

## CRM scorecard

How does your candidate relationship management measure up?

Is an anonymous, automated email your only approach to candidate care? Assess your approach to find out where you could step up your CRM.

The scorecard lists key factors that foster great candidate relationships – from targeting candidates to even inviting speculative applications. Score your organisation’s CRM strategy on a scale of 1 to 4 for each of the success factors listed - where 1 = poor and 4 = excellent.

Then compare how you rate your candidate care with the views and scores of other colleagues in your recruitment team. The results of the scorecard can then be used to help shape your CRM strategy.

Candidate Relationship Management Scorecard				
Marketing to candidates	Your score (please circle)			
How proactive are you in your interaction with candidates, eg: job alerts, e-zines, targeting key candidate groups?	1	2	3	4
How 'compelling' is your recruitment message to candidates?	1	2	3	4
How well do you use your talent pool to help manage your relationship with candidates?	1	2	3	4
How targeted are your messages to different candidate groups?	1	2	3	4
How appropriate is your choice of media for the candidates you're trying to reach?	1	2	3	4
How much fun do candidates have on your website?	1	2	3	4
Candidate application				
How easy is it for candidates to self-select out?	1	2	3	4
How quickly do you respond to the initial application or CV registration?	1	2	3	4
How much flexibility do you give candidates who apply (eg: via application form only or offering application form and a CV attachment)?	1	2	3	4
How quick and easy is the application form to fill in?	1	2	3	4
How relevant is the pre-screening information you request from candidates?	1	2	3	4
How welcoming is your response to speculative applications?	1	2	3	4

## Candidate Relationship Management Scorecard

[cont.]

<b>Communicating with candidates</b>	<b>Your score</b> (please circle)			
How personalised/tailored are your emails and messages to candidates?	1	2	3	4
How open are you to candidate feedback?	1	2	3	4
How easy is it for candidates to contact you direct?	1	2	3	4
How well do you cater for candidates from different cultures?	1	2	3	4
How well do you cater for candidates from different functions and levels, eg: do you provide for experienced hires or just graduates?	1	2	3	4
How suitable is the kind of language you use to communicate with candidates?	1	2	3	4
How much information do you give candidates about the next steps in the process?	1	2	3	4
To what extent can candidates personalise their job search and 'profile' on your website?	1	2	3	4
How sensitively do you handle rejected candidates?	1	2	3	4
What kind of a dialogue have you created with candidates?	1	2	3	4
How much opportunity is there for internal recruiters to tailor their communication with candidates?	1	2	3	4
<b>Candidate follow-up</b>				
How much courtesy do you show candidates?	1	2	3	4
How regularly do you keep in touch?	1	2	3	4
How much incentive is there for candidates to come back to your website?	1	2	3	4