Talenthub Customer User Guides

Feedback Product

Summary

Getting Started

All the other random stuff that doesn't fit Custom variables

Building and Editing Surveys

Learn how to set up and manage surveys with ease. Access the survey builder, view and modify questions, support multiple languages, enable survey repetition, and obtain your survey url and test links. Customize your surveys by adding, deleting, and reordering questions. Explore advanced features like skippable questions, custom questions, and branding options such as logo insertion and brand color settings.

Sub-categories: Survey Setup and Management | Question Configuration | Branding

Data Collection

You will get an overview of how to analyze your number of survey respondents, by learning key metrics such as response rates and completion rates. Discover techniques to enhance data collection for optimal results.

Sub-categories: Not Applicable

Data Analysis & Visualization

Explore features and functionalities to analyze and interpret your data effectively. Gain insights from the Dashboard overview, conduct comprehensive analysis on the Analysis page, compare against benchmarks, measure candidate experience and hiring manager satisfaction with the Driver framework, and understand score calculations including average scores and Net Promoter Score (NPS).

Sub categories: Dashboard | Analysis page | Benchmarks | Driver framework | Score calculations

Exporting & Reporting

Discover different export options to extract valuable insights. Export survey questions and response data, and seamlessly transfer data to Excel or Powerpoint. Integrate with PowerBI, Tableau, and more using

API keys. Stay informed with automatic email notification reports, easily setting up and managing automated reports.

Sub categories: Exporting | Email notification reports

Account Management

Everything to do with creating users and user access

Career Page & Job Ad Widget

Every article on implementing and changing the career page widget.

Sub categories: Implementation | Customization

Integrations

Everything related to integrations.

,

Table of content

Summary	1
Table of content	3
Get started	5
How to find email variables (Custom Variables) inside the Avature recruitment s	ystem 5
How to find merge fields (Custom Variables) inside the Umantis recruitment sys	tem6
How to find merge fields (Custom Variables) inside the Teamtailor recruitment s	ystem 7
How to find merge fields (Custom Variables) inside TalentLyft recruitment syste	m7
How to find merge fields (Custom Variables) inside Successfactors recruitment	system9
How to find merge fields (Custom Variables) inside the SmartRecruiters recruitr system	
How to find merge fields (Custom Variables) inside RecMan recruitment system	າ12
How to find merge fields (Custom Variables) inside the Prescreen recruitment s	ystem13
How to find merge fields (Custom Variables) inside the Lever recruitment system	n14
How to find merge fields (Custom Variables) inside the Jobylon recruitment sys	tem14
How to find merge fields (Custom Variables) inside the iCIMS recruitment syste	m 15
How to find merge fields (Custom Variables) inside the HR-ON recruitment syst	em 17
How to find merge fields (Custom Variables) inside the HR manager recruitmen	t system
How to find merge fields (Custom Variables) inside the Cornerstone recruitmen 19	t system
How to find merge fields (Custom Variables) inside the CATS recruitment syste	m22
How to find merge fields (Custom Variables) inside the Comeet recruitment sys	tem 23
How to find merge fields (Custom Variables) inside the EasyCruit recruitment sy	ystem 25
How to find merge fields (Custom Variables) inside the Greenhouse recruitmen 35	t system
How to find merge fields (Custom Variables) inside the Emply recruitment syste	:m36
Building and editing surveys	38
Survey Setup and Management	38
How to access the survey builder	38
Where can I find survey templates, and how do I use them?	40
Where can I find survey templates?	40
How to view the questions in your survey	43
How to make your surveys available in different languages	45
How to make a survey repeatable	49
How to get a test link for a survey	51
How to reset data in your surveys	53
How to delete a survey	55
Question Configuration	56
How to add questions to a survey	56

How to delete a question in your survey	58
How to change the order of your survey questions	60
How to change the order of survey questions	
How to edit optional comment triggers in a survey	63
How and when to make questions skippable	66
How to create a custom question	69
Which question types does Talenthub provide?	81
How many questions are recommended that I have in my surveys?	88
What is the difference between verified and custom questions?	91
What happens to my survey data if a question in a survey is changed or deleted	յ?92
Branding	92
How to insert or change the logo in your surveys	92
How to set brand colors in your surveys	94
Data collectionData collection	96
How to get an overview of your data collection	96
How to improve your data collection (Non-integration customers)	98
Increasing Your Response Rates (ATS Integration)	100
How do I know how many have responded to the survey compared to how man has been sent out?	•
What are the recommended completion and response rates for my surveys	102
My first answer rate or completion rate is above 100%, how is that possible?	103
Data analysis & vizualisation	104
Dashboard	104
Absolute vs Accumulative scores	104
There is no number showing in the dashboard (not done)	104
Why are the numbers under Driver's shown in percentages, and how should it interpreted?	
Analysis page	106
How to analyze your data on the analysis page	
How to save a view on the analysis page	
What are comment tags?	
How do I delete a tag applied to comments?	
Benchmarks	114
What are Benchmarks?	114
What is the difference between Talenthub's Global Benchmark and Industry Ben 114	nchmark?
How are the Benchmarks calculated?	115
Stage Benchmarks	
•	
Survey Stats Benchmarks	
Global BenchmarksGlobal Benchmarks	

