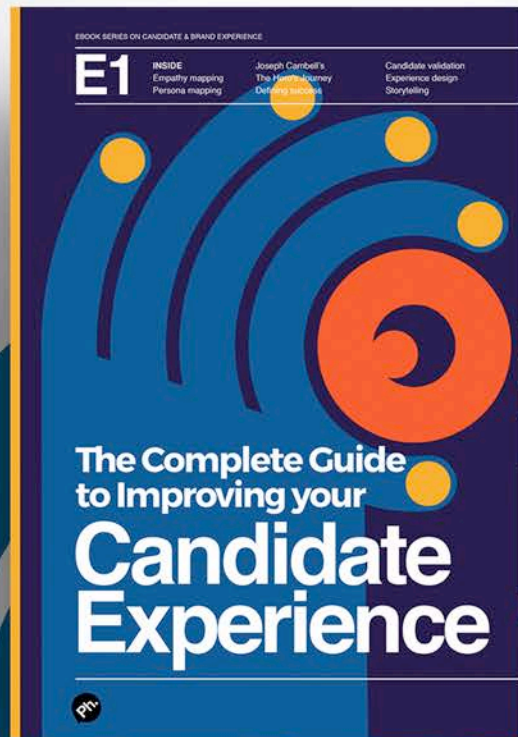


Two human hands are shown against a solid green background. The hand on the left is positioned higher and angled downwards towards the center. The hand on the right is positioned lower and angled upwards towards the center. Their fingers are slightly curled, and they appear to be reaching towards each other, creating a sense of tension or anticipation. The central text is placed between the two hands.

