

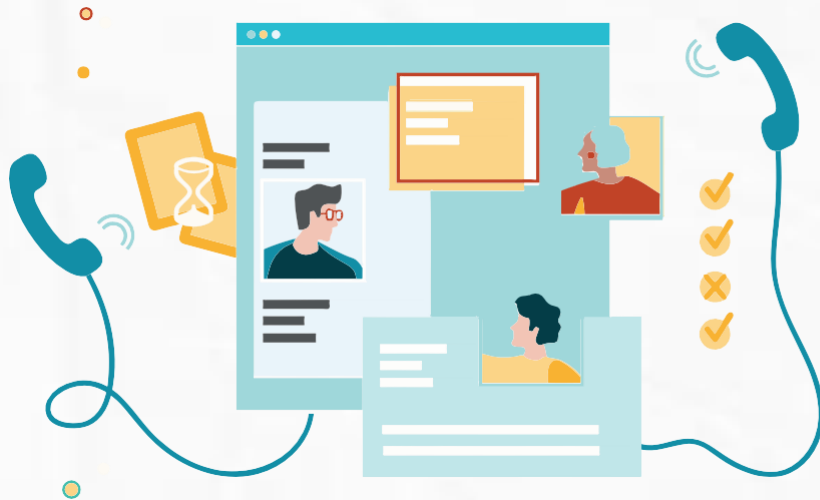


V:O:I:C:E of Candidate Experience

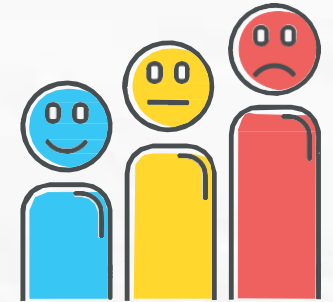
V : O :  : C : E

CURRENT STATE

V:O:l:C:E is a customized solution which captures the candidate experience across the recruitment lifecycle and determines the dimensions that create maximum impact.



➤ The Standard Reactions



“We are witnessing a complete new trend, where in candidates are rejecting the interview panels and forming impressions which are very contradictory to what we stand for”

“We are not sure at what stage of the hiring process we are losing the ‘psychological contract’ with our prospective candidates, our conversion ratios and infant mortality rates have never been so bad”

“Our current analysis is so busy with infant mortality and other attrition analysis that we often miss the strategic insights which can arise from the V:O:l:C:E (Voice of Candidate Experience) for monitoring and expanding the long-term strategy of employer branding and hiring strategy“



- ▶ Undermining the potential of prospective candidates as brand ambassadors.
- ▶ Presence of active social media and other online platforms makes it an easy and available means for dissatisfied candidates to vent
- ▶ Losing out on potential candidates due to non agile processes and rigid levers, can stagnate a better outcome.
- ▶ No feedback system available for the talent acquisition team to gauge the intent of the prospective employee

CHALLENGES

SCIENCE

“**Deductive Approach**” method based on scientific principle of research is applied to draw inferences across various dimensions of the candidate experience during the recruitment lifecycle.

V:O:I:C:E can be a combination of conversations and a survey tool that captures the experience of the candidate immediately at the end of the interview & recruitment process (post 48 hours). This is followed by a dashboard and quarterly analysis which will help identify the strengths and areas of focus.



▶ **Product & product as a service**

V:O:I:C:E can be acquired as a product, wherein all the controls are with the client or can be acquired as a combination of product and service where we manage the product for you.

▶ **Interview based questionnaire**

Survey questionnaire is designed to uncover relationships in the data like, online perceptions Vs reality, job sales pitch Vs reality, recruitment lifecycle, brand image, competition landscape candidate experience etc.

▶ **Easy to feed in data and upload on the dashboard**

To improve qualitative and quantitative measurements, surveys are built for each stage of a candidate's interaction with the organisation.

▶ **BI based dashboard**

The BI based dashboards capture and populate data to view its visual representation in the dashboard with intent of call to action. Saves time, money and effort. Thanks to automated reporting and user friendly dashboards where no prior expertise is required.



SOFTWARE

Collect and curate the data

Collect and curate data from all possible demographics. Randomize the data and schedule telephonic interviews with the randomly sampled participants across the recruitment lifecycle.

Conduct the survey

Conduct the survey (average call time - 30 minutes) post interview by calling each interested applicant based on the standard questionnaire prepared.

Capture the feedback

Feedback and responses captured along the survey are validated for data analysis including call audits and data verification.

Measure the feedback

Dashboard analytics are triggered to analyze data and make necessary recommendations encompassing dimensions like competition landscape, recruitment lifecycle, online perceptions Vs reality, job sales pitch Vs reality etc.



BLUEPRINT



V:O:I:C:E KEY FEATURES

Job Sales Pitch

Job Sales pitch is the information provided by the organization about the role and responsibility of the prospective candidate in order to entuse him/her to join the organization.

Compensation

Candidates perform benchmarking to gauge the attractiveness of the job offer by comparing it to a similar position with the competitors.

Online Perceptions Vs Reality

The online reviews of a particular organization on various social media sites are used by prospective candidates to decide about the job offer from the organization.

