

HELP WANTED: THE ONLINE JOB APPLICATION PROCESS

TODAY'S JOB SEEKER

"Are they kidding me - I cant even upload my resume - I am out of here, life is too short."

"This is taking way too long."

"This job application is really bad - how can these guys not support mobile? It's 2014."



TODAY'S HR DEPARTMENT

"I wish our hiring process was more mobile-friendly."

"I wish I had more data on our processes. It would be great to know where candidates are dropping off."

"I think that our current technology is actually making my job harder, not easier"



Perception of the Online Job Application Process



Three out of four think that their job search has been either **time consuming (80%)** or **stressful (78%)**

More than half believe that candidate experience is important (**54%**), yet most believe that the current experience they offer is not easy (**57%**) or user-friendly (**54%**)



Applying for a job on a mobile device



70% desire the ability to apply from their mobile device

More than a third (**36%**) report their company's application process is **not mobile optimized**, and more than quarter (**27%**) **don't support mobile at all**

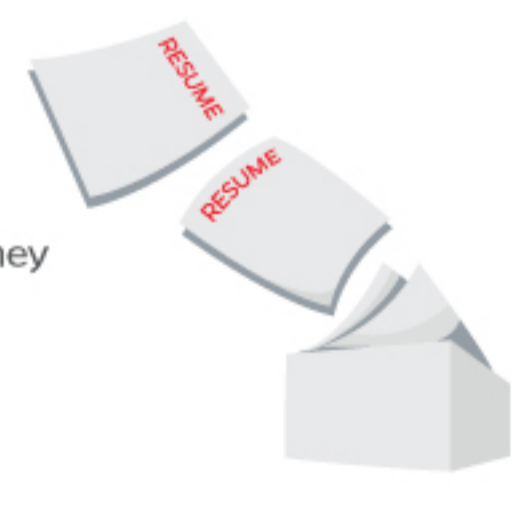


Online applications are deterring quality job candidates

Reasons for giving up:



37% are concerned they are losing key talent



Impact on brand



More than a third (**34%**) would not spend money with companies that had inferior job application process

Nearly a quarter (**21%**) know that **poor candidate experience** drives **negative** comments on social media



The Bad News

- Job seekers are frustrated
- HR is failing the mobile generation
- Poor experiences are driving candidates away and negatively impacting the bottom line

The Good News

Employers are realizing how important these issues are, and are working harder than ever to improve the candidate experience.

Based on an independent survey of more than 1,000 job seekers and more than 300 HR professionals