

 Application Process Communication Engagement													
Industry	Applied via	ATS/CRM	Accessibility	Speed	Clarity	Application acknowledgement	Frequency	Clarity	Media/content	Social	Forums/communities	Overall Score	Comments
Investment Management	LinkedIn	Greenhouse	N/E	3	1	N/E	1	1	1	1	1	9	Application via LinkedIn on 8th November, no engagement with ATS. Standard LinkedIn acknowledgement and notification about application being reviewed by job poster. No further communication since application acknowledgement.
Financial Services	LinkedIn	TribePad ATS	3	3	3	3	2	2	1	3	2	22	Application via LinkedIn on 20th November. Email received to join online community on 24th November later updated by the recruiter via LinkedIn on 27th November. A further update was received on the 7th December.
Venture Capital & Private Equity	LinkedIn	N/A	1	3	1	2	N/E	N/E	N/E	N/E	N/E	7	Application via LinkedIn on 21st November. No engagement with ATS. Standard LinkedIn acknowledgement no further communication or update since.
Information & Technology Services	Careers website	Unknown	1	1	1	2	1	1	N/E	N/E	N/E	7	Application via careers website on 21st November following Indeed advert. No further update since, no notification or confirmation or access to application online via portal. Acknowledgement lacking information and clarity.
Online Travel Company	Careers website	Workday	2	3	1	3	1	2	2	3	N/E	17	Application via careers website on 21st November, acknowledgement received which was informative but didn't set expectations. However, did provide social links and further information about company. A decision on application was received on 27th November delivered via email but depersonalised and didn't promote any form of talent communities/forums.
Semiconductor	RPO website	Unknown	2	N/E	1	2	1	2	1	N/E	N/E	9	Application on 21st November via RPO website with an acknowledgement lacking authentic tone of voice, saying 'if you're not contacted assume you have been unsuccessful'. No further communication since.
Information & Technology Services	Indeed	Workable	3	N/E	N/E	2	1	1	N/E	N/E	N/E	7	Application on 21st November, acknowledged but no further information shared about organisation, process or timeline. No further communication since application acknowledgement.
Real Estate	LinkedIn	Brassring	3	2	1	3	1	1	N/E	N/E	N/E	11	Application 25th September and application process made easy via LinkedIn 'Easy Apply'. However, following acknowledgement there was no further communication.
Financial Services	Careers website	Lumesse	2	1	3	3	1	2	1	N/E	N/E	13	Application 7th October, contacted to attend interview on 14th October and then no further updates until 16th November. Application process straightforward however regularity and clarity of communication fell down.
Cosmetics	Careers website	Taleo	2	1	1	3	1	3	N/E	N/E	N/E	11	Application 28th November, acknowledged saying we will contact you if there is a close match. No authentic tone of voice and system generated. No further communications since application acknowledgement.
Food & Beverages	Careers website	Workable	3	3	1	1	1	1	N/E	N/E	N/E	10	Application 28th November with acknowledgement confirming receipt but no detail of what's next and setting expectations. The application process via workable was easy and accommodating however no further communication since.
Tobacco	Careers website	Brassring	2	3	3	3	3	3	N/E	N/E	N/E	17	Application 6th November, progressing quickly through a number (5) online assessments. Clarity and support was high throughout however, ultimately unsuccessful. The decision and feedback email lacked clarity - and let the previous parts of the process down given the time invested in application and subsequent online tests.

Score	Definition
N/E	Non existent
1	It doesn't work and requires significant improvement to engage & retain candidates in the current and future journeys
2	It works but the blend of people, process and technology could be improved to enhance the candidate experience
3	Leading the way, a great blend of people process and technology providing a best in class candidate experience