Driver framework	116
What are drivers & how do they work?	116
Candidate Experience Drivers	118
Hiring Manager satisfaction Drivers	122
Score calculations	
How are average scores calculated?	126
What is the Net Promoter Score (NPS)?	
What is the difference between CPS and NPS scores?	
Exporting & reporting	130
What are the different exporting and reporting options?	130
Exporting	
How to create an export of your survey questions and amount of responses	131
How to export data into Excel	132
How to export data into Powerpoint	135
How to get the API key for PowerBI, Tableau, etc	138
Email notification reports	139
How to create an automatic email notifications report	139
How to delete an automatic email notifications report	141
Account management	143
How to create new users	143
How to limit access to data for recruiters and hiring managers so they only see th results	
Career page & job ad widget	149
Implementation	
How to implement the career page widget	149
How to implement the career page widget in SAP Successfactors career page bu	ilder
How to implement the job ad survey	153
Widget configuration	157
How to set the time delay for the Career Page Widget	157
How to brand your Career Page Widget	159
IntegrationsIntegrations	161
Is it possible to have a survey re-sent automatically if the participant hasn't respo	nded?
Is it possible to not trigger a survey for an individual candidate?	162
API Integration Email templates: What can I change and what do they look like?	162
Talenthub Product Specs	164
What is the difference between an integration and a non-integration?	164
Why are surveys anonymous?	
Is your software compliant in regards to GDPR and data privacy?	166
Is it possible to manage multiple organizations?	166

What are custom variables and tokens?	.167
Can I delete data from a specific respondent(s)?	. 168

Get started

How to find email variables (Custom Variables) inside the Avature recruitment system

What are token values?

In the context of Applicant Tracking Systems (ATS), token values can be used to represent dynamic information related to job applications, candidates, or other relevant data points. In Talenthub, we use token values to attach relevant data to your survey such as job title, hiring manager name, and department, etc.

You can read more about token values here.

Values that can be measured in Avature: Hiring Manager, Recruiter, Department, Country and Job ID.

Custom variable	Token value	
Hiring Manager	{!JobCustomField3_117}	
Recruiter	{!JobCustomField3_64}	
Department	{!JobCustomField3_50}	
Country	{!JobCountry}	
Job ID	{!JobCustomField3_92}	

Notice 1



The list above shows the most standard token values used in the ATS. These valuables can differ based on factors such as:

- Which token values your company uses in your ATS
- Tech specific configurations of your ATS
- The use of custom token values in your ATS

Therefore, it is always recommended that you double check the token values used in your company, before providing them to Talenthub. A person with ATS Admin access, is the best to contact to retrieve the token values and navigate the specific set-up for your company.

How to find merge fields (Custom Variables) inside the Umantis recruitment system

What are merge tags?

In the context of Applicant Tracking Systems (ATS), merge tags can be used to represent dynamic information related to job applications, candidates, or other relevant data points. In Talenthub, we use merge tags to attach relevant data to your survey such as job title, hiring manager name, and department, etc.

Unfortunately, we currently do not have pictures from inside the Umantis recruitment system. We will update this article as soon as we have some more information available.

Values that can be measured in Umantis: Job title of the vacancy, job ID of the vacancy, location of the role, the department that the vacancy is assigned to, the recruiter assigned to the role, the recruiter assigned to the role and the hiring manager assigned to the role

Custom variable	Merge tags	
Job title of the vacancy	[Inserat.Titel]	
Job ID of the vacancy	[Inserat.ReferenzNummer]	
Location of the role	[Inserat.Benutzerdefiniert1]	
The department that the vacancy is assigned to	[Stellen.BenutzerdefListe12]	
The recruiter assigned to the role	[Stellen.PersonalberaterID]	
The hiring manager assigned to the role	[Stellen.LineManager]	

Notice 1



The list above shows the most standard merge tags used in the ATS. These valuables can differ based on factors such as:

Which merge tags your company uses in your ATS Tech specific configurations of your ATS The use of custom merge tags in your ATS

Therefore it is always recommended that you double check the merge tags used in your company, before providing them to Talenthub. A person with ATS Admin access, is the best to contact to retrieve the merge tags and navigate the specific set-up in your company.

How to find merge fields (Custom Variables) inside the Teamtailor recruitment system

What are placeholders?

Merge fields are named 'Placeholders' inside the Teamtailor recruitment system.

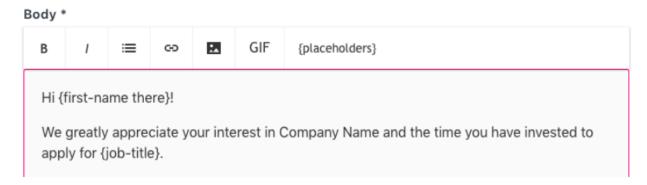
In the context of Applicant Tracking Systems (ATS), placeholders can be used to represent dynamic information related to job applications, candidates, or other relevant data points. In Talenthub we use placeholders to attach relevant data to your survey such as job title, hiring manager name and department etc.

Teamtailor only support a single placeholder other than the candidate name, and that is: **{job-title}**

The job title placeholder will allow you to pick up information on the job's title.

Where do I find the placeholders in the ATS?

You access the placeholders inside the email editor:



How to find merge fields (Custom Variables) inside TalentLyft recruitment system

What are placeholders?

Merge fields are named 'Email placeholders' inside TalentLyft recruitment system.

In the context of Applicant Tracking Systems (ATS), placeholders can be used to represent dynamic information related to job applications, candidates, or other relevant data points. In Talenthub we use placeholders to attach relevant data to your survey such as job title, hiring manager name and department etc.

Values that can be measured in TalentLyft: current job title, current company, job title, name.

Candidate placeholder

What data is picked up?	What syntax is added to the survey link?
Current job title – current job title, if the candidate is employed	{CurrentJobTitle}
Current company – current company name, if the candidate is currently employed	{CurrentCompany}

Sender placeholders

What data is picked up?	What syntax is added to the survey link?
Job Title – the jobs title (the full name of the job you entered when editing the job description)	{JobTitle}

Company placeholders

What data is picked up?	What syntax is added to the survey link?
Name – your TalentLyft company name	{CompanyName}

Notice 1



The list above shows the most standard placeholders used in the ATS. These valuables can differ based on factors such as:

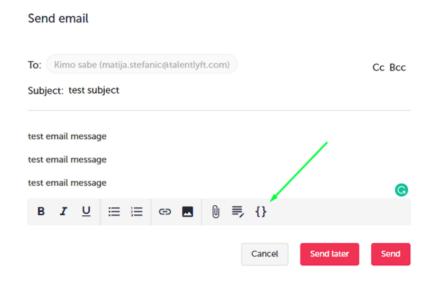
Which placeholders your company uses in your ATS Tech specific configurations of your ATS The use of custom placeholders in your ATS

Therefore it is always recommended that you double check the placeholders used in your company, before providing them to Talenthub. A person with ATS Admin access, is the best to contact to retrieve the placeholders and navigate the specific set-up in your company.

