Research Paper

Enhancing The Workday Recruiting Experience From A Candidate Perspective

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EXECUTIVE SUMMARY
In the current technological era, the hiring process has evolved and is moving rapidly towards optimizing candidate experience to attract top talent. Within this context, Workday Recruiting could serve as a comprehensive integrated system that provides candidates with more than just one job. Candidate's expectations, preferences, and especially frustrations need to be understood and dealt with to increase the platform's value. This white paper explores the candidate journey through Workday Recruiting, identifies key challenges faced by candidates, and outlines actionable recommendations to enhance the candidate experience. [1][2]

I.   Introduction

Workday Recruiting helps to streamline recruiting operations. It integrates with Workday's HCM suit and provides a holistic view of the workforce. Workday recruiting enables effective communication and collaboration between hiring teams, recruiters and candidates. The recruiting system also provides tools for managing the end-to-end hiring process but effectiveness of these tools depends on candidate experience. In today's job market, candidate experience is a crucial factor influencing a company's employer brand and ability to attract top talent. [2][3]

II.   Understanding the Candidate Journey

Candidates journey into recruiting system is similar across platforms. This section outlines, candidate typical journey with Workday Recruiting. It is divided into the following stages [4]:

a.   **Search, Apply for job and Communication:**
Candidates initiate the Workday recruiting process by clicking the application button on job portals such as LinkedIn or the organization's website. Upon completing the application, which includes profile creation, resume upload, and responses to screening questions, the candidate's profile is added to Workday and placed in a pending status for review by the recruiting team, including the primary recruiter and hiring manager. Following the application submission, candidates receive an auto-generated email with updates regarding the status of their application.

b.   **Interviews and Assessments:**
Once candidates profile gets short listed for review and screening, candidates then progress to phone screening or in person screen as applicable. It is easier to schedule these assessments via recruiting tools. As part of the interview process, a hiring team also needs to capture candidate feedback in workday for future references. Once the candidate is finalized, then he reaches the background check stage. Generally, Background check is supported by third part systems like First advantage and once that is cleared candidate reaches final stage in hiring process.

c.   **Offer and Onboarding**
The last stage in this process is receiving the offer letter. Once the offer letter is accepted then the actual hiring process starts. Onboarding tasks such as I-9 form or candidate country specific occur and they get tracked in Workday Hire BP.

III.   Challenges faced by candidates and potential workarounds:

Based on analysis carried out and several social media posts here are the main challenges commonly faced by Candidates on Workday platform:
1.   Lengthy application process

2. Multiple accounts to apply for job based on Workday recruiting
3. Limited integration with external platforms
4. Mobile experience issues

This section elaborates on the potential workarounds that could be implemented to address the above listed top 4 challenges:

3.1 Simple Application Process

Simple application enabled with AI support would save time for candidates. This can be achieved with:

- **One page application:** Workday based job application process spreads across minimum of 4-5 pages and covers various aspects like personal information, professional information, immigration-based questionnaire, self-identity etc. This is time consuming process and for initial application minimal candidate data like legal name, education and experience should be collected since crisp and short application process would enhance candidate experience.
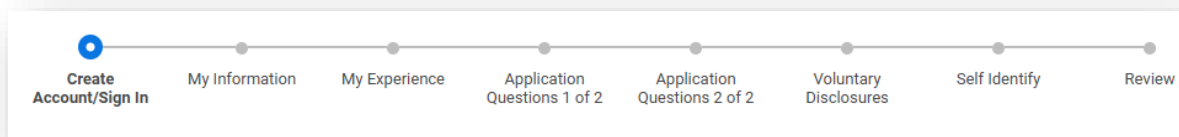

Image 1: Typical Workday based candidate information intake form

- **Extracting Resume details:** Candidates can be asked to upload a resume as a first step and for that resume enabling extracting details and prefilling sections will enhance candidate experience and save time as well.

One of the main issues with these resume parsing systems is that the parsing works for one of the resume formats and does not work for another resume format. For example, recently I applied for a job for one of the fintech organizations who uses workday recruiting module. The bullet points in the resume were parsed as question marks. To resolve this, I had to copy all the contents from resume and refill the auto populated fields wherever there was parsing glitch. A potential solution for these issues is testing the parser with as many resume formats as possible. This will enable seamlessly auto-populating experience for candidates.

