



# Creating a world-class candidate experience

How a global technology company used the SocialTalent e-learning platform to optimize interviewing across the organization

# Challenge

## Elevating candidate experience

This global tech organization's primary reason for partnering with SocialTalent was based on a fundamental desire to make candidate experience at the interview stage world-class. The company understood how intrinsically linked positive candidate experience was to attracting the best talent and they were dedicated in their mission to make this process the best it could be.

After thorough research and an internal review of their current processes, they identified areas of opportunity on this front that could be iterated and evolved in order to optimize how interviews were conducted throughout the company.

## Upskilling interviewers and aligning hiring managers

In addition to creating a consistently great candidate experience throughout the hiring process, the company's goal was to upskill hiring managers and panelists to become excellent interviewers and secure the best talent. They wanted to continue to improve their quality of hire and better align hiring managers and TA to enable this.

In sum, their aim was to improve interview structure, drive a fair and transparent process, reduce the risk of making poor hires and, ultimately, create unparalleled candidate experience across the board. So, it was decided that a comprehensive program of interview training, facilitated by the SocialTalent e-learning platform, would be rolled-out to the organization.



# Approach

## Survey employees and roll out tailored interviewer training

The organization conducted a temperature check of their hiring managers' interest in undertaking interview training, and released a survey which resulted in an overwhelming 78% positive response rate. With appetite clearly there, they got down to brass tacks – to roll out interview training to everyone responsible for conducting interviews, company-wide.

Having successfully partnered with SocialTalent previously for recruiter training, the organization was confident that this form of industry lead, bite-size learning would also enable their teams to excel at interviewing. The quality and depth of content, global ease of access and customizable nature of the training were hugely attractive features within the SocialTalent platform.

## Establishing a project management team to spearhead implementation

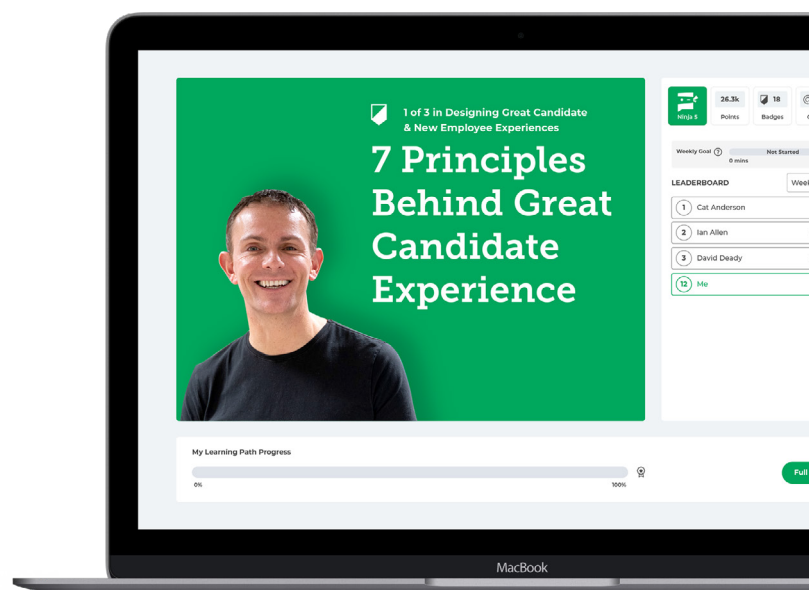
So, with SocialTalent firmly on-board, the company committed themselves to delivering and operationalizing this training by putting a senior project management team in place from the get-go. The PM team understood how important it was to collaborate and be active participants in the roll-out of new learning and development – and this became a key factor in the organization's overall success.

In order for the SocialTalent interview training to have the biggest impact, it was deemed mandatory for any employee who participated in interviews to complete it and receive a certified award. Failing to achieve this certification would mean that these particular employees would not be eligible to sit on future interview panels. This conscientious approach ensured that best practices were adopted by all, and not just some.

“We wanted to give employees the best information possible in the easiest way for them to learn and SocialTalent already had that set-up. People love the missions, the way everything is structured, the vignettes of information and accomplishment badges.”

## Change Leader, HR Talent Acquisition Global Ops Program

*Global tech company*



# Business Impact

## Immediate positive returns in NPS scores, active users and feedback

Thanks to such a dedicated and organized approach to rolling out the training across the organization, they immediately saw positive returns. Crucially, NPS scores from candidates being interviewed rose.