Where do I find the token values in the ATS?

You can access the 'email placeholders/merge fields' inside email templates. You need to copy and share the tags with talenthub, but you don't necessarily have to implement them or add them to your existing email templates.

When you open the email editor, click on the **Merge field** icon **{}** to open the list of available placeholders.



How to find merge fields (Custom Variables) inside Successfactors recruitment system

What are token values?

In the context of Applicant Tracking Systems (ATS), token values can be used to represent dynamic information related to job applications, candidates, or other relevant data points. In Talenthub we use token values to attach relevant data to your survey such as job title, hiring manager name and department etc.

You can read more about token values here.

Values that can be measured in Successfactors: Department, recruiter, hiring manager, job title, job id.

Custom variable	Token value
Department	[[DEPARTMENT_OBJ]]

Recruiter	[[RECRUITER_FULL_NAME]]	
Hiring Manager	[[HIRING_MGR_FULL_NAME]]	
Job title	[[JOB_REQ_TITLE]]	
Job ID	[[JOB_REQ_ID]]	

Notice 1

The list above shows the most standard token values used in the ATS. These valuables can differ based on factors such as:

Which token values your company uses in your ATS Tech specific configurations of your ATS The use of custom token values in your ATS

Therefore it is always recommended that you double check the token values used in your company, before providing them to Talenthub. A person with ATS Admin access, is the best to contact to retrieve the token values and navigate the specific set-up in your company.

Where do I find the token values in the ATS?

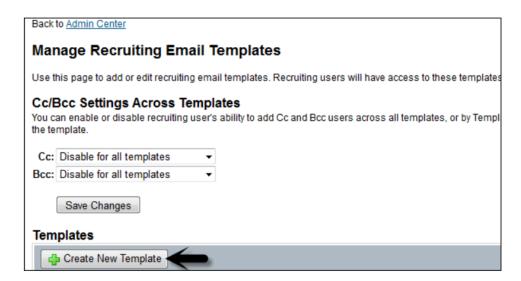
You can access the 'tokens/merge fields' inside email templates. You need to copy and share the tags with talenthub, but you don't necessarily have to implement them or add them to your existing email templates.

Below you can see how you find the attributes inside Successfactors;

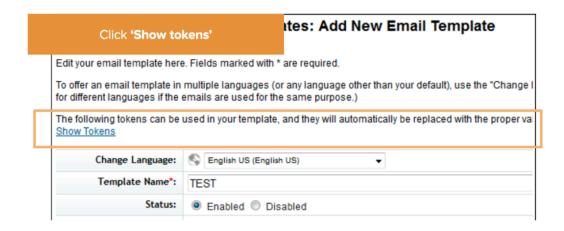
Step 1 – Go to Admin Tools > Recruiting > Manage Recruiting Email Templates.



Step 2 – Click 'Create New Template' and enter 'Test' in the template name.



Step 3 – Click 'Show tokens' as this will provide you with a full overview of all available tokens.



How to find merge fields (Custom Variables) inside the SmartRecruiters recruitment system

What are merge fields?

Merge fields are named 'merge fields' inside the SmartRecruiters recruitment system.

In the context of Applicant Tracking Systems (ATS), merge fields can be used to represent dynamic information related to job applications, candidates, or other relevant data points. In Talenthub we use merge fields to attach relevant data to your survey such as job title, hiring manager name and department etc.

Below you can find a table with the most commonly used variables:

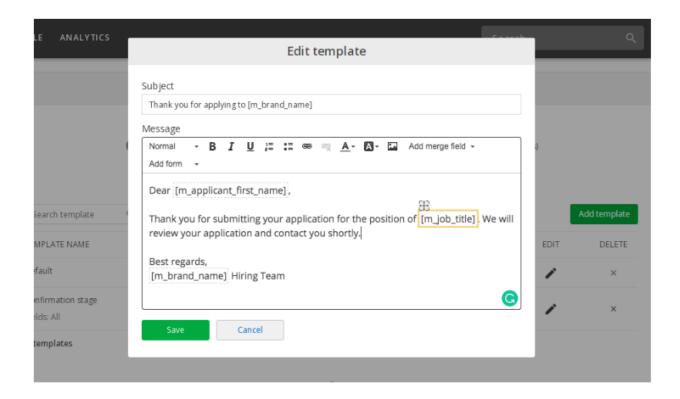
Merge field syntax	What information does it pick up?	Supported templates
[m_job_title]	The job title	Auto-reply emails Rejection letters
[m_job_location]	The location of the job	Auto-reply emails Rejection letters
[m_brand_name]	The brand name (if applicable)	Auto-reply emails Rejection letters
[m_company_country]	The company country	Auto-reply emails Rejection letters
[m_company_city]	City of the company	Auto-reply emails Rejection letters

Where do I find the merge fields in the ATS?

You can access the 'merge fields' inside the email and auto-reply templates. Supported merge fields depend on the message type.

The list of available merge fields is limited. When using the talenthub integration to SmartRecruiters, more information becomes available. For example, you can get information such as Hiring manager and recruiter.

When you add a tag to an email template, it inserts it in the format that we need, which is some value surrounded by squared brackets and includes an 'm' at the beginning. See an example below:



You need to copy the tags and add them to the talenthub link, which means you don't necessarily have to add the merge fields to your existing email templates.

How to find merge fields (Custom Variables) inside RecMan recruitment system

What are merge tags?

Merge fields are named 'Merge tags' inside the RecMan recruitment system.

