

# Candidate Experience Checklist: From Insight to Action

This checklist was created to help you apply the insights shared during our D2 Collective event, "**How Candidate Experience Shapes Hiring Success**", and our 2025 Hiring Report. It's packed with ready-to-use practices to elevate your hiring process in today's candidate-driven market.

## Pro tip 1: Attract with Clarity & Transparency

**Why it matters:** Candidates want to know what to expect upfront.

- ☐ Clearly define and communicate workplace flexibility in job descriptions (remote, hybrid, or on-site)
- ☐ Use inclusive, jargon-free language that reflects your company's values
- ☐ Ensure your employer branding reflects the real day-to-day culture
- ☐ Engage hiring managers early to align on expectations and messaging



**Tip from expert:** "Candidates want to be treated as decision-makers, not just sold to."  
– [Anouk van Tuinen](#), Head of Customer Experience at Tellent

## Pro tip 2: Create a Collaborative Hiring Process

**Why it matters:** Great candidate experience starts with internal alignment.

- ☐ Kick off each hiring process with an intake meeting involving hiring managers
- ☐ Define role success and decision-making criteria before sourcing begins
- ☐ Train managers on interview best practices and candidate empathy
- ☐ Encourage hiring managers to provide feedback within 24 hours of interviews



**Tip from expert:** "Thorough kickoff calls are essential for manager alignment on process and expectations."  
– [Jessie de Groot](#), VP of People & Culture at Weaviate

Pro tip 3: Design a Smooth, Efficient Recruitment Funnel

Why it matters: Speed and simplicity help you stay competitive.

- ☐ Use pre-screening questions (2–3 yes/no) to streamline applications
- ☐ Limit interview rounds to 3–4 for non-leadership roles, 4–5 for leadership
- ☐ Set and communicate clear timelines for each hiring stage
- ☐ Track time-to-first-response, time-to-interview, and time-to-offer



**Tip from expert:** “Pre-screening completed in the first week enables hiring 2.5x faster.”  
– [Aleksandra Gurskaite](#), Recruitment Manager at Tellent

Pro tip 4: Keep It Human at Every Step

Why it matters: People remember how you made them feel, even if they’re not hired.

- ☐ Personalize communication at key stages (especially rejection)
- ☐ Provide clear feedback or closure after interviews
- ☐ Connect with strong candidates on LinkedIn and nurture long-term relationships
- ☐ Use friendly, encouraging language in automated messages



**Tip from expert:** “Positive rejection experiences turn candidates into brand advocates.”  
– [Caterina \(Cat.\) Moraga-Scholte](#), Head of Diversity & Inclusion Expert, ex-Marktplaats, ex-eBay

Pro tip 5: Listen, Learn, Improve

Why it matters: Feedback loops create better experiences and stronger hiring decisions.

- ☐ Use short, well-timed surveys between interview stages
- ☐ Collect feedback from both candidates and new hires
- ☐ Regularly review and share candidate experience metrics with your team

- ☐
- Adjust processes based on data and survey insights



**Tip from expert:** “Survey responses between stages are more likely to be honest than end-of-process feedback.”  
– [Iker Uranga](#), HR Business Partner at Qblox

## Pro tip 6: Use Tech Thoughtfully

**Why it matters:** Technology should enable—not replace—the human touch.

- ☐
- Use AI tools (e.g., for resume screening), but add your human judgment

- ☐
- Stay mindful of bias in automation and evaluation tools

- ☐
- Use AI for coming up with questions and as a sparring partner



**Tip from expert:** “AI is man-made and male-made—it needs bias checking.”  
– [Caterina \(Cat.\) Moraga-Scholte](#), Head of Diversity & Inclusion Expert, ex-Marktplaats, ex-eBay

## Pro tip 7: Think Long-Term: Talent Pools & Brand

**Why it matters:** Every interaction shapes your brand and future pipeline.

- ☐
- Nurture candidate relationships—even those not hired

- ☐
- Schedule regular check-ins with talent pool members every 3–6 months

- ☐
- Align with strategic partners and referral sources that match your values

- ☐
- Audit and refresh your brand presence across top digital channels



**Tip from expert:** “Newsletter campaigns and personal reminders help keep silver candidates warm.”  
– [Jessie de Groot](#), VP of People & Culture at Weaviate

**Ready to put these tips into practice?** Pair this checklist with the insights from our [The State of Hiring Report 2025](#) and our blog on [Candidate Experience: 10 best practices](#) to build a hiring journey that’s fast, fair, and human.