Candidate Experience in Background Screening
By Iain Murray
Introductions:
Iain Murray
Regional Director of Sales
Sterling Talent Solutions
Background Checks Scaring the $h!t Out of Our Candidates
Why is Candidate Experience Important?

Creating Your Winning Experience

Technology to Support Candidate Experience

The Compliance Affect

Final Considerations
This is the Era of the Candidate

**Candidate Driven Job Market:**
There are currently **5.6 million** positions to be filled

**45% of companies indicate that improving the candidate experience is their biggest talent acquisition priority**

**Businesses that prioritize the candidate experience have more than twice as strong improvement in cost-per-hire on a year-over-year basis**

Source: Aberdeen Group 2016 Report
Avalanche of Candidates
WE INVEST A LOT OF TIME
energy and resources in recruiting
WE WANT TO HIRE these people
Why is the Candidate Experience Important?

CANDIDATES MIGHT ALSO be potential clients
CANDIDATES TELL ALL
THEIR FRIENDS
and their friends’ friends
Criminal Record Checks are in Demand

CANDIDATE EXPERIENCE drives retention
of candidates who have a positive experience would share with their inner circles.

of candidates who have a negative experience would share their negative experiences.

of organizations want to improve candidate experience.

of HR practitioners understand the importance of candidate experience but have not taken steps to improve it.

who didn’t hear back from application have a worse opinion of the company.

of employees think it’s important that other people want to work for their employer.

Elements of a Good Candidate Experience

- Streamlined Process
- Consistent Experience
- Embedded with Culture
- Engaging Experience
- Mobile-Friendly
- Diverse Multi-Media Elements
Zappos: Bet You Won’t

Always the HR groundbreaker, the online retailer offers all new hires who complete its training program $3,000 to leave. That’s how highly the company values a good cultural fit.
Birchbox: Calling Card

The curator of beauty and grooming products equips each new employee’s desk with the technology essentials, plus a candy bowl and a special callout: a handmade welcome flag that proclaims, “Hi. I’m new. Come say hi!”
Google: Join the Class

New hires are called “Nooglers” and start a whirlwind orientation the first day. They get some great swag, including a Noogler T-shirt and meet their “class” of fellow new hires. They are also paired with mentors to help them learn the ropes. And of course, Nooglers get to partake in the famous food in the Google cafes. (Beware the “Google 15” weight gain!)
Where Does The Candidate Experience Intersect With The Background Screening Process?
89% of companies conduct employment background checks

Source: Sterling Talent Solutions 2017 Background Screening Trends and Best Practices Report
93% of companies use criminal record checks to evaluate prospective employees

Source: Sterling Talent Solutions 2017 Background Screening Trends and Best Practices Report
Top 3 Reasons Background Checks are Important

45% to protect clients and customers

15% to enhance workplace safety

14% to identify the best candidates

Source: Sterling Talent Solutions 2017 Background Screening Trends and Best Practices Report
Much like contemporary recruitment, background screening has been too focused on the processes to hire new employees, and not enough on the candidates themselves.

- **45%** need to improve the candidate experience
- **41%** need to update existing recruitment tools and technology
- **41%** need to support geographic growth/expansion

*Source: Aberdeen Group Report, October 2015*
According to Sterling Talent Solutions 2017 Background Screening Trends & Best Practices Report, when it comes to educating candidates about the background screening process:

- Explain their background screening program and what information they are looking for: 69%
- Contact their candidates to clarify any inconsistencies: 43%
- Update their candidates when there is a delay: 63%
- Share what information might be of concern to us and why: 45%

Source: Sterling Talent Solutions 2017 Background Screening Trends and Best Practices Report
What are the Keys to a Positive Background Screening Experience?

- Transparency
- Forms
- Accuracy
- Fair Adjudication Process
- Communication
What Can We Do?
Be Transparent
Be Diligent, But Fair
Diligence Wins

- Explain the background screening process to the candidate
- Explain hiring criteria and how background check results might disqualify the candidate
- Use a clear and compliant authorization and disclosure form
- For an applicant tracking system (ATS), ensure the forms provided are compliant and easy for the candidate to understand
- Be mindful of Privacy & Human Rights laws
Timing
I Have to Fill Out How Many Forms?
Before You Judge, Let Me Explain
McCartney vs. Woodward Stores Ltd., 1982

- Does the behaviour for which the charge was laid, if repeated, pose any threat to the employer’s ability to carry on its business safely and efficiently?
- What were the circumstances of the charge and the particulars of the offence involved?
- How much time has elapsed between the charge and the employment decision? Has the individual shown a firm intention to rehabilitate themselves?
- Has a pardon or record suspension been secured, or has a conditional discharge been successfully received?
- Having considered all of the above, was the severity of the particular action taken against the potential employee warranted by the nature and circumstances of the charge or conviction?
Technology Can Get You There...

- ATS Integrations
- Candidate Self-Service Module
- Mobile Capabilities
- Dynamically Generated Forms
- Employer Branded Portal
Benefits of integrating screening program with ATS

- Streamline the Process
- Reduce Manual Data Entry
- Reduce Opportunity to Data Entry Error
- Candidate Experience
What technology would improve the candidate experience?

- Real-time status updates: 40% (necessary), 53% (desirable)
- Ability to complete a background check on a mobile device: 30% (necessary), 51% (desirable)
- Digital consent forms with eSignatures: 44% (necessary), 49% (desirable)
- Integration of background screening with ATS: 39% (necessary), 42% (desirable)
- Compliance forms customized to a candidate's province of residence: 37% (necessary), 34% (desirable)

Do you currently offer this functionality?

Which technologies would improve the candidate experience when it comes to background screening?

Source: Sterling Talent Solutions 2017 Background Screening Trends and Best Practices Report
Technology Considerations

- Workflow and document management
- Will the Background Screening Platform Integrate with Strategic Partners
- Reporting Functionality
- Platform Security
- Friendly Welcome Email
- Tailor data request to the specific screening requirements
- Electronic Signature
- Helpful Prompts
Dynamically Generated Forms

- Employer Branded Portal
- Mobile Integration Capability
- Dynamically Generated Forms
  - Province / Country Specific Authorization & Disclosure Forms
  - Driver Record Consent Forms
  - Province Specific Onboarding Forms
How Did We Do?
Overall Best Practices for the Candidate Experience

- Speedy Interview
- Easy to Navigate
- Transparency
- Communication
- Candidate Satisfaction Surveys
- Know Your Candidates
- Close The Loop
Key Takeaways

- Think about the big picture
  - The candidate experience is crucial
  - Consider your technology stack
  - Understand compliance and regulation concerns
What does the future look like?

- Attract the Best
- Technology will enable an inclusive culture
- Blind Hiring / Diversity & Inclusion
- Benchmarking
- Unconscious bias vs systemic bias
  - The inherent tendency of a process to support particular outcomes
- Job Postings – Ban The Box in the U.S.
Shiny, Happy People
Thank You.