In the context of Applicant Tracking Systems (ATS), merge tags can be used to represent dynamic information related to job applications, candidates, or other relevant data points. In Talenthub we use merge tags to attach relevant data to your survey such as job title, hiring manager name and department etc.

Below you will find an overview of the most commonly used merge tags, for a full overview click here.

Variable	Description
----------	-------------

@candidate.gender	Detects the gender of the respondent
@candidate.nationality	Picks up the respondent's nationality
@candidate.born	Picks up information of where the respondent was born
@candidate.employmentStatus	Let you see the current employment status of the respondent
@company.name	Detects the name of the company
@job.name	Allow you to filter data based on the name of the job/position
@job.id	Saves the Job ID
@jobPost.name	The name of the job post
@jobPost.title	The title of the job post
@jobPost.companyName	Detects the name of the company associated with the job post
@jobPost.city	Detects the city associated with the job post
@jobPost.country	Detects the country associated with the job post.
@jobPost.located	Picks up the location associated with the job post.

Where do I find the tags/merge fields in the ATS?

RecMan provides a full list with all available **merge tags** that you can use to pick up data from the recruitment system. Available tags may vary based on email type.

How to find merge fields (Custom Variables) inside the Prescreen recruitment system

What are placeholders?

Merge fields are named 'Placeholders' inside the Prescreen recruitment system.

In the context of Applicant Tracking Systems (ATS), placeholders can be used to represent dynamic information related to job applications, candidates, or other relevant data points. In Talenthub we use placeholders to attach relevant data to your survey such as job title, hiring manager name and department etc.

Prescreen recruitment system differentiates between two types of email communication to candidates:

- "Message templates"
- "Notifications to Applicants"

When implementing a talenthub link in a message template, you cannot insert it as a Hyperlink. On the other hand, when you insert a talenthub link in a Notifications to Applicant, you can embed the link as a Hyperlink.

Here are each of the commonly used placeholders and their corresponding merge fields:

Placeholder	Placeholder token/syntax
Title of the context job	%jobTitle%
Name of the main contact	%mainContact%
Email address of the main contact	%mainContactEmail%
Institution/scope of the context job	%institution%
Name of the company	%companyName%
Company address	%address%

Notice 1



The list above shows the most standard placeholders used in the ATS. These valuables can differ based on factors such as:

Which placeholders your company uses in your ATS Tech specific configurations of your ATS The use of custom placeholders in your ATS

Therefore it is always recommended that you double check the placeholders used in your company, before providing them to Talenthub. A person with ATS Admin access, is the best to contact to retrieve the placeholders and navigate the specific set-up in your company.

How to find merge fields (Custom Variables) inside the Lever recruitment system

Merge fields are named 'auto-text/mail merge fields' inside the Lever recruitment system. We have a complete list of the available merge fields and their syntax.

The list of available merge fields is limited. When using the talenthub integration to Lever, more information becomes available. For example, you can get information such as Job ID, Job title, current candidate stage, past stages and rejection reasons.

Here are each of the available placeholders and their corresponding merge fields:

Placeholder	Auto-text token
Your full name	{{Your full name}}
Your company name	{{Your company name}} or {{Company}}
Candidate's first source	{{First source}}
Newest job posting*	{{Newest job posting}}
Job posting title (Only works in confirmation template)	{{Job posting title}}

^{*}Note that the "newest" job posting is the posting that was most recently added to the candidate profile. This could be a posting that the candidate applied for, or was manually added or referred to.

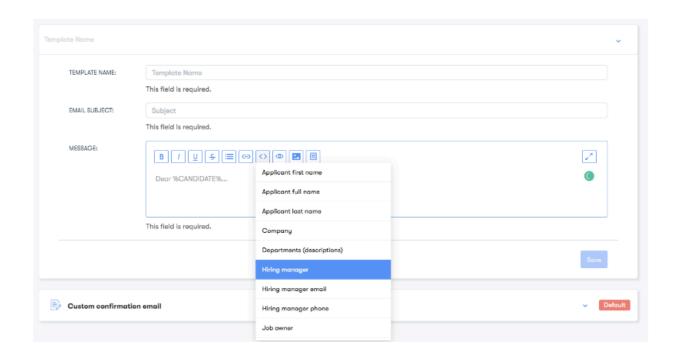
How to find merge fields (Custom Variables) inside the Jobylon recruitment system

Merge fields are named 'Placeholders' inside the Jobylon recruitment system.

How do I find the tags/merge fields inside our recruitment system?

You can access the 'Placeholders/merge fields' inside email templates. You need to copy and share the tags with talenthub, but you don't necessarily have to implement them or add them to your existing email templates.

You find the merge fields by clicking the < > icon inside the email editor as shown below:



The most traditional/commonly used variables are:

%COMPANY% %HIRING-MANAGER% %JOB-OWNER% %JOB%

%USER% (User merge field is only available in rejection templates and not confirmation emails)

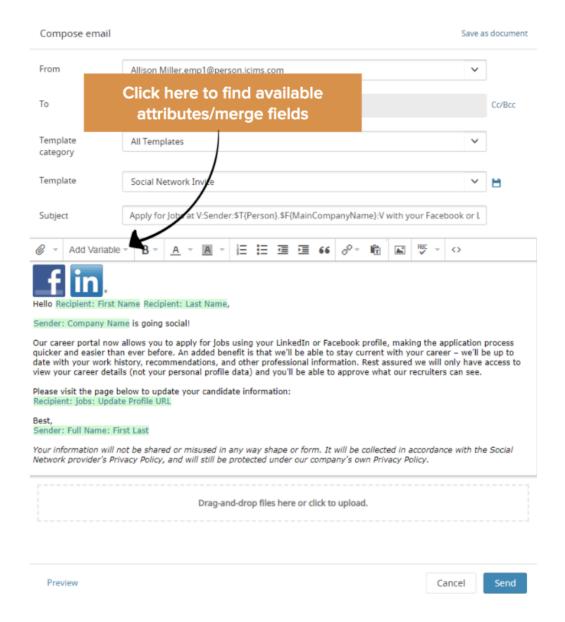
How to find merge fields (Custom Variables) inside the iCIMS recruitment system

Merge fields are named 'Email attributes' inside the iCIMS recruitment system.

