

TEMPO

HIRING MADE SIMPLE

POOR CANDIDATE EXPERIENCE DAMAGES EMPLOYER BRAND

We asked 1,035 graduates and here's the truth straight from the source...

65%

Of recent graduates feel that **graduate applications are daunting**

53%

Feel there is **too much emphasis placed on graduate schemes** when starting out in their career

61%

Of graduates believe that **graduate schemes are tied to more traditional businesses.**



It's no wonder that **two thirds of the UK's top graduate employers** state 'improving candidates' perceptions of the company' as a key challenge

TEDIOUS RECRUITMENT PROCESSES HURT YOUR EMPLOYER BRAND

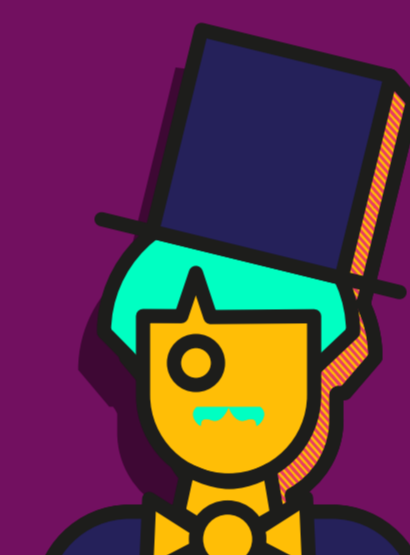
58%

of graduates believe the application process is **time-consuming and old-fashioned**



30%

feel that the process is too **tailored towards people from certain backgrounds**



47%

feel confused by the process and **would like more insight** into assessments



25%

struggle with a **lack of communication** throughout the processes



25%

feel that the process requires them to **over self-promote or lie**



OVER HALF ARE UNSUCCESSFUL

Among graduates who applied for graduate schemes in the past, more than half (51%) did not secure a role.

WHY A STRONG EMPLOYER BRAND MATTERS

EMPLOYEES BECOME BRAND AMBASSADORS

If employees talk positively about you, hires through referrals will increase



LIMITS COMPETITION

67% of candidates would accept a job with a lower salary if the company had great reviews online

REDUCES RECRUITMENT COSTS

You receive more organic applications and won't need to spend as many resources finding the right candidate



IMPROVES BRAND IMAGE

Positive press, happy employees and a high employee retention rate reflect positively on your consumer-facing brand



[DOWNLOAD FULL WHITE PAPER HERE](#)

SOURCES:

Proprietary research conducted by Tempo in June 2019 among 1,035 current or recent graduates
The Graduate Market in 2019, High Fliers | 10 Reasons why employer branding is important, Link Humans