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# A Positive Candidate Experience is a Competitive Advantage

With Tina Tromiczak, Senior Vice President, National Account Services, RPO at ADP

It's no secret that today's top candidates have the power of choice—the choice to seek out new roles, to learn about different companies, or to stay put. This makes it even more challenging for organizations to attract, recruit, and engage top talent. But perhaps the best place to start is at the beginning—providing candidates with a positive experience that focuses on communication and aligns with organizational culture. Here, Tina Tromiczak, senior vice president, national account services for RPO at ADP, offers several strategies that organizations can leverage to improve their candidate experience and ensure they are an employer of choice in today's competitive marketplace.

## **Q:** How can organizations ensure they are finding the right candidates?

**A:** Taking a new job is still a big deal. Today's candidates care about company culture and ensuring a job change is a good fit, so it's critical for RPO partners to understand culture, strategy, and values. At the core of this is understanding candidate skills and how they align to open roles. Armed with this information, RPO partners can help organizations execute authentic job profiles that produce better candidate matches.

It's also important to meet candidates where they are by using technology solutions and to consider what works best for each candidate and each position. Possible platforms include mobile, social, easy apply, texting, and video interviewing.

## **Q:** How is technology helping?

**A:** Our approach is technology with care. Technology is all about speed and getting to the best talent the fastest. Sophisticated screening during all phases of the process can reduce the amount of time to hire significantly. For example, organizations are leveraging technology—in this case chatbots—to reduce the time it takes to prescreen candidates. Chatbots are very efficient with “knock-out” questions—those that are specific requirements of a job. For example, if a role requires a certain certification and the candidate doesn't have it, the chatbot can get that

information quickly and eliminate those that aren't qualified.

In this day and age, organizations have to continue to communicate with candidates throughout the process. Chatbots can help provide immediate responses on the next steps. Organizations can use technology to keep candidates engaged and make sure they know where they are in the process. Technology is helping with ongoing communication, talent communities, and even company branding.

Resources and expertise are needed to cascade and monitor employer brand. It can be communicated through channels including talent communities and social media to help align the right candidates. For example, if an organization wants to communicate that they offer a safe, diverse and/or military-friendly environment, companies need to make sure their career site and all recruitment communications aligns to that message. Recruiting today is truly an all-encompassing strategy.

## **Q:** What role do data and analytics play?

**A:** Organizations really need to understand where the talent pools are. At ADP, data is our middle name! We have relevant and real-time HR and pay data for over 30 million associates. For example, if an organization is expanding in a certain location market and losing talent to competitors, data can provide valuable

insight. It can help demonstrate if the talent pool is large enough and if the benefits packages are competitive enough.

RPO partners need to be able to leverage market analytics and data insights to target the right talent. Organizations that cast a wide net gain access to many candidates, but not necessarily the most-qualified candidates.

## **Q:** What can organizations gain from a positive candidate experience?

**A:** A positive candidate experience translates to a decrease in time to fill. In most cases, our teams can reduce time to fill by 20 percent. This also means increased productivity since hiring managers aren't spending extra time interviewing. They can gain back 30 percent of their day to focus on core work. When organizations work with partners who take the time in the beginning to gather all the meaningful data and information, positions will be filled quicker and by the right candidates.

## **Q:** What other steps can be taken to improve the candidate experience?

**A:** Organizations and their partners should never stop listening and should always try to improve their process. Feedback can be gained by surveying all candidates—those that receive job offers and those that don't. This provides valuable insight into the process and how it can be improved.