How do I find the tags/merge fields inside our recruitment system?

You can access the 'Email attributes/merge fields' inside email templates. You need to copy and share the tags with talenthub, but you don't necessarily have to implement them or add them to your existing email templates.

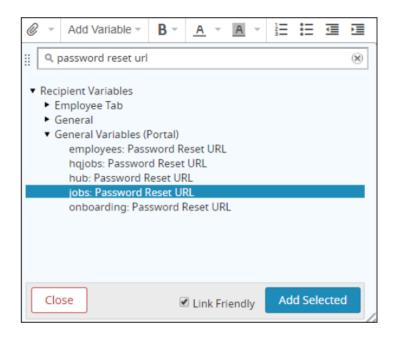
Below you can see how you find the attributes inside iCIMS:



iCIMS has made an article on composing emails that you can access right here.

Follow steps 1-6 in the Adding Variables to an Email section of the iCIMS article.

Once you have found the Email attribute that you want check the **Link Friendly** box and click 'Add Selected' as shown below:



Rather than a green highlighted variable, a text string should be displayed. For instance; V:AppFlow:\$T{Submittal}.\$T{Job}.\$F{JobTitle}:URL:V

This is the information you should forward to your point of contact from talenthub.io

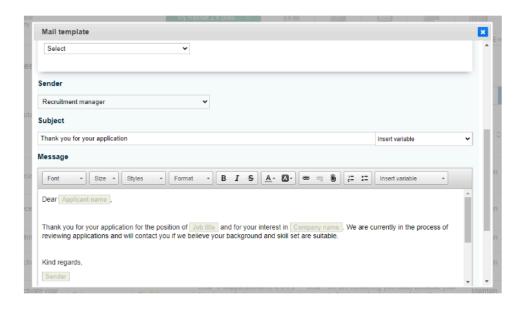
How to find merge fields (Custom Variables) inside the HR-ON recruitment system

Merge fields are named '**variables**' inside the HR-ON recruitment system. The format is %%jobTitle%%

How do I find the variables/merge fields inside our recruitment system?

You can access the 'variables' inside your email templates. When you add a variable to an email template, it doesn't insert it in the format we need. You simply need to copy the tags and don't necessarily have to implement them or add them to your existing email templates.

Depending on which email template you access, where you add the tags can look slightly different. Below we have found an example of where you can find the variables inside the email editor.



How to find merge fields (Custom Variables) inside the HR manager recruitment system

How do I find the tags/merge fields inside our recruitment system?

We have a list of commonly used merge fields that you can use to pick up data from your HR manager recruitment system. However, you can access all merge fields inside the email editor of your recruitment system.

The format is [vacancy.jobtitle]

Below you will find an overview of some of the most commonly used merge fields, for a full list go to an email template in your recruitment system and find available merge fields.

*Important note: HR Manager supports custom merge fields, therefore names for the described fields may vary depending on your setup.

Merge field syntax	Description
[vacancy.jobtitle]	Job title of the role
[department.name]	Picks up the department for which the vacancy is
[department.location]	Picks up the location of the department for which the vacancy is assigned to

[vacancy.projectmanager.name]	Picks up the name of the person assigned to the vacancy
[vacancy.projectmanager.email]	Picks up the email of the person assigned to the vacancy
[user.firstname] [user.lastname]	Picks up the name of the person who sends the rejection

How to find merge fields (Custom Variables) inside the Cornerstone recruitment system

Merge fields are named 'Tags' inside the Cornerstone recruitment system.

How do I find the tags/merge fields inside our recruitment system?

We have a complete list of all tags/merge fields that you can use to pick up data from your Cornerstone recruitment system. Available tags may vary based on email type.

Other than the merge data available in the list below, you can also use custom tags. Custom tags use CUSTOM prefix.

Example: CUSTOM.SALARY LEVEL

Tags does not use any special symbols like [], {{}} or \$\$

Below are fields you can enter into the Message Topic or Body. When the email is sent, Cornerstone will replace these fields with actual information. The tags must be entered exactly as they are listed and are case sensitive.

Tag Name	Tag Description
ACTION.DATE	Date that the action took place which triggers email.
APPLICANT.STATUS	Display the applicant status an applicant is in.
APPLICANT.STATUS.CHANGE.DATE	Display the date the applicant status last changed.
APPLICATION.DATE	The date the application was submitted.
CUSTOM.JOBAD.CONTACT	Contact details (for job ad)

CUSTOM.JOBAD.DEADLINE	Application deadline (for job ad)
CUSTOM.JOBAD.HEADLINE	Headline
JOB.AD	Displays the internal or external job ad depending on the recipient.
JOB.COMPENSATION.CURRENCY.SYMBO	Currency type defined on the job requisition form.
JOB.COMPENSATION.RANGE.MAX	Maximum payment range for the job.
JOB.COMPENSATION.RANGE.MIN	Minimum payment range for the job.
JOB.COMPENSATION.TYPE	Compensation type selected on the requisition form.
JOB.DESCRIPTION	Displays the internal or external job description depending on the recipient.
JOB.DETAILS.LINK	Link to the specific Job Details page, Career Site or Career Centre
JOB.EMPLOYMENT.TYPE	Employment type defined on the requisition form.
JOB.IDEAL.QUALIFICATIONS.HTML	Ideal qualifications defined on requisition form (in HTML format).
JOB.IDEAL.QUALIFICATIONS.TEXT	Ideal qualifications defined on requisition form (in text format).
JOB.MINIMUM.QUALIFICATIONS	Minimum qualifications defined on requisition form.
JOB.OPENINGS.NUMBER	Number of openings defined on requisition form.

