

TOP 10 TIPS TO UP YOUR CANDIDATE COMPLETION RATE

Do you know the best way to keep top candidates engaged in your hiring process? Increase your candidate completion rate by following our best tips for setting expectations, understanding your candidate's experience, and optimizing your interview questions.



1. UNDERSTAND YOUR MARKETPLACE & CANDIDATES

Understand your regional job market so you can accurately assess competitors that are looking for the same type of candidates. Visit competitors' websites and evaluate their recruitment process. This will show you how you might differentiate yourself by adjusting your own process, branding, and communication.



2. OPTIMIZE YOUR RECRUITMENT PROCESS

Ensure the best candidate experience by walking through your hiring process to find any snags or optimization opportunities. Use your candidate net promoter score (NPS) and Candidate Satisfaction (CSAT) feedback to optimize your candidate process. Reduce or combine redundant process steps when possible. The simpler, the better!



3. SET CANDIDATE EXPECTATIONS

Candidates need to understand what to expect from the beginning. Share your end-to-end recruitment process on your careers page and identify the WIIFM (What's In It For Me), growth opportunities, and other differentiators for your candidates. Highlight the process time if applicable, i.e., "Once you complete your video interview we'll get back to you within two business days." You might also consider offering an incentive for completion to keep them engaged.



4. SEND A HEADS UP EMAIL

Send an informal, pre-interview invitation to give candidates a heads up on their video interview and what will happen after they complete it. Ensure the invitation is engaging and tailored to your candidates whether it's campus, professional, technical, or passive focused. Remind candidates that a video interview does not replace a face-to-face interview.



5. TAILOR YOUR INVITATIONS

When creating your invitations, keep your audience in mind and tailor the message accordingly. Consider replacing the word “interview” with “video introduction,” or something similar. Let candidates know you’re not looking for movie stars, but simply looking to get to know them. Outline next steps following the interview, let them know when and how you will be in touch, and provide a way for them to reach out for help or questions.



6. OFFER RETRIES

Most candidates won’t get the job, but you still want them to have a positive experience. By offering retries, you give them the opportunity to be their best self on camera.



7. SELL THE VALUE OF YOUR COMPANY WITH INTRO & CLOSING VIDEOS

Create intro and closing videos for each position. These videos set the tone, engage your candidates, and make the interview feel more personal and interactive. Consider a realistic job preview, a video about your culture, or a testimonial from a real person who’s currently in the role. And don’t forget to close with a sincere thank you and/or another nod to your culture.



8. CREATE CATCHY REMINDERS

Ensure your reminders are appealing to the candidate by referencing retries and reminding them that this is a “get to know you” opportunity, and a face-to-face interview will follow for qualified candidates.



9. ASK THE RIGHT QUESTIONS

Limit the questions (no more than 6-8) to those that truly have an impact and give insight into a candidate’s experience. And don’t forget to mix it up! Understand when to use video, essay, and multiple choice. You could also consider using screen share if appropriate.



10. PROVIDE TIMELY FEEDBACK

Follow the process outlined on your career site and the expectations set in your interview invitations. Candidates should not go weeks without hearing updates on the hiring process. Reach out frequently to top candidates to keep them engaged. And if candidates will not be moving forward in the process, share that information as soon as possible.