CREATE DIGITAL
EXPERIENCES
THAT MATTER
TO CANDIDATES



DOWNLOAD OUR CX GUIDE

bit.ly/RecruitMarketing

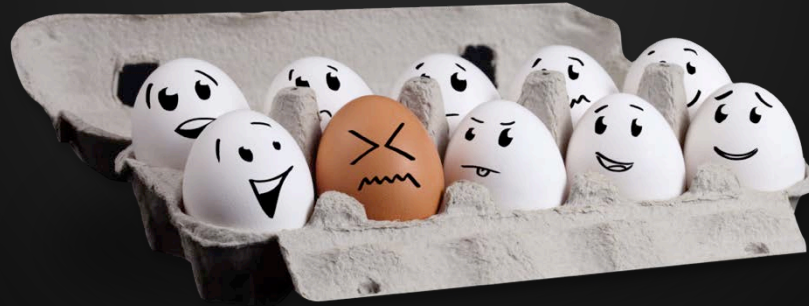


CANDIDATE
EXPERIENCE
EMPLOYEE
EXPERIENCE
PEOPLE
EXPERIENCE





MINDSET TECHNOLOGY RESOURCE







INITIAL
STIMULUS



ZMOT

FIRST
MOMENT OF
TRUTH



SECOND
MOMENT OF
TRUTH





INITIAL
STIMULUS



ONLINE OFFLINE WOM

RESEARCH

14.5 SOURCES
72% 2-6 HOURS RESEARCHING

JOB
APPLICATION



START
JOB







Share a Coke with

Friends



@googledave
Ph. Creative

I'VE KISSED
RAY



100 YEARS OF THE COCA-COLA BOTTLE



I'VE KISSED
MARILYN



100 YEARS OF THE COCA-COLA BOTTLE



I'VE KISSED
ELVIS



100 YEARS OF THE COCA-COLA BOTTLE



MAKE CANDIDATES
DO THINGS

— vs —

MAKE CANDIDATES
WANT
TO DO THINGS

**UNDERSTAND
ATTRACT
CONVERT**

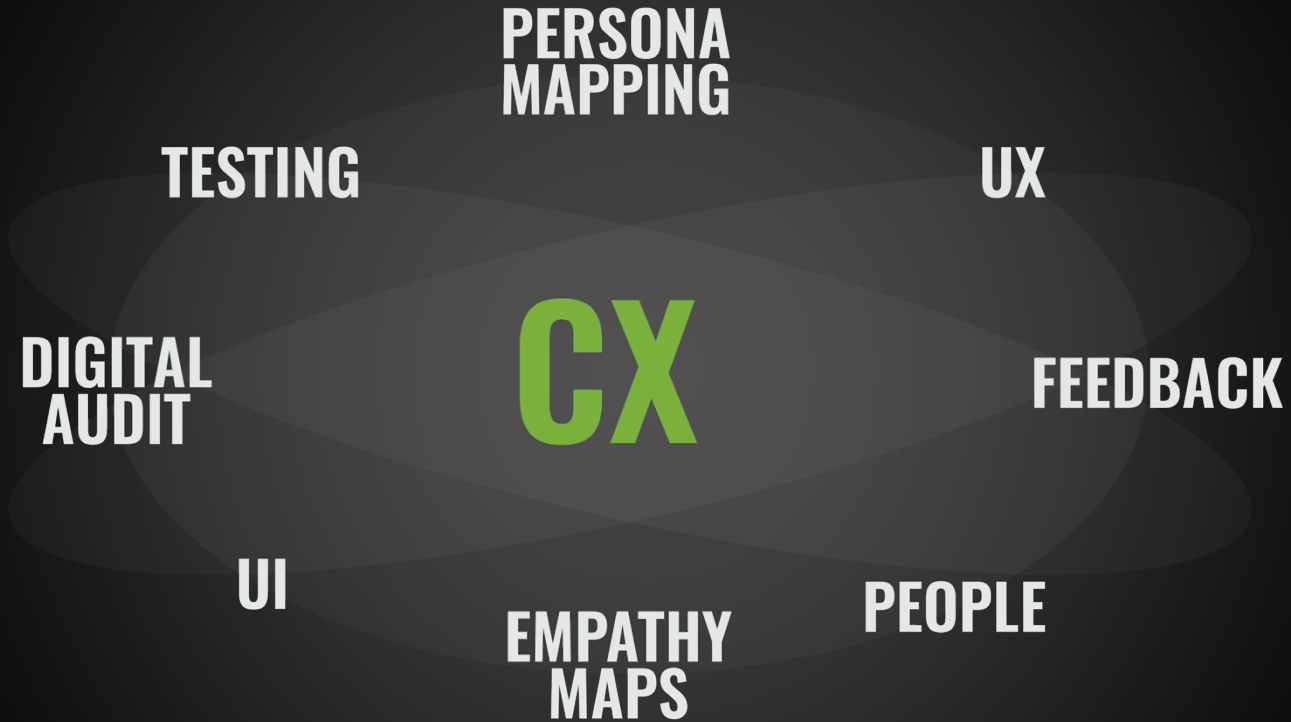
UNDERSTAND
ATTRACT
CONVERT





Where the UK wants to work now...

#2 in the UK | **LinkedIn**





-29

Rejected
candidate NPS

Would you recommend us?

Louise The Hairdresser

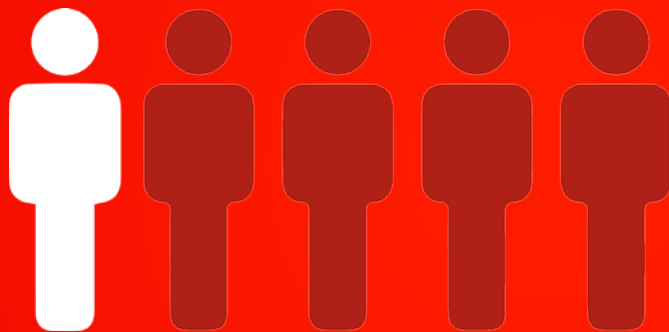


'I'M REALLY UPSET.
I JUST WANTED A PART-TIME
JOB LOCALLY, **AND EXPECTED TO**
BE TREATED MUCH BETTER
FROM VIRGIN.