JOB.OU.DIVISION.TITLE	Division selected on requisition form.
JOB.OU.LOCATION.ADDRESS	Facility Address defined for location on requisition form.
JOB.OU.LOCATION.TITLE	Location selected on requisition form.
JOB.REQUISITION.HIRING.MANAGER.LIST .HTML	User(s) listed as the hiring manager(s) for an OU (in HTML format).
JOB.REQUISITION.HIRING.MANAGER.LIST .TEXT	User(s) listed as the hiring manager(s) for an OU (in text format).

JOB.REQUISITION.ID	Requisition ID
JOB.REQUISITION.OWNER.LIST.HTML	User(s) listed as the owner(s) for a requisition (in HTML format).
JOB.REQUISITION.OWNER.LIST.TEXT	User(s) listed as the owner(s) for a requisition (in text format).
JOB.REQUISITION.PRIMARY.OWNER.NAM E.FULL	The full name of the primary owner of the requisition
JOB.RESPONSIBILITIES.LIST.HTML	Job responsibilities defined for position OU (in HTML format).
JOB.RESPONSIBILITIES.LIST.TEXT	Job responsibilities defined for position OU (in text format).
JOB.TARGET.HIRE.DATE	Target hire date defined on the job requisition form.
JOB.TITLE	Display job title defined on the requisition form.
MY.PROFILE.LINK	Displays a link to the user's 'My Profile' page.
PROFILE.USER.ADDRESS.1	Displays the user's address line 1
PROFILE.USER.ADDRESS.2	Displays the user's address line 2
PROFILE.USER.CITY	Displays the user's address city
PROFILE.USER.COUNTRY	Displays the user's address country
PROFILE.USER.EMAIL	The e-mail address associated with an applicant profile
PROFILE.USER.NAME.FIRST	The first name associated with an applicant profile

PROFILE.USER.NAME.LAST	The last name associated with an applicant profile
PROFILE.USER.POSTAL.CODE	Displays the user's address postal code
PROFILE.USER.PREFIX	The title field associated with an Applicant Profile
PROFILE.USER.STATE	Displays the user's address state
RECIPIENT.DIVISION	Recipient's division

RECIPIENT.FIRST.NAME	Recipient's first name
RECIPIENT.LAST.NAME	Recipient's last name
RECIPIENT.PHONE	Recipient's phone
RECIPIENT.POSITION	Recipient's position

<u>Click here</u> if you want to learn more about editing email templates in Cornerstone ATS.

How to find merge fields (Custom Variables) inside the CATS recruitment system

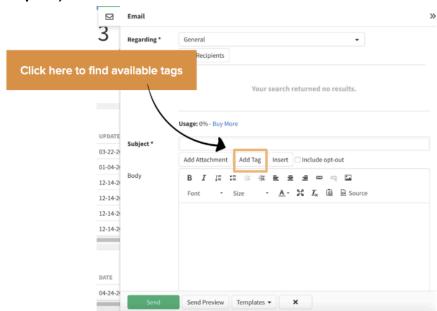
Merge fields are named 'tags' inside the CATS recruitment system. The format is $\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\protect\pro$

How do I find the tags/merge fields inside our recruitment system?

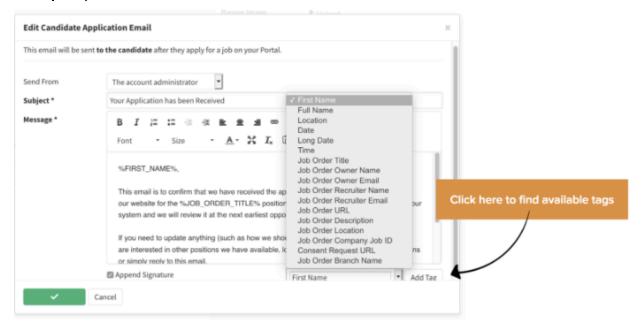
You can access the 'tags/merge fields' inside email templates. When you add a tag to an email template, it inserts it in the format we need. You simply need to copy the tags and don't necessarily have to implement them or add them to your existing email templates.

Depending on which email template you access, where you add the tags can look slightly different. Below we have found two examples of where you can find the tags inside the email editor.

Example 1)



Example 2)



You can also view this article if you need further guidance on where to find and edit email templates inside the Cats recruitment system.

How to find merge fields (Custom Variables) inside the Comeet recruitment system

Merge fields are named 'Attributes' inside the Comeet recruitment system.

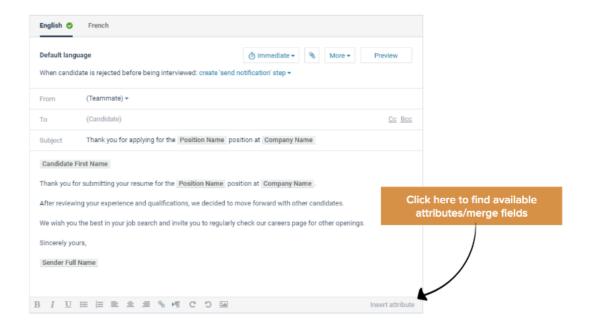
How do I find the tags/merge fields inside our recruitment system?

You can access the 'attributes/merge fields' inside email templates. You need to copy and share the tags with talenthub, but you don't necessarily have to implement them or add them to your existing email templates.

Below you can see how you find the attributes inside Comeet;

Step 1: Go to an email template*

***NOTE:** the list of available attributes varies between different templates according to the context of the message.



To insert an attribute:

- 1. Place your cursor where you want to insert the attribute
- 2. Click Insert attribute
- 3. Select an attribute from the list



You can learn more about editing email templates and attributes here.

How to find merge fields (Custom Variables) inside the EasyCruit recruitment system

How do I find the tags/merge fields inside our recruitment system?

We have a complete list of all merge fields that you can use to pick up data from the EasyCruit recruitment system. Available tags may vary based on email type.

Below you will find an overview of most commonly used merge fields, for a full list click here.