Online Perceptions Vs Reality helps to identify the gap experienced by the candidates.

Recruitment Lifecycle

The entire process of hiring, from the initial screening of the candidates to the final on-boarding is termed as recruitment lifecycle.

Competition Landscape

Competition landscape is a business analysis which identifies direct and indirect competitors and at the same time, it facilitates the comprehension of their mission, vision, core values, niche market, strengths and weaknesses.

Candidate Experience

Candidate experience is how job seekers perceive and react to employer's sourcing, recruiting, interviewing, hiring and on-boarding processes. It reflects a person's feelings about the entire interview process from the initial stage to the final stage.

Feedback

Feedback is a process wherein the interviewer gives constructive feedback to the candidate to help him improve.

Brand Impression

Brand Impression is the perception of the brand in the mind of the candidate. It is an aggregate of beliefs, ideas, and impressions that a candidate holds about the brand.

**V:O:I:C:E
KEY FEATURES**





► Detailed analytics with multiple filters to gain knowledgeable insights.



► Interactive dashboard provides a range of options, from simple deep dive analytics to predictive patterns.

DASHBOARD



DASHBOARD



hr magic box features



Mobile- Desktop: The survey can be accessed through mobile/desktop. Triggered by SMS & Email



Auto-Pilot: The tool is designed to auto-trigger the survey through HRIS at the scheduled timelines after the 1st survey triggered



Cloud based: The tool is based on Cloud and you don't need to invest anything on the hardware and software.



Confidential: Coded survey links which protect the identity of the participant and prevents fraud of forwarding etc.



Flexibility 2 trigger: The Admin (HRBP) has the flexibility to trigger any one | multiple dimensions based on the situation.



Subscription: Subscription model, where in the changes are based on usage beside a basic retainer for minimum usage guarantee.



hr magic box
portfolio

V O I C E

Post Interview Feedback

LEAVING DNA
E : X : T

Exit Interview



Onboarding & Induction



Happiness Index (Mood Meter)



Engagement Index

R : R : T : E

Training Effectiveness



Millennial Connect Index



Employee Lifecycle Experience



Collaboration Index



Audience Listening Profile



Growth & Development



Our Proud Partners in the Journey so far . . .

Outsource : Exit Interviews



A leading provider of investor communications, technology-driven solutions, data and analytics partnered for outsourcing Exit Interviews for 12 mths

EXIT: Exit Interviews



One of the world's largest travel technology company partnered for conducting Exit Interviews

Outsource : Voice of Candidate



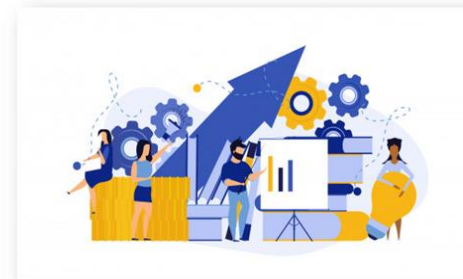
A leading provider of investor communications, technology-driven solutions, data and analytics partnered for outsourcing Voice of Candidate for 12 Mths

HI : Happiness Index



A leading provider of product and services partnered for evaluating the mood of the organization in terms of engagement

myManager Connect



A leading IT services provider partnered for evaluating level of employee engagement and manager connect

myManager Connect



A leading provider of product and services partnered for evaluating level of employee engagement and manager connect

Technology : Engagement



World's leading mechanical engineering company into the automation and IoT business partnered for designing employee engagement framework

Wellbeing : SoS - Secretes of Success



India's leading fabric and fashion retailer, partnered for building awareness among its employees on wellbeing and stress management

Engagement : myManger Connect



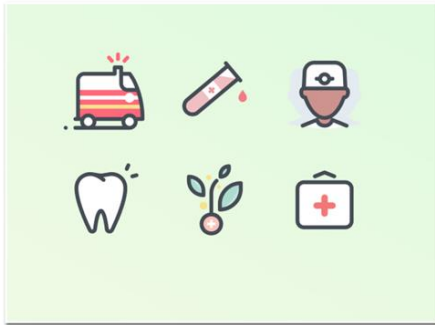
A leading industry partner for India's space program, responsible for putting Indian on Moon, partnered for assessing engagement levels among the employees

Advisory : Psychometrics for Hiring



India's leading chain of restaurant known for Hyderabad Biryani partnered for building psychometric assessments based on Visuals

Technology : OKR Dashboard



India's leading Not for Profit agency which focuses on Transforming Primary Healthcare Delivery Systems partnered for designing an technology tool for real-time dashboard based on OKR

Coaching: My IDP



One of the world's largest Packaging company partnered for coaching their employees

Technology : OKR Dashboard



An international energy and water company operating in 11 countries partnered for designing an technology tool for real-time dashboard based on OKR

Learning : Coaching



World's leading analytics company partnered for coaching its future leaders in the HR domain

The above are a select few clients, for more about them or other clients, reach us,

muchmore

helpdesk@hrmagicbox.in



member firm
thestrategist &
decoding the people science

