8 Tips for Improving the Online Candidate Experience

1. Beware of the High Cost of Negative Experiences
2. Use Positive Experiences to Create Brand Advocates
3. Don’t Skimp on Details—Candidates Want Them
4. Use Technology to Augment Communication, Not Disrupt It
5. Shorten the Job Application—or Drop It Altogether
6. Optimize for Mobile and Offer Flexible Application Options
7. Evaluate Your Needs, Then Align Technology Accordingly
8. Use Your Candidate Experience to Set You Apart