

> CANDIDATE  
SATISFACTION  
EXECUTIVE REPORT

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### **Enclosed:**

Media Release, Report Index, 3 sample pages of actual results.

## MEDIA RELEASE: Candidates now have their say.

A new report on the opinions and attitudes of candidates in the Australian recruitment market has prompted many firms to review their current policies and procedures.

The [Candidate Satisfaction Executive Report](#) - produced by recruitment industry specialist management consultancy Navigator Consulting - indicates that although a majority of job seekers continue to value the service provided by recruitment consultancies, significant room for improvement still exists in several key areas.

The detailed survey of over 300 recent job seekers focuses on the employment search habits of Australian candidates, communication during the recruitment process and overall satisfaction with recruitment consultant service levels.

The report has revealed that an alarming 33% of those surveyed rated consultant communication after interview as average to very poor. In addition, 26% indicated that the preparation they received from recruiters prior to interviewing with a prospective employer was below average.

On a more positive front. The report also highlights several areas that recruitment consultancies are continuing to excel in. Initial telephone contact with an agency was rated as good to excellent by over 90% of respondents. This suggests that firms are continuing to present an approachable and professional face to the industry. Additionally 83% of candidates surveyed felt that their recruitment consultant clearly understood their skills, experience and industry workings. This figure is particularly important, as a historically common gripe from the market has been a lack of industry specific understanding by recruitment consultants.

An interesting finding has shown that the supposedly growing divide in preference between online job boards and newspaper advertising as a first choice job search tool may be less than many commentators have suggested. Based on the survey responses, 23 % of job seekers intend to use the traditional newspaper employment sections for their next career move and 25% cited the Internet as their most preferred source. These close results are sure to keep both online and print advocates keen to grow market share.

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The **Candidate Satisfaction Executive Report** is the much-anticipated follow up to this year's **Client Satisfaction Executive Report**. Both are published by recruitment industry specialist management consultants Navigator Consulting. Additional free sample results and full report order forms are available at [www.navigatorconsult.com](http://www.navigatorconsult.com) Additionally, Navigator produce the **Recruitment Industry Performance Report**, and **First Interview - Success Secrets of Australia's Top Recruiters**.

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## 2 INTRODUCTION

The **Candidate Satisfaction Executive Report** is a survey of candidates of recruitment agencies from around Australia. The report details key indicators within the recruitment industry including service standards, recruitment processes and candidate needs.

The report is compiled from a broad sample of over 300 placed and non-placed candidates. Although individual candidates have different requirements and experiences when using recruitment agencies, this report is extremely useful for making comparisons with the service you provide to candidates, regardless of size or market specialisation.

### 2.1 Survey methodology

Commissioned by several leading Australian recruitment consultancies, Navigator Consulting has confidentially surveyed a random sample of candidates of these firms over the past twelve months. The results of these individual reports have been combined in the following Executive Report to provide analysis and recommendations based on these responses. Data was collected by independent, self-administered postal survey ensuring impartiality of response. All has been collected confidentially and at no time were any respondent's personal details matched to their survey answers.

### 2.2 The Report

This Candidate Satisfaction Executive Report is presented in a very simple manner to ensure readers obtain the most practical benefit from the findings. You will see graphs used liberally for visual comparison and interpretation of results. All results are shown as percentages (%). Where relevant and appropriate, we have summarised the implications of the results and offered recommendations on how readers may address the given issues.

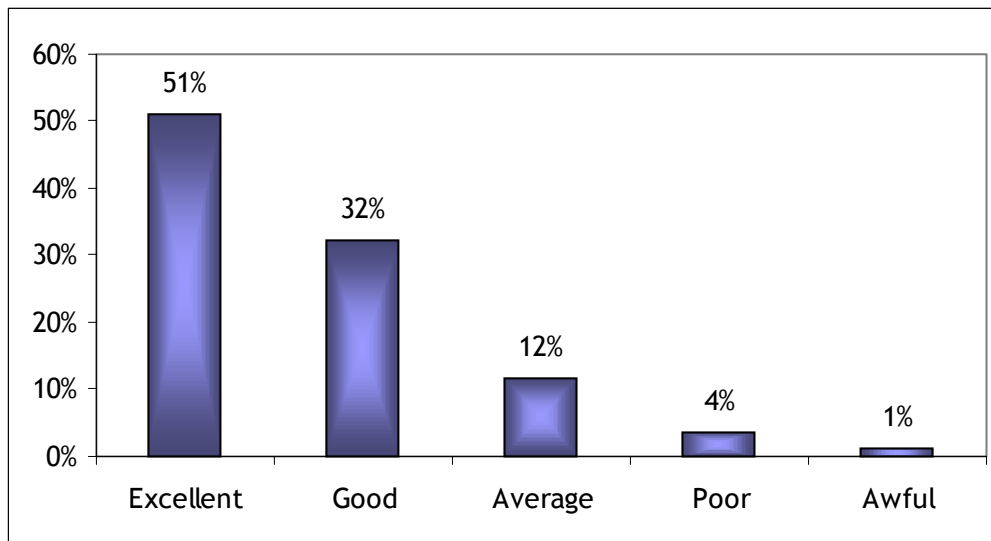
**Please share these results with all your consultants to ensure they are operating at industry best practice.**

