

# CANDIDATE EXPERIENCE AS COMPETITIVE ADVANTAGE

*How AI humanizes recruiting*



A study performed after the Great Recession of 2007 revealed that companies who invested in operational efficiencies had a much higher likelihood of recovery than those who cut costs by performing layoffs<sup>1</sup>.

In 2019, **7% of companies were using AI** to optimize their recruiting practices; in 2020, as the global economy entered another recession, that number rose to **36%**. These organizations are finding competitive advantages by focusing on both efficiency and candidate experience.

*This is why:*



Recruiting technology **cuts cost-per-applicant** by up to **250%**,<sup>3</sup>

decreasing application completion time from **15 minutes** to **5**<sup>4</sup>



**73%**  
of candidates say job searches are one of the most **stressful** life events.<sup>5</sup>

**75%**  
**never even get a response** after applying for a job.<sup>6</sup>

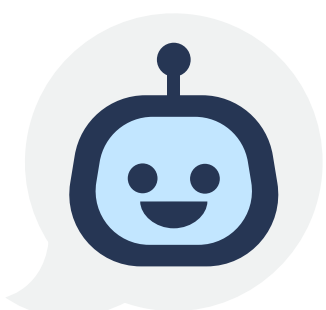
**81%**  
of job seekers say **communication updates** would improve their experience.<sup>7</sup>



**Text is the #1** communication channel with a

**90%** open rate<sup>8</sup> and

**90-second** average response time,<sup>9</sup> versus 47 minutes for emails.<sup>13</sup>



Chatbots can screen and schedule interviewees in **under 3 minutes**,<sup>10</sup> while recruiters often spend days or weeks on back-and-forth communication.

Satisfied candidates are **38% more likely to accept a job** offer.<sup>11</sup> They also put more effort into the job,<sup>12</sup> which yields **3X the operating profit** than companies with less engaged employees.<sup>14</sup>

