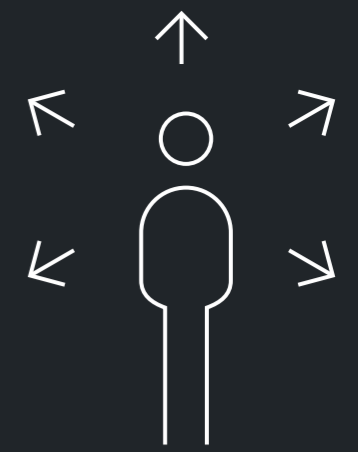


# How candidate experience impacts your entire business

IBM Smarter Workforce Institute study



In the age of talent wars, competitive job markets and social media, ensuring candidates have a great experience with your company is essential.

Our research of 7,000 job applicants in 45 countries revealed that candidate experience has a far wider business impact than expected.



First impressions influence whether a candidate will apply in future

**45%**

with a positive impression before applying will apply again

**25%**

with a negative impression before applying will re-apply



Candidate experience is linked to job offer acceptance

**54%**

accept the offer when their experience with the company is positive

**39%**

accept the offer when their experience is negative



Today's job applicants are tomorrow's advocates and detractors

**62%**

will recommend a company if they have a positive candidate experience

**28%**

will recommend a company if their experience is negative



Individual experiences, whether positive or negative, are amplified

**73%**

of candidates satisfied with the hiring process talk about it to family and friends

**65%**

of unhappy candidates also share their experiences with others



How applicants perceive your company directly impacts sales

**53%**

with a positive impression before applying will apply again

**25%**

with a negative impression before applying will re-apply

Satisfied candidates are...

**38%**

more likely to go the extra mile

**2x**

more likely to stay in their jobs

**2x**

more likely to perform at higher levels

Candidate experience affects....



Talent



Branding



Sales

**1 in 4 applicants are also customers.**

Could poor candidate experience be costing you revenue?

Get the report

Learn which steps you can take today to attract talent, boost your brand and drive sales.