#### 4.1.4 Understanding of skills, attributes and experience

##### a) Graph

This graph shows how candidates rated the understanding of their skills, attributes and experience by a consultant.

*Graph 3: Understanding of skills, attributes and experience*



##### b) Analysis

- 51% of candidates rated the understanding by a consultant of their skills as excellent and 32% as good.
- 17% of candidates rated a consultant's understanding as average (12%), poor (4%) or awful (1%).

##### c) Recommendations

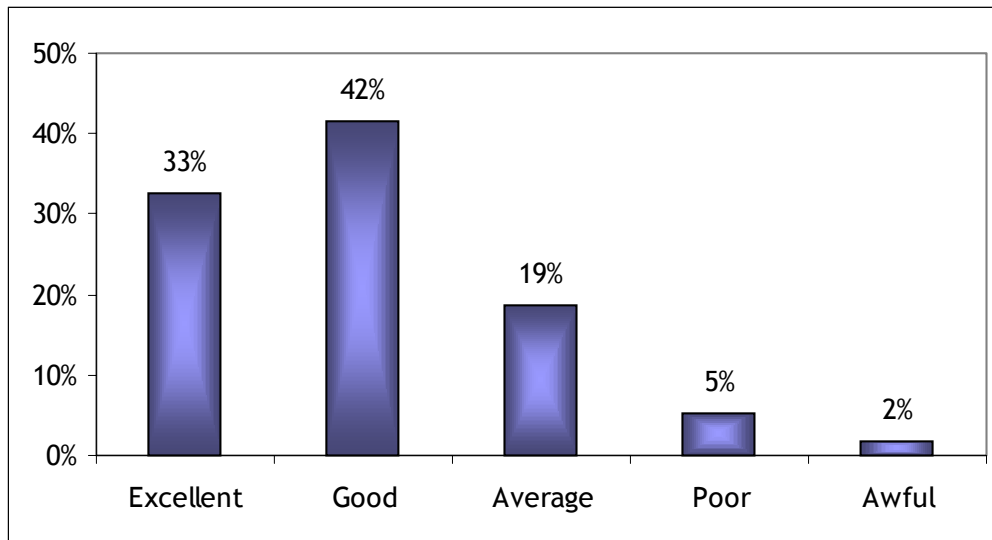
- Consultants should take time to fully understand not only the skills and experience of a candidate but also what they want from a job. Using an overview or form outlining what to cover in the interview can ensure your consultants have a standard process.
- Candidates will very quickly determine whether a consultants' interest in their career is genuine and are most sensitive to a transactional recruitment approach.

## 4.1.6 Preparation/information given for client interview

### a) Graph

Candidates were asked to rate the preparation or information a consultant provided them prior to a client interview.

*Graph 6: Preparation/information provided prior to client interview*



### b) Analysis

- 75% of candidates rated the preparation or information given by a consultant as excellent (33%) or good (42%).
- However, 26% rated the preparation or information as average (19%), poor (5%) or awful (2%).

