



iCIMS European Talent Experience Report 2023

Our third survey report is here, helping TA leaders like you improve the experience talent has with your employer brand and recruiting efforts.

Our research explores the experience candidates go through as they search and apply for jobs at some of Europe's largest companies. Learn how talent interacts with your career site and other virtual recruiting tools.

Table of contents

03

What does the market for talent look like in 2023?

Attract

04

- Is a user-friendly career site everything?
- Finding that right vacancy
- Job description transparency
- A window into your culture with video
- Created with iCIMS: Uber

07

Engage

- What do students make of corporate job descriptions?
- Making it easier for candidates to apply
- How's the experience post-interview?
- Created with iCIMS: Specsavers

09

Amandine's advice on advancing the talent experience

Amandine Reitz, HR Director, EMEA at iCIMS

10

Methodology

- Collecting the data
- The criteria

11

About iCIMS and sources

What does the market for talent look like in 2023?

With a global recession underway, shrinking birth rates and the effects of the pandemic continuing to ripple through society, talent shortages are at an all-time high. Four out of 5 employers globally report facing difficulty in finding the talent they need (ManPowerGroup). From communication roles to tech specialists, employers are struggling to fill roles and find qualified talent.

To tackle talent shortages, leaders are shifting their attention to how we can better engage talent with sustainable talent acquisition methods for the future. But is it all talk? Our report digs deep into some of Europe's largest corporations to discover if candidates' expectations match the reality of the job search, application process, follow-up and more.

Top stats at a glance

9%

fewer than 1 in 10 companies include the salary in a job posting

7.9 clicks

it takes candidates an average of 7.9 clicks to find open jobs on a corporate site

96%

nearly all career websites are mobile responsive

43%

43% of career websites offer the ability to "one-click apply"

3%

only 3% of career websites have a chatbot

59%

over half of companies fail to follow up with candidates after they apply



Attract

Is a user-friendly career site everything?

Career sites are often the starting point for talent looking for a first glimpse of what it's like working with you. To be effective, your career site must provide a central location where talent can learn about your values and culture.

Our research reveals that most employers do, in fact, understand the importance of an effective career site. Thirty-three percent of corporate career sites rated 5 out of 5 in terms of ease of use, with only 8% rating 1 out of 5. **And when asked how easy it was to find the career page on a corporate site, nearly half (48%) rated 5 out of 5 with the average rating being 3.94.**

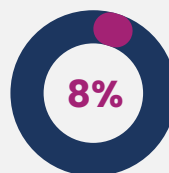
Top talent looks for a real representation of what it's like to work for you. This is especially true when it comes to hiring younger talent. iCIMS Class of 2023 data shows that 36% of UK final-year university students specifically look for a diverse workforce represented on career sites and social media pages when doing their research about you.

In 2023, thriving employers tend to have one thing in common – their career site attracts candidates by promoting exactly who they are.



33% of corporate career sites rated 5 out of 5 in terms of ease of use

vs



8% of corporate career sites rated 1 out of 5 in terms of ease of use

"Candidates interact with modern tech every single day, and they are used to intuitive systems and processes that just work. Providing a positive experience for talent is no longer a nice-to-have. Leaders should use this report to understand how they can improve the experience talent has with their employer brand and better capture top talent. At the end of the day, bad experiences impact your organisation's bottom line."



- Darren Crowder,
Head of Field Innovation,
EMEA, iCIMS

Finding that right vacancy

When it comes to attracting top talent, employers need to make things easy. How are candidates expected to apply for your roles, if it's a laborious process just finding out they exist? And our U.S. data shows just this. Forty-four percent of candidates in the States appreciate getting recommendations for relevant open positions, and 43% said they would provide their CV to a potential employer to get relevant job recommendations based on their skills and experience.

The fewer the number of clicks to find available jobs, the better. According to our data, the average number of clicks to find an open job on a corporate site is 7.9. This shows an increase in recent years, with iCIMS 2021 Candidate Experience Report touting an average of 5.5 clicks to find a relevant position once a website was opened.

