

# CORPORATE CATFISHING

Based on Greenhouse's Candidate Interview and Employer Brand Report 2022



When real company culture is masked with an ideally portrayed employer brand, it is called corporate catfishing.

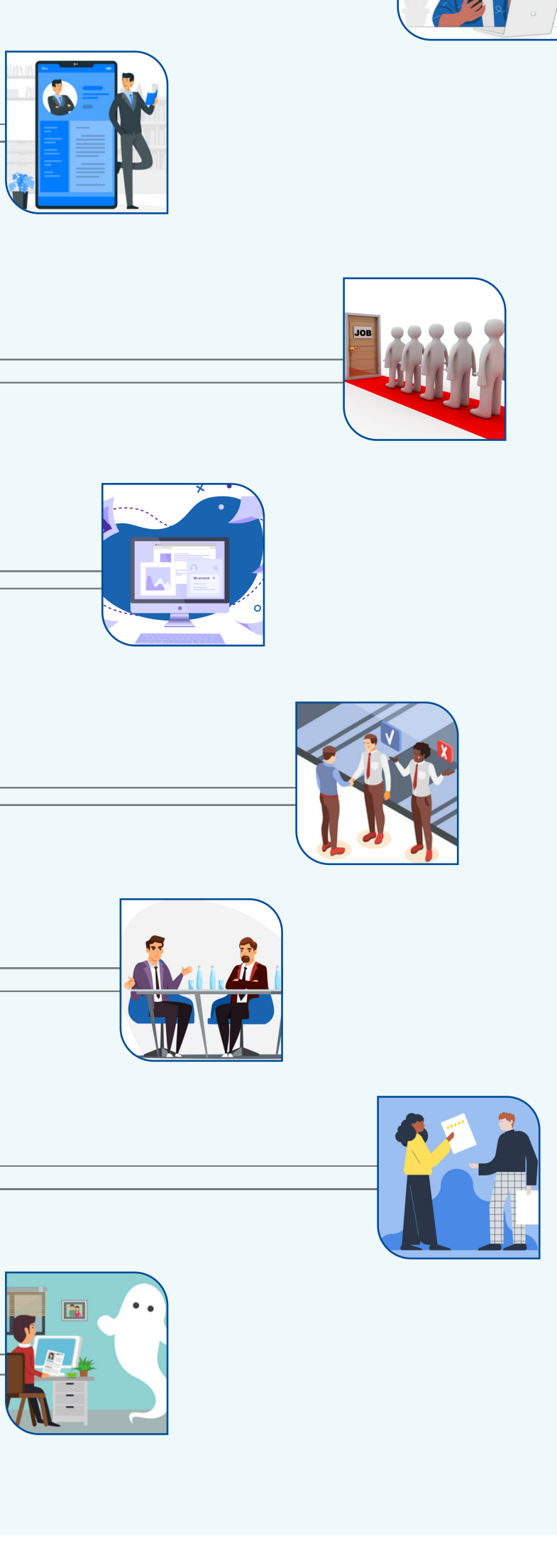
## IT IS A TRAP



1500 Respondents from the US were surveyed, and 45% of them rejected the position after being catfished by the employer.

## HOW DO COMPANIES CATFISH THEIR CANDIDATES?

- Irregular followups
- Inactive on social media after posting a job
- Misleading career page
- No flexibility in interview scheduling and mode of interview
- Discriminatory interview questions
- No diverse interview panel
- Not providing timely feedback
- Candidate ghosting



**92%** respondents believe DE&I is an integral part of a company's culture.

Before applying for an interview, candidates **evaluate** a company's NPS (Net Promoter Score) **through** different **channels** like:

**92%**

Glassdoor

**60%**

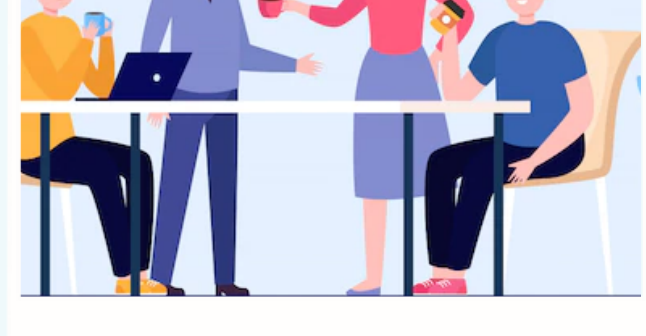
Word of mouth

**44%**

Direct contact with current and former employees

## HOW TO ENRICH THE HIRING PROCESS WITH GOOD CANDIDATE EXPERIENCE

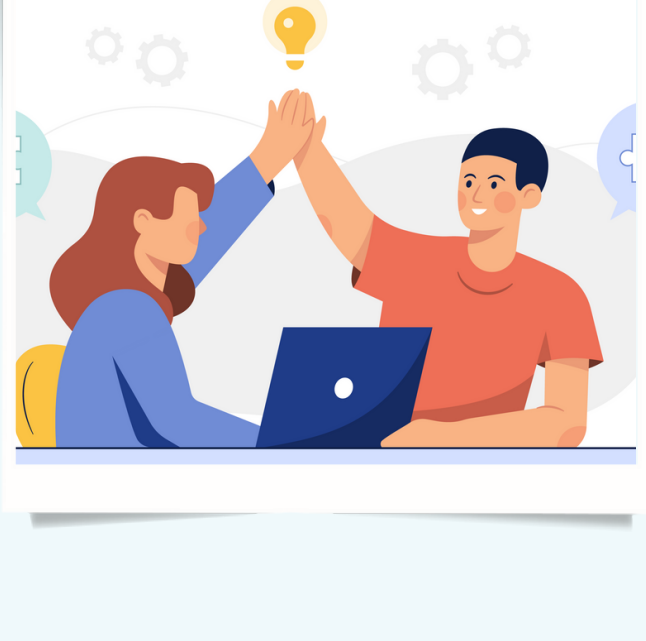
Tell the journey of your company and its work culture like a meaningful story to help potential candidates connect with your brand.