Variable	Description	Applicable in e-mail type
{address}	Location of interview	Invitation to Initial, 1st, 2nd and 3rd Meeting
{advertisement-active- from-date}	Start date for advertisement	E-mail Channel Posting
{advertisement-active-to-date}	Posting end date for advertisement	E-mail Channel Posting Application Saved
{advertisement-heading}	Advertisement Header	E-mail Channel Posting
{advertisement-title}	Advertisement Title	E-mail Channel Posting
{advertisement-work- place}	Advertisement job location	E-mail Channel Posting
{applicant-department}	Department applicant is associated with	Pending Further Action Report
{candidate-salutation}	Candidate Salutation	Application Received Copy of Application
{client}	Client (For Recruitment Agency only)	Application Received Registration Received Copy of Application Rejection Following Application Review Automatic Rejection Invitation to Initial 1st 2nd and 3rd Meeting Rejection after Initial 1st 2nd and 3rd Meeting Confirmation of Username Details Transferred to CV Database Invite to Send/Update CV Employee

		Forward Application Invitation to MINT Matrigma and Service-F tests cut-e Report Job Agent alert Request for vacancy approval New User Email Employment Contract Send to a Friend Vacancy Portable CV Review of candidate Letter of application received/rejected SHL and cut-e Assessment invite Custom Email Email Signatures
{client-name}	Client Name (For Recruitment Agency only)	Application Received Registration Received Copy of Application Rejection Following Application Review Automatic Rejection Invitation to Initial 1st 2nd and 3rd Meeting Rejection after Initial 1st 2nd and 3rd Meeting Confirmation of Username Details Transferred to CV Database Invite to Send/Update CV Employee Forward Application Invitation to MINT Matrigma and Service-F tests cut-e Report Job Agent alert Request for vacancy approval New User Email Employment Contract Send to a Friend Vacancy Portable CV Review of candidate Letter of application received/rejected SHL and cut-e Assessment invite Custom Email Email Signatures
{company}	Company Name	Application Received Registration Received Copy of Application Rejection Following Application Review Automatic Rejection Invitation

		to Initial 1st 2nd and 3rd Meeting Rejection after Initial 1st 2nd and 3rd Meeting Confirmation of Username Details Transferred to CV Database Invite to Send/Update CV Employee Forward Application Invitation to MINT Matrigma and Service-F tests cut-e Report Job Agent alert Request for vacancy approval New User Email Employment Contract Send to a Friend Vacancy Portable CV Review of candidate Letter of application received/rejected SHL and cut-e Assessment invite Custom Email Email Signatures Application Saved
{company-name}	Company Name	Application Received Copy of Application Rejection Following Application Review Automatic Rejection Invitation to Initial 1st 2nd and 3rd Meeting Rejection after Initial 1st 2nd and 3rd Meeting Rejection after Initial 1st 2nd and 3rd Meeting Confirmation of Username Details Transferred to CV Database Invite to Send/Update CV Employee Forward Application Invitation to MINT Matrigma and Service-F tests cut-e Report Job Agent alert New User Email Request for vacancy approval User password request Employment Contract Send to a Friend Vacancy Portable CV Review of candidate Letter of application received/rejected

		SHL and cut-e Assessment invite Custom Email Email Signatures
{contact-name}	Contact Name	Application Received Rejection Following Application Review Automatic Rejection Invitation to Initial 1st 2nd and 3rd Meeting Rejection after Initial 1st 2nd and 3rd Meeting Confirmation of Username Details Transferred to CV Database Invite to Send/Update CV Employee Forward Application New User Email Invitation to MINT Matrigma and Service-F tests Employment Contract Letter of application received/rejected Portable CV SHL and cut-e Assessment invite Custom Email
{contact-person}	Contact person (for this project)	Application Received Rejection Following Application Review Automatic Rejection Invitation to Initial 1st 2nd and 3rd Meeting Rejection after Initial 1st 2nd and 3rd Meeting Confirmation of Username Details Transferred to CV Database Invite to Send/Update CV Employee Forward Application Invitation to MINT Matrigma and Service-F tests New User Email Job Agent alert Employment Contract Letter of application received/rejected SHL and cut-e Assessment invite Custom Email

{contact-person-name}	Contact Name	Application Received Rejection Following Application Review Automatic Rejection Invitation to Initial 1st 2nd and 3rd Meeting Rejection after Initial 1st 2nd and 3rd Meeting Confirmation of Username Details Transferred to CV Database Invite to Send/Update CV Employee Forward Application New User Email Invitation to MINT Matrigma and Service-F tests Employment Contract Letter of application received/rejected Portable CV SHL and cut-e Assessment invite Custom Email
{contact-persons}	Contact Person(s)	E-mail Channel Posting
{customer-name}	Customer Name	Application Received Registration Received Copy of Application Rejection Following Application Review Automatic Rejection Invitation to Initial 1st 2nd and 3rd Meeting Rejection after Initial 1st 2nd and 3rd Meeting Confirmation of Username Details Transferred to CV Database New User Email Invite to Send/Update CV Employee Forward Application Invitation to MINT
{department}	Department Name	Application Received Copy of Application Rejection Following Application Review Automatic Rejection Invitation to Initial 1st 2nd and 3rd Meeting Rejection after Initial 1st 2nd and 3rd Meeting Confirmation of Username

-		
		Details Transferred to CV Database Forward Application Invitation to MINT Matrigma and Service-F tests cut-e Report Job Agent alert Request for vacancy approval New User Email Employment Contract Send to a Friend Vacancy Portable CV Letter of application received/rejected SHL and cut-e Assessment invite Custom Email Email Signatures Application Saved
{department-address}	Department Address	E-mail Channel Posting
{department-name}	Department Name	Application Received Copy of Application Rejection Following Application Review Automatic Rejection Invitation to Initial 1st 2nd and 3rd Meeting Rejection after Initial 1st 2nd and 3rd Meeting Confirmation of Username Details Transferred to CV Database Forward Application Invitation to MINT Matrigma and Service-F tests cut-e Report New User Email Request for vacancy approval Employment Contract Send to a Friend Vacancy Portable CV Letter of application received/rejected SHL and cut-e Assessment invite Custom Email Email Signatures
{departments}	Department(s)	E-mail Channel Posting

