How do recruits
view you?

Hiring the best candidates by giving them the best hiring experience.

When the global outlook is uncertain, you need to be positive you have the right people in the right roles. It is more important than ever to attract the best possible talent. Your recruits' first experience with you, in other words, needs to leave a lasting impression.

Today's workforce looks beyond salary and benefits to more subtle things, like how quickly you respond post-interview and how easily they're reimbursed for expenses incurred during the interview process.

After all, if you don't treat them well while you're wooing them, how will you treat them once they work there?

Happiness means more than money.

According to Bhushan Sethi, Principal, Joint Global Leader, People and Organization, at PwC US, "You'll win top talent in a tight labour market by competing on more than salary. Our analysis of this data shows that your firm's culture and the experience you provide is your differentiated asset."

In other words, culture and, relatedly, experience matter.

Recruits, and your current employees as well, want to know that you value what they value – that you're working to eliminate menial tasks, reduce unnecessary paperwork, and employ state-of-the-art technologies that don't simply make work easier, they make it easier to focus on more valuable work.

This is what intrigues candidates and engages employees. This is the work experience that makes them happy.

49% of job seekers working in in-demand fields say they've turned down an offer because of a bad experience during the hiring process.

Source: PwC Future of Recruiting survey, 2019

We're not talking about perks here, and we're not merely talking about emotional well-being; this is about the tools, technologies, and tactics that make both the recruiting and work experience rewarding. And this is why you should be interested.

"A great candidate experience is not so much a reputation-management tool as it is a hiring necessity."

~Hirevuew.com

56%
of candidates say they'd discourage others from applying due to bad recruiting.[1]

72%
of job seekers need to understand the work culture before accepting an offer.[1]

82%
of candidates with a great experience say they're "extremely likely" to refer their friends and colleagues.[2]

Candidates satisfied with the candidate experience were **38% more likely** to accept a job offer.[2]

[1] PwC Future of Recruiting survey, 2019
[2] Hirevue.com

A great experience is now required.

The **travel and expense experience** is a smart place to start.

How do you deliver a rewarding, engaging experience when the people you're trying to reward and engage don't work there yet? Where do you even begin? For starters, you make sure they don't pay a penny out of their own pockets to travel to the interview.

Let recruits book their trips on your corporate guest account, so **no one has to hassle with reimbursement**, and you don't have to worry about what they're spending.

This is just one example of the simple things you can do to improve the hiring experience, and it's an idea that often gets overlooked. Travel and expense as a whole, in fact, is typically neglected when considering the candidate – and current employee, for that matter – experience.

If instead you show them that even the littlest details – like booking and managing travel to the interview – are taken care of in an effortless, even enjoyable manner, it demonstrates the unique recruiting experience you offer. That, in turn, demonstrates the unique *working* experience you offer.

With SAP Concur solutions and connections across SAP S/4HANA, SAP Analytics Cloud, and SAP SuccessFactors, you create a great experience for candidates by:

- Creating a guest account in a few simple clicks, so candidates can book their own trips

- Giving candidates choices, liking using virtual credit card numbers, so they can cover expenses without waiting for reimbursement – and offering them simpler, faster reimbursement processes and real-time updates

- Offering expense reports that write themselves, eliminating paperwork and manual-entry errors

And the process is easier and better for you, too, because instead of rifling through stacks of paper receipts, auditing expense reports, and manually sending out checks, you can:

- Make sure policies are being followed, with Machine Learning audits of each charge

- Gain clear visibility into travel spending

- Enjoy automatic workflows that keep approvals – and the rest of the process – moving

Be as impressive as you want your recruits to be.

With the right travel and expense tools in hand, you can simplify the hiring process for both your organisation and its candidates. And when you demonstrate that you want them to have the best possible work experience, people tend to give you their best.

Contact your SAP Concur representative to learn more about SAP Concur solutions for HR.

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