With over 18,000 active users on the platform, this organization has seen massive uptake in the SocialTalent interview training. Coupled, with strong support from leadership in all regions, the content is being shared across countless teams and the feedback from surveys has been excellent, with some users saying that it was **“the best online training [they] have ever received.” 95% of those surveyed would recommend the training to a colleague, and over 93% agreed it was relevant to their role.**

With every user now responsible for ensuring that interviews were conducted effectively and in a manner which allows candidates to flourish, the organization has witnessed hugely beneficial behavioral changes from their employees upon completing the SocialTalent training.



## Future plans to deepen DE&I training, expand translations and implement a recertification process to keep learning active

SocialTalent's extensive catalogue of interview training content has enabled the company to achieve their aim and empower their employees with the knowledge and practical advice needed to foster the best possible candidate experience.

But the progress won't stop here – the organization already has future plans to deepen knowledge around diversity interview practices, and to translate the interview training for different global markets. Furthermore, they are implementing a pioneering recertification process to keep L&D forever fresh – whereby everyone involved in interviewing will be required to recertify on the SocialTalent training every 12 months.

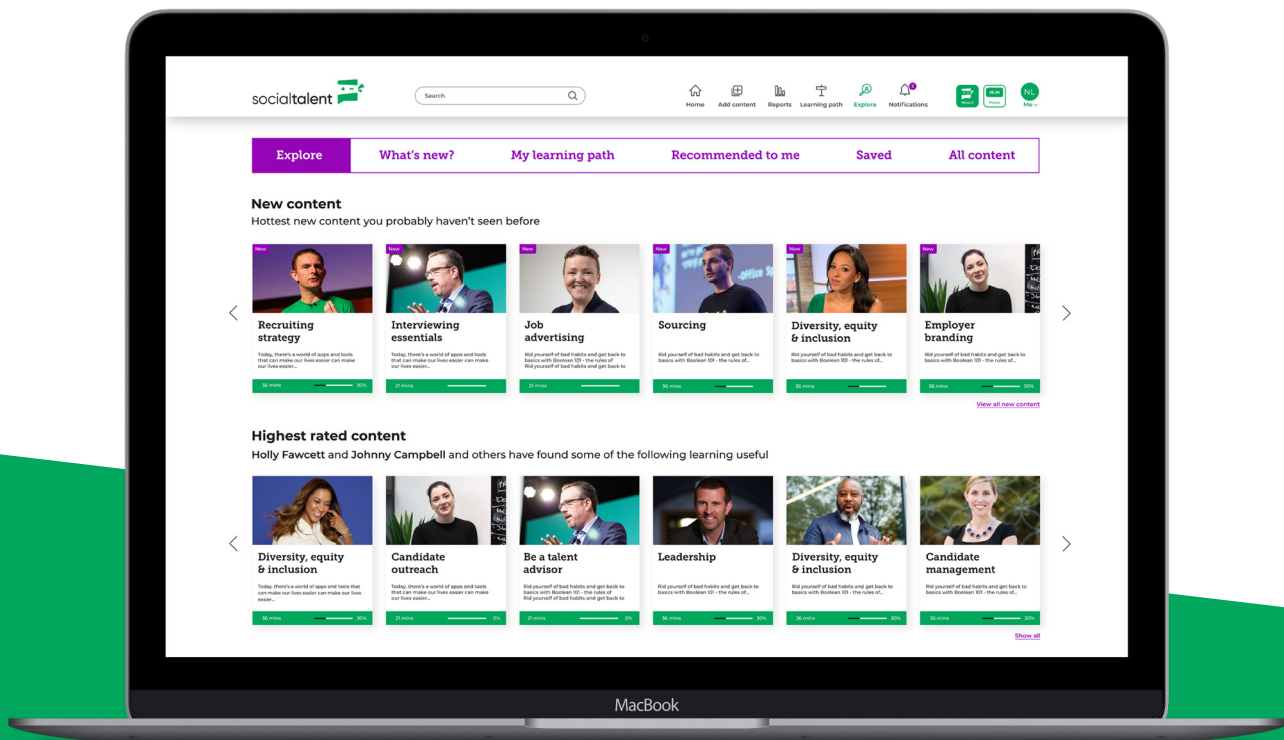
**“I have been sitting on interview panels for over a decade and have been a hiring manager for more than half of that time and this was hands down the best interview training I've gone through.”**

**Chief of Staff &  
Director of Business  
Development and  
Sales Operations,**

*Global tech company*

# About SocialTalent

SocialTalent is the world's only learning platform dedicated entirely to hiring. We give teams the skills and knowledge to find, hire, onboard and engage great talent. Learn from leading industry experts on an intuitive platform that can be easily tailored to your specific needs. SocialTalent is the solution for hiring excellence.



If you would like to [learn more](#) about how SocialTalent can help you and your organization to develop your skills to find, hire, onboard and engage with top talent, contact us today.

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