7.9 clicks 

the average number of clicks to find an open job on a corporate site

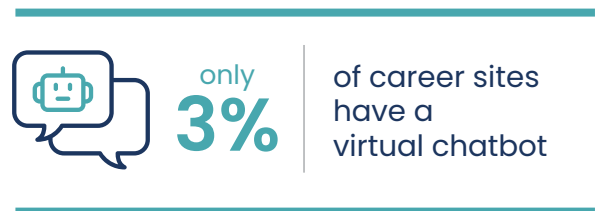
Virtual chatbots, like iCIMS Digital Assistant use job-matching functionalities to pair candidates with the role for them. This removes the time it takes to search through webpages on career sites and reduces the number of clicks it takes to find a relevant vacancy. But are employers making the most of this innovative tech? Our data shows that only 3% of corporations from Europe's most important stock exchange are. Without using the technologies employers have at hand, it's no surprise to see an increase in the number of clicks it takes candidates to find an open role.

Job description transparency

A new generation of talent is entering the workforce, and a transparent approach to recruiting is key. According to the iCIMS Class of 2023 Report, 46% of final-year university students in the UK and 44% in France wouldn't apply for a role if the salary range isn't posted. Despite this, a mere 9% of corporations surveyed included salary information in job postings. Only 4% outlined the next steps of the recruitment process and only 21% of job descriptions mentioned whether the work was remote, hybrid or in the office.



Can employers really expect candidates to apply for a role when they know as little as the type of work? Way before candidates are ready to apply, hours of their time are spent searching for a role and company that fits their lifestyle and career trajectory, not to mention that matches their current salary. Job hunting is hard, and it takes time and effort. Talent needs to know that a role is worth investing in before they can move to the next stage in the talent journey.

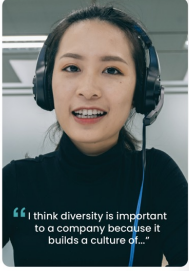




A window into your culture with video

Your career site is a window into your organisation, and your team culture plays a pivotal role in influencing how your candidates feel about working with you. According to iCIMS platform data, employers that use video increase organic traffic to their career site by up to 75%. An effective career site with strong video content is key when it comes to showcasing your diverse culture.

Albeit the case, our data shows that only 4% of job postings on career sites include video content. With such a small percentage of companies using video testimonials and recruiting videos, using video in job postings could put you miles ahead of the competition in engaging top talent.

According to iCIMS platform data

Why is diversity important to you?	What does the culture look like?	What is a company's core value?
 <p>Sarah D. Customer Service</p> <p>"I think diversity is important to a company because it builds a culture of..."</p>	 <p>Robert F. Product Marketing</p> <p>"The culture here is exciting! We have so many innovative people..."</p>	 <p>Matthew S. Sales Representative</p> <p>"A core value at the company is drive. We want to achieve..."</p>

employers that use video increase traffic to their career site from organic search by up to 75%

75%



Created with iCIMS

Uber

Uber wanted to attract a more diverse range of talent, so they decided to level up their career site to show job seekers what it's like to work at their organisation. Using iCIMS Video Studio, employees from Uber began recording videos for their university careers site and job description pages. During the pilot period, videos on Uber's job description pages led to a 21.7% increase in page views and a 14.3% increase in time spent on the page.



21% increase
in page views



14% increase
in time spent on the page

Engage

What do students make of corporate job descriptions?

Despite a lack of transparency, our data shows the majority of students still find corporate job descriptions effective. Only 15% of job descriptions rated the full 5 out of 5 from candidates, a third (33%) rated 4 out of 5 and 28% rated 3 out of 5. Without knowing the full scope of the role, it's hard for candidates to find job descriptions fully effective at engaging them, but our data goes to show the importance of a well-rounded job spec. Outlining benefits, the skills required for the role and job expectations are all important factors in engaging talent to apply for a role.

"It's easy to assume that new technologies like automation and AI are the antithesis to human connection. But I believe they can be the opposite. Effective TA tech can cut laborious recruiting processes and make systems simpler for candidates, humanising the talent journey. Utilising tech of the future is the only way to stay ahead of your competitors and make the job search less painful for candidates, and recruiters."



