

How To Create A Winning Talent Experience

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INTRODUCTION

The “talent experience” may seem like something we can easily brush to one side – yes, it’s nice to offer a pleasant experience to candidates and employees as they progress through various career touchpoints... but surely it is not essential. Does it really help with the broader goal of filling roles, keeping employees productive, and supporting the success of the business?

Well, in a world where attraction and retention is harder than ever, the answer is actually a resounding YES. A renewed focus on the experience you offer candidates and employees – from beginning to end – is essential in order to attract and retain the skills you need to compete, and stand out, in a changing and challenging market.

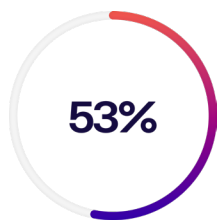


The Challenge: Attraction & Retention

The labor market is tight, and skills gaps abound: nearly 83% of human resources leaders say they struggle to find enough talent with the necessary skills, according to [Gartner](#).

The accelerating pace of technological change – and, relatedly, the evolving nature of work, which demands more specific and adaptable skill sets – is making it increasingly difficult to find (and keep) the talent you need to be successful. That is: skills needs change so quickly that your talent planning needs to be incredibly smart, and dynamic.

Meanwhile, the people you are hoping to place into roles have seen the possibilities of new ways of working... and their demands, hopes and expectations have changed as a result. Increasingly, workers expect to be shown relevant recommendations (for work and learning), and given personalized service, just as in their lives as consumers. Top talent is, and can afford to be, fussy.



**Of candidates have turned down an offer
because of poor recruitment experience.**
glassdoor

So, now is not the time to treat potential candidates or existing talent with anything less than a superlative experience.

It's also worth remembering the knock-on impact of delivering a bad experience: Glassdoor's report on [How to Respond to Reviews](#) showed that 60% of job hunters reported a negative candidate experience with the employers they'd engaged with, and 72% then shared their poor candidate experience (with various employers) online. There is a pernicious ripple effect.

All of this extends into your ability to retain people – crucial to your company's success. Your organization is constantly at risk of losing key skills to competitors, and the price of losing talent is high.



**At least \$1 trillion dollars is lost each year
due to voluntary employee turnover.**

GALLUP®

The Solution: A Connected, Skills-Based Experience

Of course, there isn't one "solution" to this challenge of attracting and retaining top talent and key skills — but elevating the experience in a joined up way is certainly crucial.

This 'solution' encompasses not only a range of interventions, but also a mindset shift.

You must treat your talent like your customers, by giving them personalized, seamless talent journeys.

This approach isn't just about engendering goodwill. Personalized experiences, based on the skills necessary to be successful, ensures that organizations have the right people in the right roles at the right time (whether they come from inside or outside your business).

So: can your business truly provide a personalized, consumer-grade experience across the talent lifecycle?

- Can you help candidates find the right role within your organization, and let them apply with ease?
- Do you give employees visibility on opportunities for them in your organization, where they can use their skills and acquire new skills?
- Are you keeping alumni engaged and making 'boomerang' hires, to get employees on board quickly?

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Candidates



Employees



Alumni

Read on to see how to do these things, and do them better.

How To Do It

So, how do you create this personalized talent experience – at scale – for employees and candidates alike? It rests on a joined up approach to understanding people, building talent pools, and deploying smart technology for talent engagement.

1. BUILD A FOUNDATION OF SKILLS DATA

The key to personalization is data. You need to deeply understand your audience in order to give them relevant information and motivate them to take action. For this data to be useful, you need a common way of describing people and jobs: the [currency of skills](#).

Take a skills-based approach to job descriptions – breaking down jobs into the skills needed and the work to be done – and ensure you gather data on the skills people hold (or could learn) as well as their interests and aspirations. This is how you make tailored ‘matches’ between candidates or employees, and roles or development opportunities.

The cornerstone of a personalized talent experience is a comprehensive understanding of the skills within your organization and the skills you need to acquire.

