

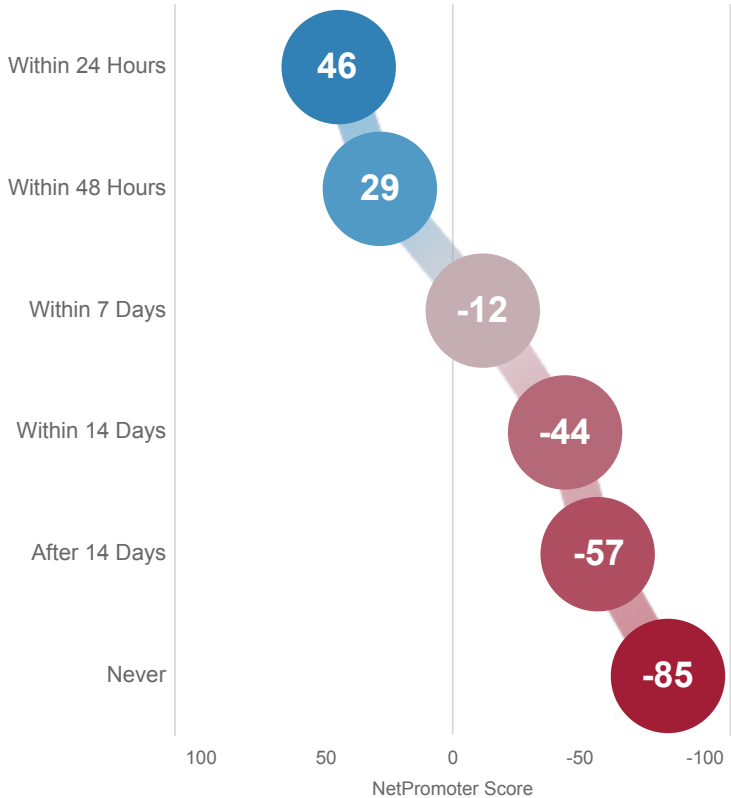
The Candidate Sentiment Slump

How quickly should recruiters give feedback to retain candidate goodwill and protect the employer brand from collateral damage?

Over 600 candidates were asked whether they would recommend a direct employers application process if they received feedback within a range of response times.

Recruiters who don't provide feedback within 7 days are on the edge of inflicting negative employer brand damage. Never providing feedback poisons the candidate pool.

Would you recommend an employer if you received feedback on an application ... ?



*n=609 candidates surveyed immediately after submitting an application.
Margin of Error is 4 NPS points at the 95% confidence level.*