– Eric Gelle,
SVP Sales EMEA, iCIMS

Making it easier to apply

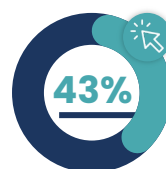
Whether on social media, job boards or a career site, reducing the number of clicks to apply is the easiest way to remove barriers for candidates and immediately increase applications. And there are a number of hurdles employers put in the way of candidates, often without realizing it. **Over half of websites require applicants to create an account to apply, forcing candidates to jump through extra hoops before they even get to the application stage.** The good news is, this percentage is decreasing by the year, dropping from 76% in 2019 to 56% in 2021 and now 53% in 2023.



53%

of websites require applicants to **create an account** to apply

To complete the entire job application, the average number of clicks is 34 in 4.58 minutes. Fortunately for talent, 43% of websites offer the ability to "one-click apply". CVs already include all the information recruiters need for a job application. By automating screening processes, employers can reduce the frustration of long applications and dead links and capture as many candidates possible.



of websites offer "one-click apply"

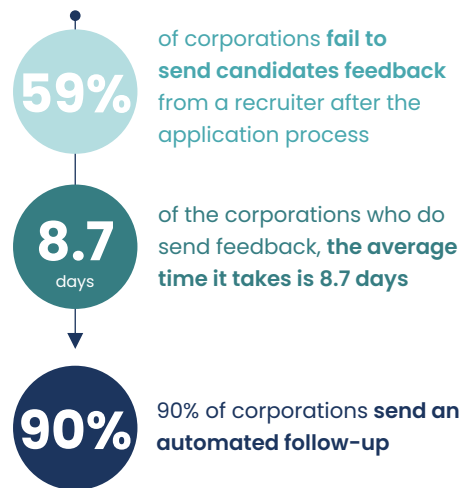
How is the experience post-interview?

Do you get to the end of a recruitment round and release a sigh of relief? It can be a mission finding qualified talent, and it's easy to think the hard work is over once your top candidate has signed on the dotted line. But remember, the experience talent has with your brand post-recruiting process may say more about your culture than any other stage in the talent journey.

Our data shows that overwhelmingly, 59% of corporations fail to send candidates personalised feedback from a recruiter after the application process. And of the corporations who do send feedback, the average time it takes is 8.7 days.

Despite this, we found a common theme in recruiting processes: 90% of corporations do find time to send an automated follow-up. It's no surprise that recruiter time is limited. TA teams are being asked to do more with less, and it's a balancing act trying to build ROI with less budget.

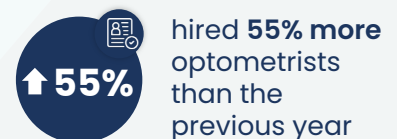
Automation tools like iCIMS Marketing Automation help improve the talent experience by making automated communications more meaningful. Automated candidate nurture lets recruiters engage candidates by offering personalised communications at scale. To engage candidates throughout the talent journey, recruiters need to use tools and technology that cut down on manual admin time while improving the experience talent has with your brand.



Created with iCIMS

Specsavers

The Specsavers team knew who its candidates were but had no way of engaging them or identifying which were interested in applying for a role. iCIMS Marketing Automation lets Specsavers create automated recruitment campaigns that give potential candidates a personalised experience and help the business stand out from competition. In one year, Specsavers cut cold calling by 97%, spent 70% less on advertising costs to hire optical assistants and hired 55% more optometrists than the previous year.



Amandine's advice on advancing the talent experience



Amandine Reitz,
HR Director, EMEA, iCIMS

Video content doesn't have to mean huge investment

"In 2023, video content is so accessible. Yet, our data shows that 96% of employers are still reluctant to use it. Candidates are looking for a glimpse into your culture, and often a simple recruitment video is exactly what they want to see. Utilising video doesn't always have to mean production teams and huge budgets, but it adds major value to your recruiting processes. With video, employers can get a great deal of information in front of talent in a fast and engaging way. Not only this, candidates get to see the person they are going to be working with, humanising their experience with your employer brand. Tools like iCIMS Video Studio help employers create effective recruiting videos at a fraction of the cost."