I WAS SENT HOME AFTER MY
INTERVIEW, INTERVIEWER WAS RUDE
TAKING A PHONE CALL, I DIDN'T GET
THE CHANCE TO COMPLETE THE
REST OF THE ASSESSMENT.

I'M SWITCHING TO SKY, AND
SO IS MY SISTER.'





18%

**of our rejected
candidates were
customers**

$$\sin \alpha = \sqrt{2} \sin(45^\circ - \alpha) = \sqrt{2} \cos(45^\circ + \alpha)$$

$$x^m = 1 + mx + \frac{m(m-1)x^2}{2!} + \frac{m(m-1)(m-2)x^3}{3!} + \dots + \frac{m(m-1)(m-2)\dots(m-k+1)x^k}{k!}$$

$$1 + \sum_{k=1}^{\infty} \binom{m}{k} x^k, |x| < 1$$

$$[\cos(\alpha - \beta) - \cos(\alpha + \beta)]$$

$$\cos(\alpha - \beta) + \cos(\alpha + \beta)$$

$$[\sin(\alpha - \beta) + \sin(\alpha + \beta)]$$



$$A = B = \frac{qL}{2}$$

$$f = \frac{5}{384} \frac{qL^4}{EI}$$

$$T_x = \frac{q(L-2x)}{2}$$

$$\sin \frac{\alpha}{2} = \pm \sqrt{\frac{1 - \cos \alpha}{2}}$$

$$\operatorname{tg} \frac{\alpha}{2} = \pm \sqrt{\frac{1 - \cos \alpha}{1 + \cos \alpha}}$$

$$\cos \frac{\alpha}{2} = \pm \sqrt{\frac{1 + \cos \alpha}{2}}$$

$$\operatorname{ctg} \frac{\alpha}{2} = \pm \sqrt{\frac{1 + \cos \alpha}{1 - \cos \alpha}}$$

$$\sin^2 \frac{\alpha}{2} = \frac{1 - \cos \alpha}{2}$$

$$\cos^2 \frac{\alpha}{2} = \frac{1 + \cos \alpha}{2}$$

$$\operatorname{tg}^2 \frac{\alpha}{2} = \frac{1 - \cos \alpha}{1 + \cos \alpha}$$

$$V = Lwh$$

$$S.A. = 2lw + 2lh + 2wh$$

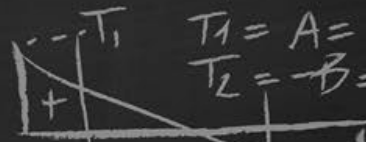
$$\frac{1}{1-x} = 1 + x + x^2 + \dots + x^n + \dots = \sum_{n=0}^{\infty} x^n, |x| < 1$$

$$= 1 - x + x^2 - \dots + (-x)^n + \dots = \sum_{n=0}^{\infty} (-1)^n x^n, |x| < 1$$

$$\cos(\alpha + \beta) = \cos \alpha \cos \beta - \sin \alpha \sin \beta$$

$$\cos(\alpha - \beta) = \cos \alpha \cos \beta + \sin \alpha \sin \beta$$

$$e^x = 1 + x + \frac{x^2}{2!} + \dots + \frac{x^n}{n!} + \dots = \sum_{n=0}^{\infty} \frac{x^n}{n!}, |x| < \infty$$