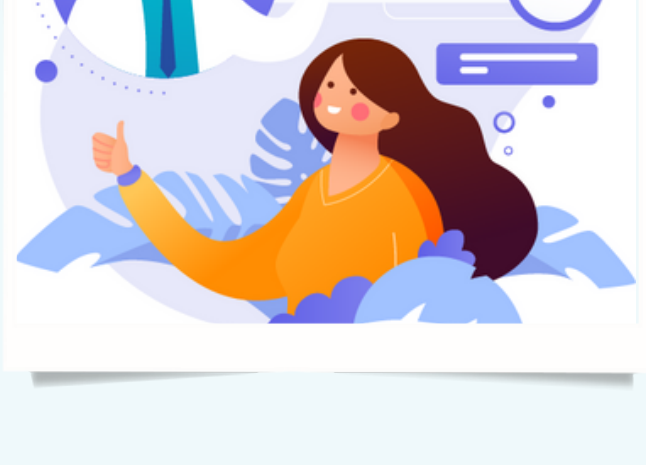
9 out of 10 candidates mentioned the importance of interviewers highlighting a company's values and culture during the interview process.

Maintain transparency about the company's work culture

**63%** of candidates prefer transparency, belonging and fairness from leadership.



Provide flexibility to schedule interviews at candidates' convenience.



**82%** of candidates feel that no more than three interviews are acceptable during the hiring process.

Have a diverse interview panel

**68%** of candidates believe that a diverse interview panel is fundamental to better hiring experiences and outcomes.



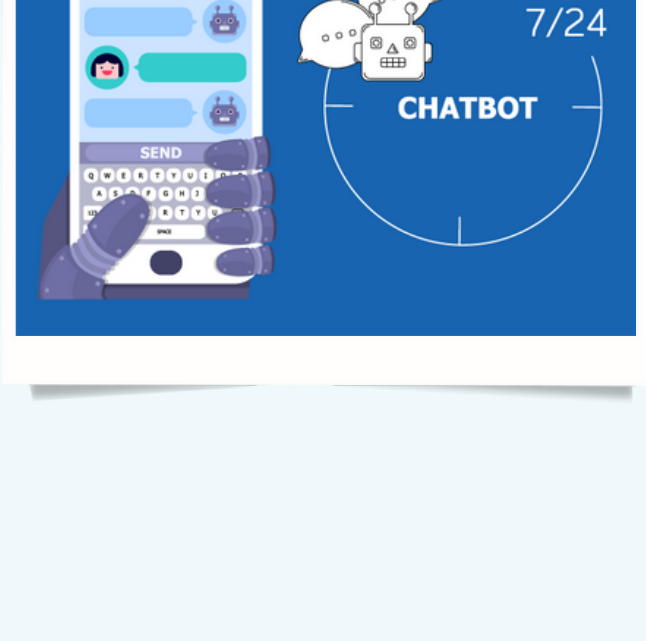
Align hiring process with the company's values, mission and vision.



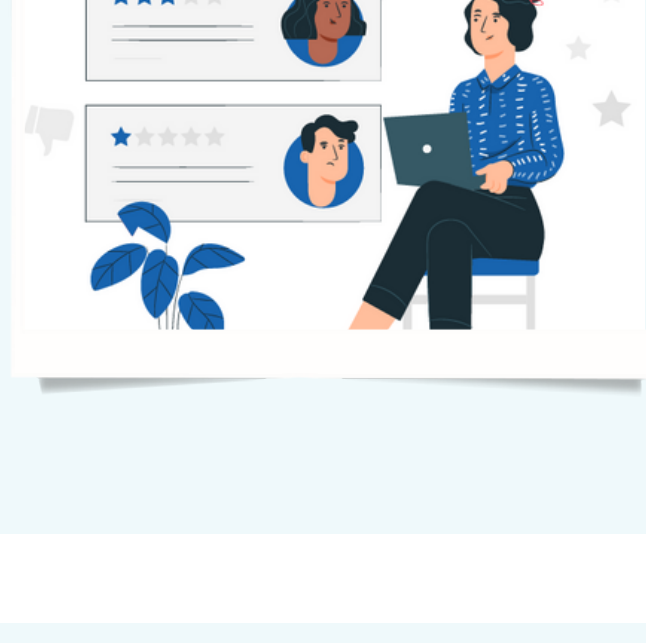
**52%** candidates say businesses need to have a clear organizational mission and future goals.

Regularly follow-up with the candidates

**58%** of candidates expect to hear back from companies in one week or less regarding their initial application.



Give feedback to the candidates



**90%** of hiring managers say they are proactive in providing feedback to candidates. Yet, **more than 75%** of job seekers stated they were ghosted following an interview.

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Whether intentional or not, it's clear that bias and discrimination are actively present throughout the hiring process. Employer brand is far more than just a webpage and free food. If you don't put your people first authentically, you'll be given the thumbs down by prospective employees.

greenhouse



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Sources: Greenhouse Survey Data