

# Candidate Feedback Form Guidelines

Designing a bulletproof, all-encompassing candidate experience survey can be a daunting task when considering all the possible topics and variables, but it is a key component in candidate relationship management. A well-thought-out questionnaire can help make the candidate feel valued while also helping to build your employer brand, which is why companies should be embracing them instead of shunning them. Surprisingly, 75 percent of candidates say they have rarely or never been asked for feedback after applying for a role. This is a missed opportunity for companies who want to keep a dynamic candidate network. If you add in the fact that 27 percent of employers only ask for feedback from hired candidates, then you've got a recipe for disaster.

Nevertheless, putting together a fresh and efficient survey is a task not to be taken lightly. The last thing you want is for the candidate to become bored, disengaged or flustered, which means careful thought needs to be put into the questions and formatting.

## Top Tips To Consider When Crafting Your Candidate Experience Feedback Form

- Only ask questions that will actually add value to your processes. This way you can measure responses and use the data to actually improve your candidate experience.
  - Be mindful of survey fatigue: While a feedback form can help make candidates feel valued, they are also doing you a favor by filling it out. Make sure you're asking just the right amount of questions without having the survey feel too long or drawn out.
  - Think about how and when you'll reach out to candidates. It might be smart to wait a week before contacting rejected candidates. Consider the right channel too e.g. email versus SMS.
  - Talk to your team before reviewing answers to make sure that no one takes the feedback personally.
- Use the feedback to actually improve your hiring processes, otherwise it's a wasted opportunity.
  - Convert feedback into measurable metrics and include it in your recruiting reports. Not only can you measure the candidate experience, but you can also track changes over time as you evolve.
  - In addition to your core questions, add conditional follow-up questions that pop up based on specific answers to better understand where your candidate journey needs improving.



## Sample Feedback Form

If you're unsure about where to start, here is a form template with some key questions that can be a useful starting point:

How would you describe the interview process? (Select all that apply):

- Timely and efficient
- Too long or drawn-out
- Interesting
- Boring
- Fair
- Biased
- Challenging
- Discouraging
- Other:

Did the job description match what was presented to you about the role during the hiring process?

- Perfectly matched
- Mostly matched
- Somewhat matched
- Barely matched
- Didn't match at all

How would you rate your face-to-face interviews (if any)?

- Great
- Good
- Average
- Poor
- Terrible

Overall, how satisfied are you with the recruiting process at the company?

- |     |      |
|-----|------|
| • 1 | • 6  |
| • 2 | • 7  |
| • 3 | • 8  |
| • 4 | • 9  |
| • 5 | • 10 |

How likely are you to refer other job seekers to our organisation?

- |     |      |
|-----|------|
| • 1 | • 6  |
| • 2 | • 7  |
| • 3 | • 8  |
| • 4 | • 9  |
| • 5 | • 10 |

How would you improve our hiring process?

.....  
 .....

Is there anything else you'd like to add about your candidate experience?

.....  
 .....

If your candidate experience survey touches upon some of these issues, you'll be well on your way towards generating some quality feedback you can use to tweak your hiring process and start nurturing meaningful two-way communications. So take your best shot at it and watch how those candidate satisfaction numbers start rising!