They also designed a process that provides each external organization with a referral link that is used to track ROI for their events. Multiple organizations have shared that Wells Fargo is their only partner that is able to provide this type of granular data with accuracy.

[Explainable AI](#) is an essential component of creating a solid skills data foundation – and is central to scalable personalization for talent. AI can analyze the skills of every individual, work out adjacent skills, and predict the skills they could learn in future.

To do this well, you will need technology. Specifically, a platform that aggregates, structures and analyzes this data, keeps it rich and up to date, and is connected to your other HR tools. This will help you see where an individual could be a great fit for an open role, for example.



KEY STEPS:



Adopt a skills-based approach to job descriptions.



Collect and standardize data on employee and candidate skills, interests, and aspirations.



Use AI to analyze and map current skills, identify adjacent skills and predict future skill development needs.



Aggregate skills data across existing tools to create a single, common skill language.



“Skills intelligence is an evolution of core HR data. We see skills as the next layer of maturity in our talent acquisition function, driving the evolution of how we identify and attract talent.”

Art Lokerson,

HR Product Management Director – Talent Acquisition
Wells Fargo

2. REIMAGINE TALENT COMMUNITIES

The best way to get usable data is to ask for it – providing a place where interested parties can input their skills, interests and experiences. This could be on your Careers Site. Potential candidates should be able to easily create a profile, and share information about their skills, interests, and experiences so far.

This data helps you build out a community of engaged talent, keen to hear more about your Employer Brand. You can then show them personalized content, job recommendations, and (relevant) inspiring stories about your employer brand, when they log into your Careers Site.

Beyond your own site, use social media platforms to boost your brand presence and engage with potential talent. Consider programmatic advertising across the internet to ensure the right talent pools see the roles and content.

In-person [candidate events](#) can also help you better target niche skill sets and generate leads. Digital tools can still help you collect the necessary data, and to nurture relevant people with a targeted email campaign after the event.



You then need to proactively build dynamic and compliant ‘pools’, or lists, of suitable talent. This might be something you can automate within your Talent CRM, whereby the information they have provided (or you have inferred using AI) can put them into categories.

From an internal perspective, identify the key skills your business needs, and create talent pools for each skill area. Build up a database of potential candidates, internal and external, segmented and organized by the needs they fill for your company.

Build a richer picture of talent through nurture campaigns – as you send them ever more targeted communications, you can get a better understanding of where they are in their career journey, their true passions, and their readiness to move.

With changing regulations around AI and data, it’s more important than ever to have a handle on candidate consent, as well as their preferences. Today, it’s possible to automate the process of collecting and managing this information – giving you and your legal teams peace of mind, and giving candidates more control of their experience.

KEY STEPS:



Enable candidates to create and tailor their own profiles and preferences.



Gather and analyze data on candidate skills, interests, and experiences.



Utilize social media and programmatic advertising to reach broader talent pools.



Organize in-person and digital events to target specific talent and skill sets.



Categorize candidates into dynamic talent pools based on skills and interests.

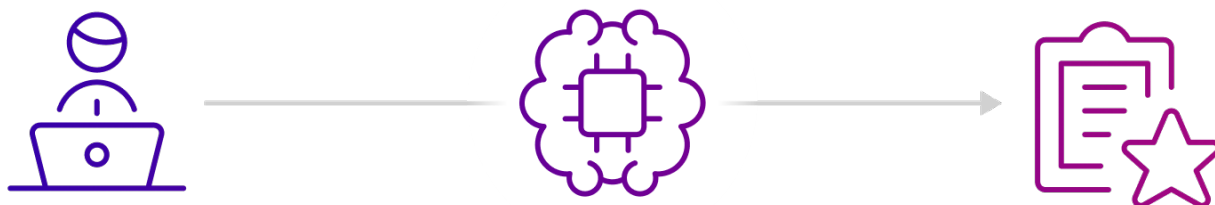


Ensure compliance with candidate consent and data management regulations.

3. NURTURE TALENT (AT SCALE)

Once you have clean, dynamic data, with people organized into talent pools, you can use AI to truly personalize the experience – automatically.

