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Add to Cart: Candidates are Consumers, Too - The Impact of Candidate Experience on Buying Behaviors

August 30, 2018

Lack of response is worse than rejection finds new research from ManpowerGroup Solutions

MILWAUKEE, Aug. 30, 2018 /PRNewswire/ -- [NYSE:MAN] More than half of candidates (54%) say candidate experience directly influences whether they choose to buy a company's products or services finds ManpowerGroup Solutions' latest survey of nearly 18,000 candidates in 24 countries.

In [Add to Cart: Candidates are Consumers, Too – The Impact of Candidate Experience on Buying Behaviors](#) candidates universally claimed that showcasing a clear mission, attractive company culture and demonstrating commitment to social responsibility during the application and interview process all contribute to the candidate experience and ultimately bottom line. Conversely, lack of transparency around salary or no response to an application is most likely to negatively impact consumer purchasing intent – even more than rejection after an interview.

"Job seekers are increasingly measuring their experiences against the same standards they use for buying products and services online," said Kate Donovan, Senior Vice President of ManpowerGroup Solutions and Global RPO President. "Ensuring that candidates have a great experience is critical not only for attracting the best talent, but also for nurturing existing and future consumers. Transparent job descriptions, clear values and providing a good interview experience all contribute to the overall impression candidates have of your company."

The report provides practical recommendations on how companies can leverage consumers as potential candidates, improve transparency and speed of response at every touch point, and develop an attractive employer brand aligned to the consumer brand.

Visit <https://www.manpowergroupsolutions.com/candidatepreferences> for detailed information on candidate preferences or to download the report, *Add to Cart: Candidates are Consumers, Too – The Impact of Candidate Experience on Buying Behaviors*

About ManpowerGroup Solutions

ManpowerGroup Solutions provides clients with outsourcing services related to human resources functions, primarily in the areas of large-scale recruiting and workforce-intensive initiatives that are outcome-based, thereby sharing in the risk and reward with our clients. Our solutions offerings include TAPFIN-Managed Service Provider, Strategic Workforce Consulting, Borderless Talent Solutions, Talent Based Outsourcing and Recruitment Process Outsourcing, where we are one of the largest providers of permanent and contingent recruitment in the world. ManpowerGroup Solutions is part of the ManpowerGroup family of companies, which also includes Manpower, Experis, and Right Management. More information at www.manpowergroupsolutions.com.

About ManpowerGroup

ManpowerGroup® (NYSE: MAN), the leading global workforce solutions company, helps organizations transform in a fast-changing world of work by sourcing, assessing, developing and managing the talent that enables them to win. We develop innovative solutions for hundreds of thousands of organizations every year, providing them with skilled talent while finding meaningful, sustainable employment for millions of people across a wide range of industries and skills. Our expert family of brands – Manpower®, Experis®, Right Management® and ManpowerGroup® Solutions – creates substantially more value for candidates and clients across 80 countries and territories and has done so for 70 years. In 2018, ManpowerGroup was named one of the World's Most Ethical Companies for the ninth year and one of Fortune's Most Admired Companies for the sixteenth year, confirming our position as the most trusted and admired brand in the industry. See how ManpowerGroup is powering the future of work: www.manpowergroup.com



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