$$T_1 = A = \frac{qL}{2}$$

$$T_2 = -B = -\frac{qL}{2}$$

$$A = B = qL$$

$$T_1 = -T_2 = A$$

$$\sin A = \frac{a}{c}$$

123K

Rejected applications

6%

Disconnected

£50

Avg Monthly value

x12

Annually

£4.4m

Lost Revenue Per Year





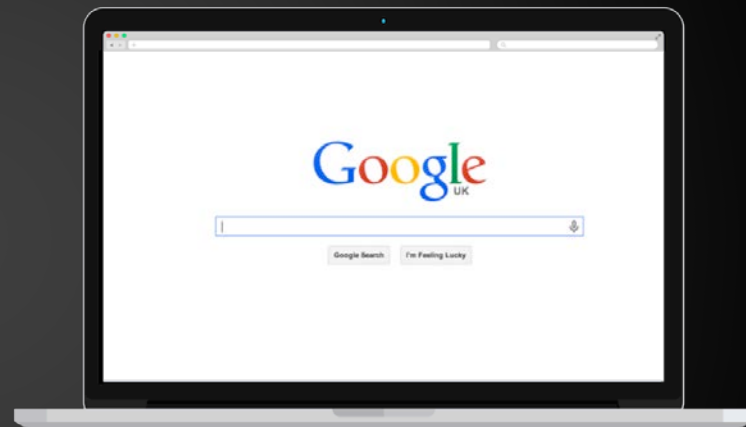
EMPLOYER BRAND EXPERIENCE

	1.	2.	3.	4.	5.
	ATTRACTION	APPLY	SCREEN	ASSESSMENT	RESULT
FEEL	INTRIGUED & CURIOUS	FRUSTRATED	UNPREPARED	NERVOUS	UNHAPPY
THINK	I WONDER SHOULD I?	FILLING IN CORRECTLY	DID I GIVE MY BEST?	I WONDER WHAT IT WILL BE LIKE?	POOR FEEDBACK
EASE	EASY TO FIND ANSWERS	18 PAGE APPLICATION. NO!	I WAS ON MOVE, COULD BE BETTER	I DID NOT FEEL PREPARED ENOUGH	I HAD TO CHASE FOR FEEDBACK
MEMORY	LOOKS INTERESTING	NOT EASY	WISH I'D SAID...	NOT SURE ABOUT HIRING MANAGER	I PUT IN ALL THAT TIME...
STAKEHOLDERS	BRANDED CONTENT	ATS	TEAM RECRUITER	HIRING MANAGER	SENIOR RECRUITER
TECH	MARKETING TACTICS	ATS	TELEPHONE / VIDEO	PAPER BASED FORM	EMAIL / TELEPHONE
PRACTICAL	FOCUSSED REACH	LARGE DROP OFF	ACCURACY CHALLENGES	CREATES ADMIN	FEEDBACK IS VAGUE



or 1-Click Checkout







JUST ASK

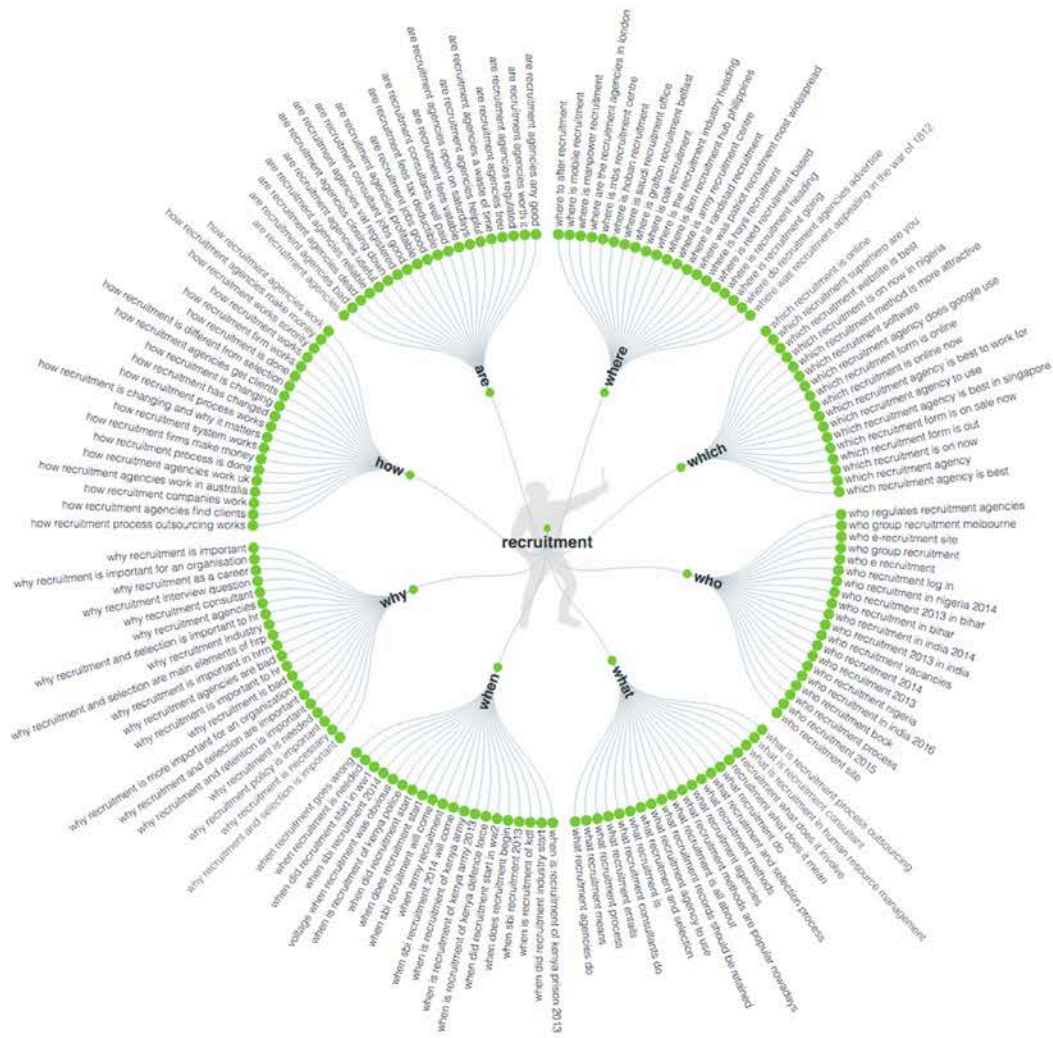
(Voice of the customer)