[Explainable AI](#) can recommend people for open roles, based on how well their skills ‘match’ what you are looking for. This can power a ‘recommendation engine’ where people are contacted at the right moment, about jobs or training that fit their skills and interests... without you having to lift a finger.



ENGAGE CANDIDATES

Display & send relevant roles: With the power of skills data and AI, you can show job seekers recommended roles (whether for open vacancies, or as a way to build pipeline) on your website, or send members of your talent community appropriate email alerts as those roles arise. Automatically target high quality candidates – and make them feel seen and understood in the process.

Deploy automated nurture programs: Build campaigns that target talent and talent pools with relevant content at appropriate moments. Use pre-defined templates to send targeted communications to candidates at defined intervals or trigger moments.

Remember to flag and engage with ‘silver medalists’: those who came close to securing a role, already have a predisposition to your employer brand, and are usually really quick to hire.

Consider the application journey: Is your application process smooth and efficient, reducing barriers for candidates? Is your Careers Site optimized for mobile as well as desktop? Is the navigation intuitive? Can you use email or text alerts to remind people of previous searches and incomplete applications?

Maintain a fast response rate: nothing says ‘impersonal’ like slow, generic responses to applications and enquiries. Aim to reply to messages within a day, and keep candidates aware if a final decision requires additional time.

You want to be engaging candidates with a welcoming and transparent experience so they feel seen and understood, and motivated to recommend your company to friends and their professional network.



“AI is helping us build the web velocity when we’re looking at going through the profiles, identifying who’s a better match, but also getting back to the candidates faster... It gives us an opportunity as well to expand the pool and focus a bit more on diversity as well.”

Thanh Duong, Senior Manager, Talent Sourcing, Autodesk

ENGAGE EMPLOYEES

Embrace internal mobility: Your own employees should also be able to find opportunities – for learning, and career moves – that match their skills and interests (including things they hadn't even considered). Demonstrate what a potential career path could look like. Consider an internal Talent Marketplace or [mobility platform](#) that is powered by AI.

Improve upskilling & reskilling initiatives: Connect employee skills data with the needs of the business, to make sure your reskilling and upskilling efforts are moving in the right direction. Show employees relevant opportunities for growth and learning: AI can suggest the courses that could be useful, for them and for the organization.

Better manage talent risk: With employee skills data centralized in one location, and AI used to keep these insights up to date, you can not only 'match' people to opportunities, but see which employees are most at risk of leaving, and take action.

Improve your analytics: When people learn new skills, these should be automatically added to their profile... which in turn leads to the next personalized recommendation.

Don't forget about the talent that's churned: Your [alumni](#) should also form part of your pool of potential candidates, and be nurtured with relevant communications, then targeted when you need their skills for a critical role.

KEY STEPS:



Implement
AI-driven
recommendations
for job and
development
opportunities.



Deploy
automated
nurture programs
with targeted,
personalized
content.



Optimize
the candidate
application
journey for
a seamless
experience.



“We are connecting skills to roles, skills to people, and leveraging HR tech to help open doors, to help hyper personalization, to help elevate where the employee comes into the conversation in how they even think about themselves and what they might want to pursue.”

Ash Walvoord, Associate Vice President of Talent Management at Verizon

4. EMBRACE AGILITY & ORGANIZATIONAL EFFICIENCY

In a rapidly changing market, agility is key to maintaining a competitive edge. Use real-time data to adjust hiring and development priorities based on current and forecasted needs. Integrate your talent nurture efforts with broader marketing strategies to maintain a steady pipeline of qualified candidates.

Monitor internal performance data and external market signals to continuously refine role definitions and talent needs. And stay updated on industry trends and competitor strategies to remain agile and responsive.

Beyond attracting and retaining the right people to do the job, you will reduce time to fill, and sourcing costs, making your TA team even more efficient – and free to focus on more strategic areas.

The key with personalization is that only some bits of the talent experience can, and should, be automated – you still need HR professionals to build rapport, form deep relationships, and use their connections and networks to their advantage.