Open lines of communication are key to making talent feel supported

"Long recruiting processes and poor communication are just some of the ways employers alienate talent. It's so important that candidates feel supported throughout the recruiting journey, even if they've been unsuccessful. And this doesn't have to mean long manual processes for recruiting teams. With iCIMS Marketing Automation, recruiters can set up a number of email templates for candidates explaining why they were unsuccessful in the role. You never know, your silver medal candidate now may be your gold medalist for your next position so make sure to keep communicating with talent before, during and after they've applied."

Using technology to remove barriers to apply

"By creating simplified application processes and reducing laborious recruiting methods you help remove barriers to apply for under-represented candidates. It can be hard for candidates juggling the responsibilities of everyday life alongside looking for a new role. With 43% of employers utilising one-click apply methods, our data shows that employers do understand the importance of easy application processes. Removing barriers to apply can make all the difference in capturing top talent."

An effective career site is more important than you might think

"Your career site is a key piece of the puzzle for talent looking to find out what it's really like to work for your company. It's easy for employers to underestimate the power of an effective career site, but that's why it's worth investing in. Across the board, we see that talent is more likely to apply for your organisation if your career site is easy to use and provides candidates with the information they are looking for. With only 21% of job descriptions even mentioning if a job is remote, hybrid or in the office, employers need to think harder about how they can engage talent to apply for their roles."

"Candidates thank me for saying 'no' all the time. By being transparent throughout the recruiting process, you not only give control back to the candidate but there's less wasted time for both you and them."

Methodology

Collecting the data

Students at the French business school HEC Junior Conseil applied for jobs on 233 corporate websites of companies from the most important stock market index in Europe (FTSE, SBF, DAX). Each student collected the same data according to 19 criteria and thematic questions. The process started on the corporate website and ended 35 days after the application was submitted – after that time we must assume the candidate will not receive a follow-up communication.

The criteria:

Attract


- How easy is it to find the career page on a corporate site? (on a scale of 1-5)
- How easy to use is the career site? (on a scale of 1-5)
- Is there a recruiting chatbot or digital assistant?
- Is the career site mobile responsive?
- Does the job posting include video content?
- How many clicks does it take to find an open job on a corporate site?
- Is the salary information included in the job description?
- Is the type of work mentioned in the job description? (part-time, full-time, hybrid)
- Is the recruitment process outlined in the job description?
- How do candidates rate the job description? (on a scale of 1-5)

Engage

- How many clicks does it take to apply for a role?
- Is there an option to apply in 1 click?
- Do you need to create an account to apply?
- How many minutes does it take to apply from the job description?
- Do candidates receive an automatic follow-up after applying?
- Do candidates receive feedback from a recruiter, and is it through email or text?
- How long does it take to receive feedback from a recruiter?
- Is feedback personal or an automatic response?
- Is feedback sent from a specific person or a general company email?

The application process

- Students applied for sales positions.
- The application process indicators were not recorded when the applications were submitted by email or LinkedIn, except for the number of clicks to a job posting.
- The number of clicks included clicks on each form field. Time to apply was calculated from the moment the site page was opened to when the application was submitted.
- When it was possible to apply by importing data from LinkedIn, this method was preferred to manual data entry because it is closer to reality and what candidates usually choose.



Our research has explored the **experience candidates go through** as they search and apply for jobs at some of Europe's largest companies.

▶▶▶▶ About iCIMS' proprietary platform data

iCIMS Insights provides a deep understanding of the talent market through data drawn from the iCIMS platform. iCIMS' proprietary database of employer and job seeker activity includes hundreds of millions of data points across job openings, job applications and hires.

▶▶▶▶ Other sources

- [ManPowerGroup Talent Shortage Survey 2023](#)
- [iCIMS UK Class of 2023 Report](#)
- [iCIMS French Class of 2023 Report](#)
- [iCIMS 2021 Candidate Experience Report](#)

▶▶▶▶ About iCIMS

iCIMS is the talent cloud company that empowers organisations to attract, engage, hire and advance the right talent that builds a diverse, winning workforce. iCIMS accelerates transformation for a community of nearly 6,000 customers, including 40% of the Fortune 100, that collectively employ more than 33 million people around the world.

For more insights and perspectives, visit www.icims.com/insights.