3.2 Universal Candidate Account

Workday has a huge customer base, and it spreads across multiple size organizations and multiple domains like from fintech companies to healthcare organizations to universities. Due to this global footprint, all candidates come across workday based recruiting module at least once during their job search. With workday based job applications each application needs users to create a new user account with username and password. So, if candidate comes across 4 organizations who use this recruiting module, then candidates need to follow this process for each organization and keep track of credentials as well. Due to this, it has surfaced in some social media posts that many candidates tend to avoid applying for the job if they need to spend 15-20 minutes on each job application. This can be solved by creating centralized accounts**.**

Image 2: Candidate profile creation

- **Workday Centralized Account:**

When any candidate creates a new user account for the first time with organization supporting workday recruiting, use those details as a Workday Centralized (Universal) account. This account would store candidate information securely and solve multiple account creation issues for users. APIs could be developed to integrate these centralized accounts with each organization recruiting workflows. At end of account creation process, candidates can be made aware about details such as how to link and manage universal accounts.

It is understood that this solution will increase costs to maintain the infrastructure and support services for providing this seamless Universal account experience and need heavy lifting at Workday from the cost perspective. Also, this leads to legal obligations for Workday as Organization for protecting candidate data and at same time maintaining data privacy and integrity while following global laws like GDPR (General data protection regulation) and CCPA (California Consumer Privacy Act).

- **Third Party authentication**: An alternative solution for Workday centralized account, will be to use candidates existing account. For example, most candidates have either Microsoft account, google account or LinkedIn account and these can be used to create new accounts while applying for Workday based job applications.

3.3 Integration with External Platforms

In this era of social media and its high usage even in professional world with platforms such as LinkedIn, job application landscape has evolved. Utilizing these external platforms is one the way to minimize candidates application time and simply job application process for candidates [5]:

- **LinkedIn Easy Apply:** LinkedIn introduced a concept as Easy apply few years ago. Organizations can explore option to integrate workday recruiting with "Easy apply" feature so candidate can use their LinkedIn profile for easy and quick job application.

While it is easy and fast to apply view "Easy apply", many times candidate profile might get lost in similar other easy apply profiles. One of the downside of easy apply lies with candidates to showcase uniqueness with easy apply. Also, it is hard for Organizations as well to identify unique candidates that meet their job criteria. To land opportunity view Easy apply, a candidate must have stellar LinkedIn profile. [6]

- **Job Boards:**

Organizations can utilize externa resources like job boarding applications such as Indeed or Glassdoor to post the jobs. Limitation with this approach is, not all candidates follow one job board application and there are numerous other local job boards for countries like India and China. This leads to additional integration requirements for any organizations to post the job listings to most of Job boards for greater reach to candidates.

3.4 Mobile Experience

When mobile devices and applications based on mobile devices are used for applying to jobs and hiring process, then it is called mobile recruiting. As per latest research, 45% of candidates use mobile devices to apply for jobs. [7] and this trend is here to stay and grow as organizations go to mobile first approach for enhancing candidate experience. In this area the following measures could be taken to address candidate challenges:

- **Mobile-Optimized Applications:** Not all job portals using workday recruiting are designed considering mobile traffic and hence optimizing user experience for various sizes of screens and devices should be the top priority to enhance candidates mobile recruiting experience. This will help organizations to address one of the top challenges with mobile devices that is reducing the number of incomplete applications as well. [7]

- **Dedicated Mobile Application:**

With advancement in technology, Organizations are aware about the source of the traffic to their portals. These details can be utilized to navigate mobile users to centralized applications, supporting all workday based recruiting job postings. This application can offer features like profile management, job searches, history and updates about each application in centralized place. Here, the concept of Universal candidate account can work hand in hand to provide unique candidate centered experience.

The mobile based application can also help candidates to stay on top of all their applications by enabling notifications. The extend functionality of this feature could be to provide job recommendations to candidates in other various organizations (using workday recruiting) based on jobs candidates have already applied

3.5 Utilizing feedback:

Feedback is one of the effective but underrated methods to improve any existing systems and processes. Feedback helps to get insights into any end user (candidates) challenges. This can be achieved by introducing surveys or feedback forms at various stages of the recruiting process. This end user feedback will help

organizations to drill down on exiting system and make informed decisions to address exiting system challenges, bridge the gap with new solutions and ultimately enhance candidate experience. [8]

IV.   CONCLUSION

The importance of employee experience is more prominent now than ever with changing technology landscape. To get most out of Workday Recruiting, Candidate experience must be a top priority for any organization. Employee experience helps build an employee brand as well. Investing into solutions such as simpler and shorter application process, implementing universal candidate accounts to enhance candidate experience will be game changer into the Workday recruiting world. All the solutions discussed here can improve application efficiency while balancing data privacy and compliance regulations.

Organizations are encouraged to assess their current candidate experience within Workday Recruiting and implement the feasible solutions for their organizations. By addressing the pain points highlighted in this paper, companies can transform Workday Recruiting tool from just a recruiting tool into a building employers' brand [8] [9].

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