Technology can, in an ironic way perhaps, allow you to speak to your most valuable asset (your talent) as individuals. Give people the career journey that will suit them best, and use AI and skills data to open up new opportunities – opportunities that they may have never even considered.

KEY STEPS:



Use real-time data to adjust hiring and development strategies.



Enable candidates to create and tailor their own profiles and preferences.



“People want to talk to people... we would love to see the technology continue to allow for humanization of a conversation, of an interaction, while still making things better for both users that are involved.”

Adam Artar, Director of Global Talent Acquisition, Edwards Lifesciences

SUCCESS STORY

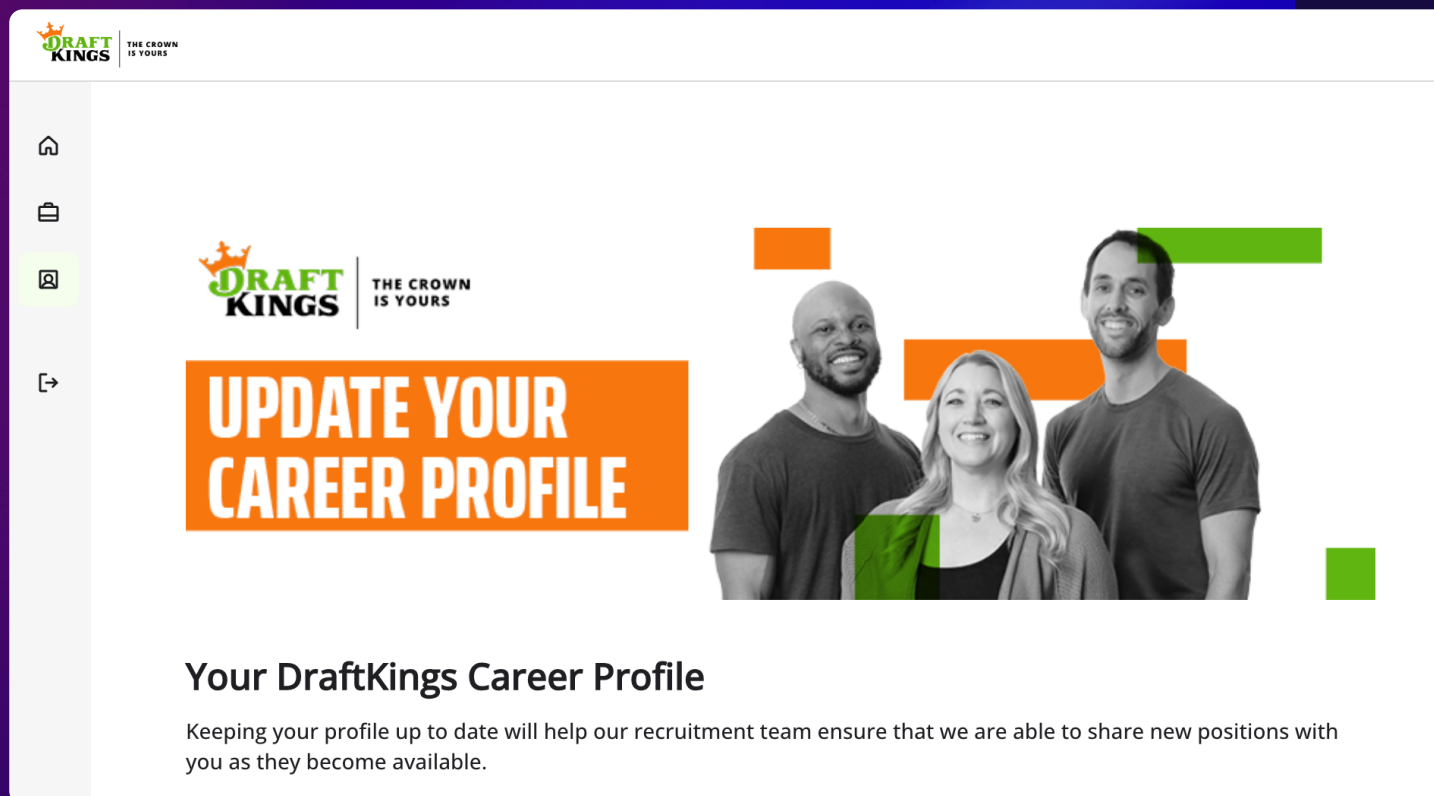
“At DraftKings, we are incredibly focused on the candidate experience. And we know that candidate experience is essential for us to bring high quality talent into the organization. Our ability to deliver hyper-personalized content and job recommendations to candidates has been critical. And it has been a huge piece of our AI usage here at DraftKings.”