WHY DID YOU
ALMOST
NOT
APPLY?





UNDERSTAND
ATTRACT
CONVERT



INITIAL
STIMULUS

RESEARCH

JOB
APPLICATION

START
JOB





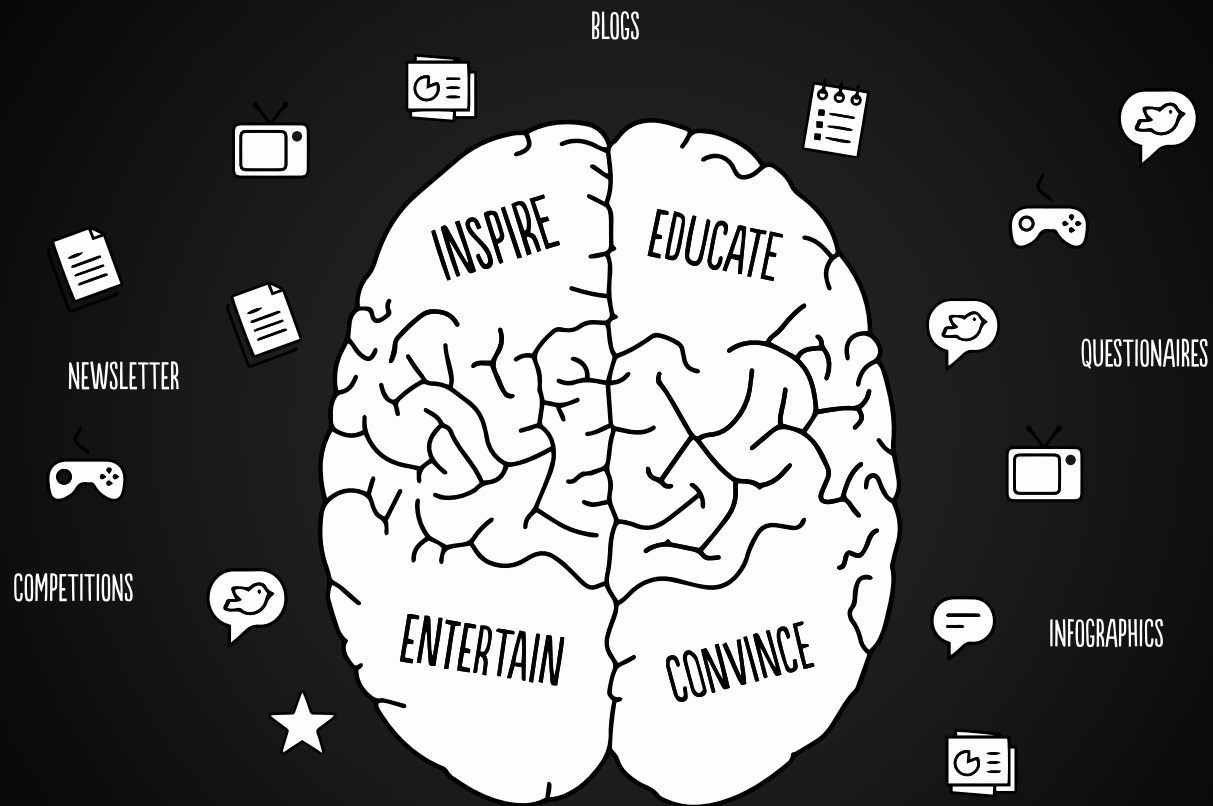


Or...