### c) Recommendations

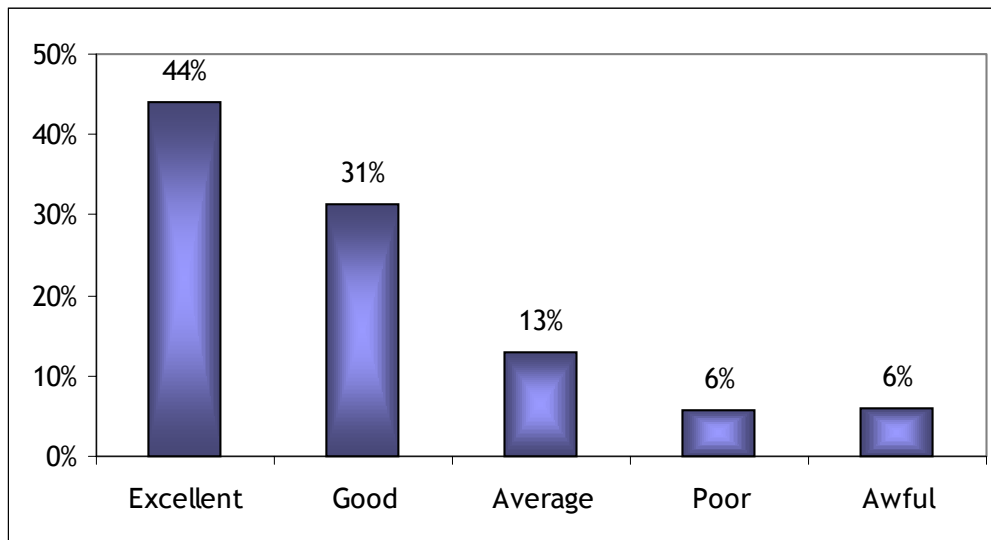
- Consultants must keep in constant contact with candidates. Clearly one third of candidates are unhappy with this part of the recruitment process.
- Even a short e-mail update will let candidates know that activity is taking place. This is important because future referrals are often based on a candidate's perception that consultants are genuinely attempting to place them in a job.

### 4.1.10 Follow-up post placement

#### a) Graph

This graph shows how candidates rate follow-up they receive post placement.

Graph 10: Follow-up post placement



#### b) Analysis

- 75% of candidates rated follow-up post placement as excellent (44%) or good (31%).
- 12% of candidates rated follow-up as poor (6%) or awful (6%) with a further 13% rating it as average.

#### c) Recommendations

- A quarter of candidates surveyed feel they are not contacted enough after the placement.
- However, consultants should not be seen as pestering candidates once they have been placed. This could unsettle the candidate and the client during the settle-in period.
- Candidate follow-up post placement is an ideal method to understand more about your clients and their future recruitment needs.
- Temporary candidates typically require more frequent contact than those placed in a permanent position.

# ARE YOU **TRULY** MEETING YOUR CANDIDATES' EXPECTATIONS?

## ➤ Recruitment Industry

### Candidate Satisfaction Executive Report 2002

Navigator Consulting recently surveyed hundreds of candidates who have been through the recruitment process and discovered what they **REALLY** think about recruitment firms.

NOW THIS INFORMATION CAN BE YOURS!

“After seeing the Candidate Satisfaction results, we realised that by simply 'tweaking' a few of our procedures we could see a huge positive impact on our bottom line!”

**Jan Reeves, Managing Director  
The Credit Recruitment Specialists.**

➤ This powerful 35 page executive report will provide the answers to critical business questions including:

■ **Which part of the recruitment process do candidates value most?**

**BENEFIT:** Focus on what candidates really want and save time and money.

■ **Where should you advertise to attract quality candidates?**

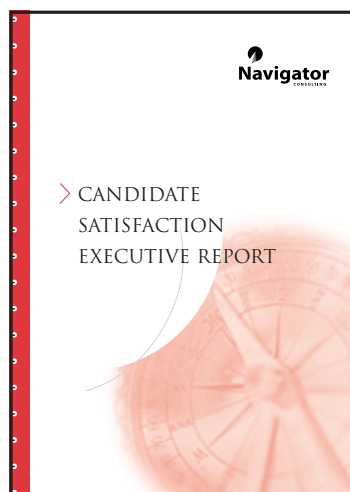
**BENEFIT:** Ensure valuable advertising dollars are working for you.

■ **What do candidates look for when selecting a recruitment agency?**

**BENEFIT:** Stand out from the crowd in candidate-short times.

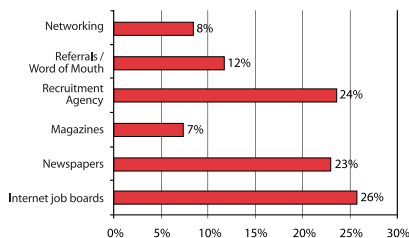
■ **Where can consultants improve their service levels?**

**BENEFIT:** Helps to set accurate KPI service levels.



#### Extract from Report:

Where will you look for your next job?



## ➤ FAX/MAIL FORM **TAX INVOICE**

ABN: 68 081 368 685

### Fax to (02) 9239 0700 or

Mail to Navigator Consulting, Level 8, 300 George St, Sydney, NSW 2000.

Please send me \_\_\_ copies of the **Candidate Satisfaction Executive Report** @ \$195 each  
Includes: GST and delivery (Australia and New Zealand)

Please contact me to discuss the prospect of completing a candidate satisfaction report specifically for my company.

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Title: \_\_\_\_\_ Fax: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ Post Code: \_\_\_\_\_

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