

# The Candidate Experience Maturity Model

## What is the Candidate Experience Maturity Model?

The Candidate Experience Maturity Model helps you discover your Candidate Experience measurement's effectiveness and identify opportunities for improvement. You can treat it as a reference guide, a list of best practices, or a roadmap to how you can achieve Candidate Experience excellence. The model covers 12 different functionalities and processes, and divides each into three levels of expertise.

	Intermediate	Advanced	Leading
<b>Scope</b> Number of candidate stages for data collection	2-3 stages	4-5 stages	5+ stages
<b>Measuring Stakeholder Satisfaction</b> Measure internal processes and cooperation	Not measuring stakeholder satisfaction	Measuring Hiring Manager satisfaction	Measuring Hiring Manager and Recruiter satisfaction
<b>Data Granularity</b> Break down data by hiring process	Same surveys to all candidates	Same surveys to all candidates	Surveys specific to department or process
<b>Internal Candidates</b> Measure the success of your internal mobility plan	Internal candidates are excluded	Segmenting internal candidate data	Tailored surveys to measure your internal candidate experience
<b>Referrals</b> Measure referred candidates' experience	Referred candidates are excluded	Segmenting data on referred candidates	Tailored surveys to measure your referred candidate experience
<b>Inclusivity</b> Measure the inclusivity of your hiring practices	Not measuring inclusivity	Include survey questions to measure diversity and inclusion	Segment your inclusion data by demographic
<b>Quality of Hire</b> Measure the quality of new hires	Not measuring quality of hire	Asking hiring managers for feedback on the quality of their new hires	Quality of hire surveys for hiring managers and new hires
<b>Closing the Feedback Loop</b> Turning around a negative Candidate Experience	Selective reactions to certain candidates	Follow-up with all detractors	Follow-up with all candidates
<b>Setting Goals</b> Setting internal goals for Candidate Experience	Setting Candidate Experience baselines	Setting NPS and response rate goals	Setting cNPS, response rate, and average satisfaction goals by department or business unit
<b>Performance Management</b> Evaluating recruiter, coordinator and hiring manager performance	Give recruiters access to own results	Schedule periodic team performance meetings	Base individual and team KPIs off of Candidate Experience data
<b>Analyzing Results</b> Gaining insights from your data	Analyze cNPS and response rates	Analyze cNPS and response rates per survey, department, region, and role + consult the Priority Matrix	Advanced Level + Analyze open feedback and combine experience data with external data from your ATS
<b>Sharing Results</b> Sharing results within your organization	Share results with TA department on a quarterly basis	Share results monthly with TA department, and quarterly with management	Advanced Level + Share personalized feedback with recruiters on a monthly basis

## Why Aim for Leading?

To truly leverage your insights to their fullest extent, you need to take a holistic approach to collecting data. The takeaways become even more enlightening when you can peer into all the relevant aspects: hiring manager satisfaction, the recruiter-hiring manager partnership, quality of hire, referred candidates, internal candidates, and your inclusivity metrics at every candidate stage.

Once you begin to measure all of these, you will then have to analyze and process these insights. Combining these data sources with comprehensive internal processes like setting periodic goals, performance management, proper data analysis and internal sharing of results will arm you with the necessary tools to take your recruiting process to the next level.

## Get Inspired by Leaders



### Gorillas

Leading in Analyzing Results

Thanks to being able to filter their Candidate Experience data by department, Gorillas realized their service department could benefit from additional training. They organized targeted training and consulting sessions, and managed to greatly improve their ratings.

Read now



### Twilio

Leading in Inclusivity

By breaking down their Candidate Experience data by demographic and closely tracking inclusivity, Twilio were able to keep their anti-racist commitments and make their new hires reflect society.

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### Wolt

Leading in Candidate Experience at Scale

Faced with the challenge of expanding their workforce tenfold, Wolt kept a close eye on their Candidate Experience analytics and innovatively used Starred to A/B test different parts of their tech stack, figuring out exactly what worked best for their candidates.

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## Discover the Story Behind the Model

	Intermediate	Advanced	Leading
Scope of Data	2-3 stages	4-5 stages	5+ stages
Measuring Stakeholder Satisfaction	Not measuring stakeholder satisfaction	Measuring Hiring Manager satisfaction	Measuring Hiring Manager and Recruiter satisfaction
Data Granularity	Same surveys to all candidates	Same surveys to all candidates	Surveys specific to department or process
Internal Candidates	Not measuring internal candidate data	Segmenting internal candidate data	Using surveys tailored to internal candidates
Referrals	Not measuring referred candidate data	Segmenting referred candidate data	Using surveys tailored to referred candidates
Inclusivity	Not measuring inclusivity	Include diversity and inclusion questions in surveys	Ask questions on surveys + segment candidate data by demographic
Quality of Hire	Not measuring quality of hire	Quality of hire surveys for hiring managers	Quality of hire surveys for hiring managers and new hires

## The Candidate Experience Maturity Model

Measuring Candidate Experience is a broad term, and there are often nuances that can fly under the radar. The Maturity Model exists to showcase the wide variety of elements that feed into the ultimate goal of extracting as many insights as possible from your Candidate Experience.



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