CONTENT

*1. **Satisfied** with what one is or has; not wanting more or anything else.*



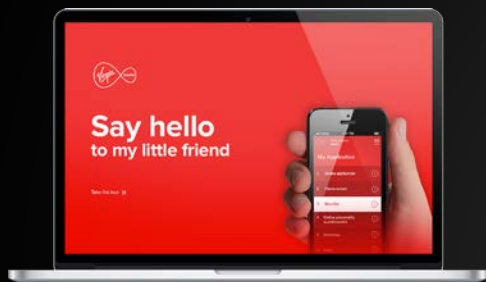


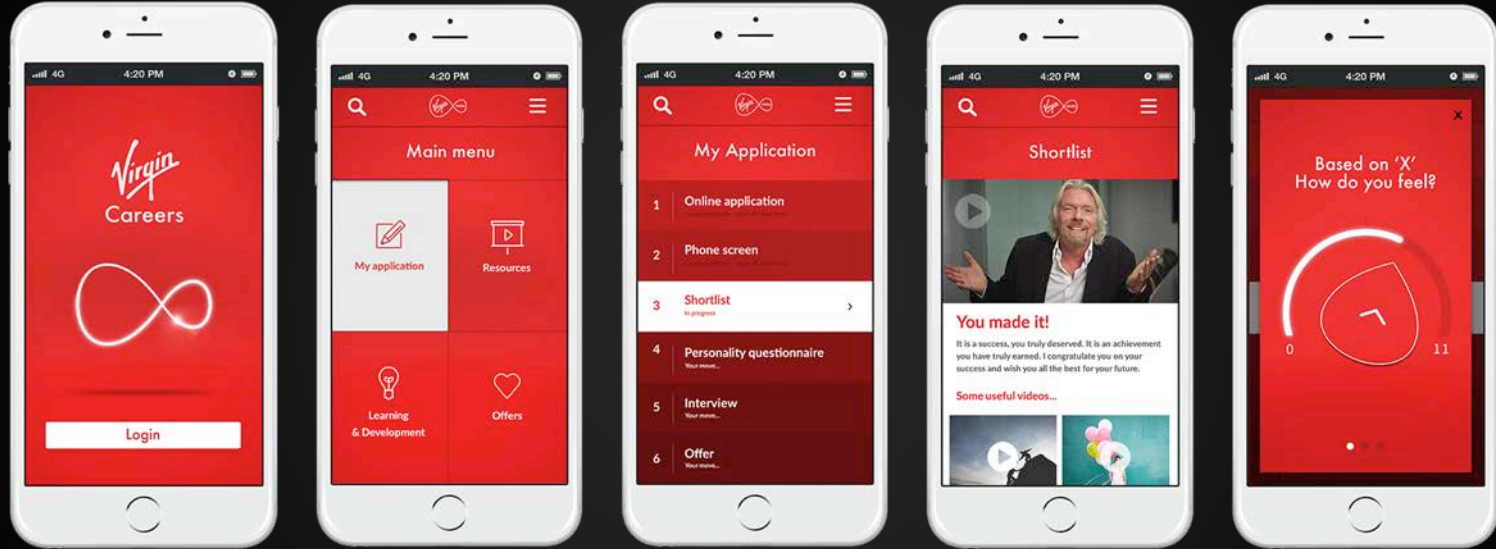


BE A BUSINESS OF
VALUE FIRST
SUCCESS SECOND









UNDERSTAND
ATTRACT
CONVERT



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AS SEEN IN

This piece is a press favourite, and we hope you like it just as much. Here's a recent example of who loves it and where it's featured.



VISIT US

Want to see our furniture up close and personal? Our showrooms are open 7 days a week. Find out more

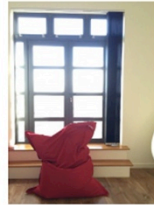


OUR CUSTOMERS' HOMES (50)

[Discover more photos from our customers' homes on MADE x Unboxed](#)



JamesL13



BrianJHill



BrianJHill



VistaPoint

[Upload your snap to MADE x Unboxed](#)

MATCH WITH



Jonah 3 Seater Sofa, Warm ...
£649
Typical high street £1,299*



2 x Kitsch Dining Chairs, ...
£49
Typical high street £77*



JOB PAGE GRADER

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LET'S TAKE A LOOK



in pursuit of happier candidates.

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Scored



