.

02

Alongside an employer brand index

Pair it with an employer brand index as a Day-1 attraction baseline for each market.

03

Beyond the application

Extend the view past application to interview and offer, using candidate satisfaction data captured in the live service.

04

Through governance

Track progress against the baseline in service reviews, so improvements are measured, not assumed.

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CANDIDATE EXPERIENCE DIAGNOSTIC

See what your candidate experience reveals

We'll benchmark your candidate journey across all five stages and show you the quick wins.

Request your diagnostic →

creativerpo.com/contact-us-rpo