8 Tips for Improving the Online Candidate Experience

Beware of the High Cost of Negative Experiences

Use Positive Experiences to Create Brand Advocates

Don't Skimp on Details— Candidates Want Them

Use Technology to Augment Communication, Not Disrupt It

Shorten the Job Application —or Drop It Altogether

Optimize for Mobile and Offer Flexible Application Options

Evaluate Your Needs, Then Align Technology Accordingly

Use Your Candidate Experience to Set You Apart