17/24
Engagement



7/18
Conversion



52/69
SEO



36/39
Performance



NOT TOO BAD...

But there's quite a bit to improve on here. Don't worry though, it's all straightforward stuff and you'll see great results straight away. There's a number of factors that impact on the success of your job page, and we'll run through them with you in the sections below.

↓ Let's see how that all adds up



7 STEPS TO WORLD CLASS CANDIDATE EXPERIENCE



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7 STEPS TO WORLD CLASS CANDIDATE EXPERIENCE

1.

Understand who your
candidates really are

2.

Measure the true cost of
good and bad experience

3.

Storyboarding
Experience NOT Listing
Process

4.

Identify the big items to fix

5.

Create Relevant Content
at the right Time

6.

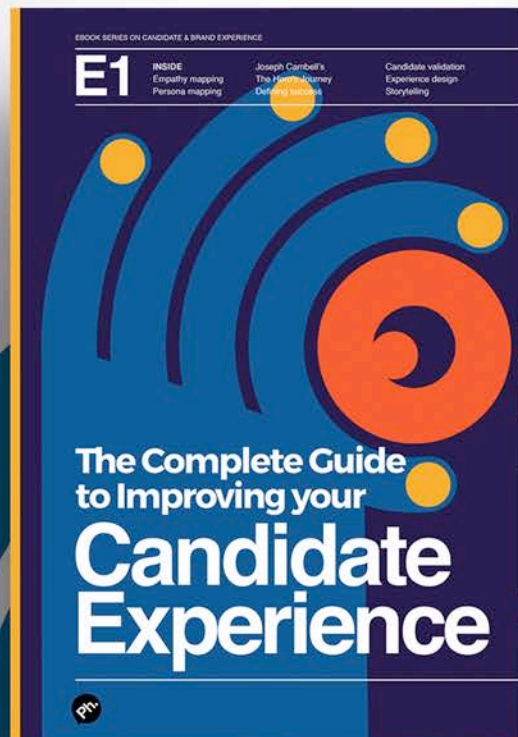
Get help

7.

Storytelling

“PEOPLE WILL FORGET
WHAT YOU SAID,
PEOPLE WILL FORGET
WHAT YOU DID,
**BUT PEOPLE WILL NEVER
FORGET HOW YOU MADE
THEM FEEL.”**





DOWNLOAD OUR CX GUIDE

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Its been emotional!

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