“We are able to customize the content that is being sent and shared with candidates. We’re able to provide custom job recommendations based on their skills and their job title. This component of AI is going to change how companies interact with candidates.”

“Candidates don’t want to be communicated to just like everybody else. They want the company to speak to them. So without AI and without the ability to infuse this personalization into our process, this wouldn’t be possible, or it would take a lot of people to be able to do that.”

“For us, leveraging AI to deliver this hyper-personalized experience is a key differentiator for DraftKings and the talent market. And it’s a way for us to connect with the talent that we really want to bring on board to roles that we have open.”

Mike Rizzi, Senior Recruitment Marketing Manager, DraftKings



The screenshot displays the DraftKings career portal interface. On the left is a vertical navigation menu with icons for home, a briefcase, a document, and an external link. The main content area features the DraftKings logo and tagline 'THE CROWN IS YOURS' at the top left. Below this is a large orange banner with the text 'UPDATE YOUR CAREER PROFILE' in white. To the right of the banner is a photograph of three smiling employees (two men and one woman) standing together. Below the banner and photo, the heading 'Your DraftKings Career Profile' is followed by the text: 'Keeping your profile up to date will help our recruitment team ensure that we are able to share new positions with you as they become available.'

Conclusion

Hopefully it's clear that the dream of a hyper-personalized talent experience is not only valuable, it's feasible. The technology now exists to ensure the right talent is not only aware of your brand and the opportunities you offer, but gets a tailored and engaging experience at every step.

1: BUILD A FOUNDATION OF SKILLS DATA

- ☐ Adopt a skills-based approach to job descriptions.
- ☐ Collect and standardize data on employee and candidate skills, interests, and aspirations.
- ☐ Use AI to analyze and map current skills, identify adjacent skills and predict future skill development needs.
- ☐ Aggregate skills data across existing tools to create a single, common skill language.

2: REIMAGINE TALENT COMMUNITIES

- ☐ Enable candidates to create and tailor their own profiles and preferences.
- ☐ Gather and analyze data on candidate skills, interests, and experiences.
- ☐ Utilize social media and programmatic advertising to reach broader talent pools.
- ☐ Organize in-person and digital events to target specific talent and skill sets.
- ☐ Categorize candidates into dynamic talent pools based on skills and interests.
- ☐ Ensure compliance with candidate consent and data management regulations.

3: ENGAGE & NURTURE TALENT (AT SCALE)

- ☐ Implement AI-driven recommendations for job and development opportunities.
- ☐ Deploy automated nurture programs with targeted, personalized content.
- ☐ Optimize the candidate application journey for a seamless experience.

4: EMBRACE AGILITY

- ☐ Use real-time data to adjust hiring and development strategies.
- ☐ Monitor industry trends and adjust talent plans and processes accordingly.

Personalization helps you stand out against the competition, engaging candidates for longer periods and embedding them deeply into your company culture. Get this right, and the gratitude will extend far beyond the HR leadership.





Want To Get Started?

Find out how implementing Beamery will help you:

- Deliver a skills-based candidate experience, at scale
- Manage talent data and pools, to aid conversion
- Easily manage Campaigns and Events
- Track the effectiveness of nurturing activities
- Connect your CRM with your ATS and HRIS, for talent data in one place

And more!

[REQUEST A DEMO](#) ↗





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