{duration}	Duration of interview	Invitation to Initial, 1st, 2nd and 3rd Meeting
{gender-specific male="Mr" female="Miss / Mrs" unknown=""}	Salutation	Application Received Registration Received Copy of Application Rejection Following Application Review Automatic Rejection Timed Rejection Invitation to Initial 1st 2nd and 3rd Meeting Rejection after Initial 1st 2nd and 3rd Meeting Confirmation of Username Forward Application Email Signatures Invitation to MINT Matrigma and Service-F tests cut-e Report Job Agent alert Employment Contract Portable CV SHL Assessment invite Custom Email
{interviewdate}	Date of interview	Invitation to Initial, 1st, 2nd and 3rd Meeting
{interviewer} {interviewers}	Interviewers who will be present	Invitation to Initial, 1st, 2nd and 3rd Meeting
{job}	Job	Application Received Copy of Application Rejection Following Application Review Automatic Rejection Invitation to Initial 1st 2nd and 3rd Meeting Rejection after Initial 1st 2nd and 3rd Meeting Confirmation of Username Forward Application Invitation to MINT Matrigma and Service-F tests cut-e Report Employment Contract Send to a Friend Vacancy Portable CV Review of candidate Letter of application received/rejected Vacancy Expiry Warning SHL and cut-e Assessment invite Custom Email

{job-position}	Job Position	Application Received Copy of Application Rejection Following Application Review Automatic Rejection Invitation to Initial 1st 2nd and 3rd Meeting Rejection after Initial 1st 2nd and 3rd Meeting Confirmation of Username Forward Application Invitation to MINT Matrigma and Service-F tests cut-e Report Employment Contract Send to a Friend Vacancy Portable CV Review of candidate Letter of application received/rejected SHL and cut-e Assessment invite Vacancy Expiry Warning Custom Email
{position}	Title of position applied for	Application Received Copy of Application Rejection Following Application Review Automatic Rejection Invitation to Initial 1st 2nd and 3rd Meeting Rejection after Initial 1st 2nd and 3rd Meeting Confirmation of Username Forward Application Invitation to MINT Matrigma and Service-F tests Job Agent alert cut-e Report Employment Contract Send to a Friend Vacancy Portable CV Review of candidate Letter of application received/rejected Vacancy Expiry Warning SHL and cut-e Assessment invite Custom Email Application Saved
{recruiter-name}	Recruiter Name	Pending Further Action Report Sends e-mail back to recruiter of confirmation of review

{title}	Job Title	Application Received Registration Received Copy of Application Rejection Following Application Review Automatic Rejection Invitation to Initial 1st 2nd and 3rd Meeting Rejection after Initial 1st 2nd and 3rd Meeting Confirmation of Username Invite to Send/Update CV Employee Forward Application
{title-grade}	Grade of Job Title	Application Received Registration Received Copy of Application Rejection Following Application Review Automatic Rejection Invitation to Initial 1st 2nd and 3rd Meeting Rejection after Initial 1st 2nd and 3rd Meeting Confirmation of Username Details Transferred to CV Database Invite to Send/Update CV Employee Forward Application Employment Contract Portable CV Letter of application received/rejected SHL and cut-e Assessment invite
{title}	Job Title	Application Received Registration Received Copy of Application Rejection Following Application Review Automatic Rejection Invitation to Initial 1st 2nd and 3rd Meeting Rejection after Initial 1st 2nd and 3rd Meeting Confirmation of Username Invite to Send/Update CV Employee Forward Application {title-grade} Grade of Job Title Application Received Registration Received Copy

		of Application Rejection Following Application Review Automatic Rejection Invitation to Initial 1st 2nd and 3rd Meeting Rejection after Initial 1st 2nd and 3rd Meeting Confirmation of Username Details Transferred to CV Database Invite to Send/Update CV Employee Forward Application Employment Contract Portable CV Letter of application received/rejected SHL and cut-e Assessment invite
{vacancy-ref-number}	Reference number of the vacancy	Rejection Following Application Review Invitation to Initial 1st 2nd and 3rd Meeting Rejection after Initial 1st 2nd and 3rd Meeting Confirmation of Username Details Transferred to CV Database Invite to Send/Update CV Employee Forward Application Invitation to MINT Matrigma and Service-F tests Request for vacancy approval Employment Contract Portable CV Review of candidate Letter of application received/rejected SHL and cut-e Assessment invite Custom Email
{vacancy-title}	Vacancy Title	Application Received Copy of Application Rejection Following Application Review Automatic Rejection Invitation to Initial, 1st, 2nd and 3rd Meeting Rejection after Initial, 1st, 2nd and 3rd Meeting Confirmation of Username Forward Application

Invitation to MINT, Matrigma and Service-F tests cut-e Report Employment Contract Send to a Friend Vacancy Portable CV Review of candidate Letter of application received/rejected Vacancy Expiry Warning SHL and cut-e Assessment invite Custom Email

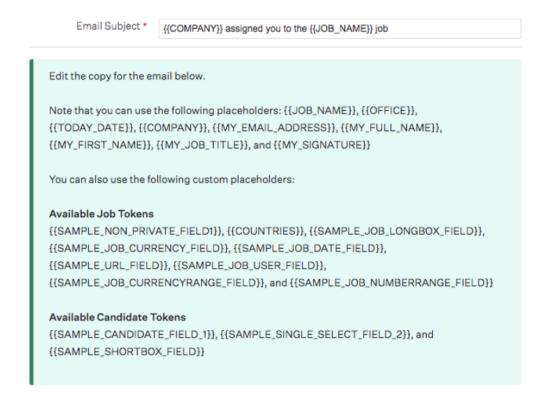
How to find merge fields (Custom Variables) inside the Greenhouse recruitment system

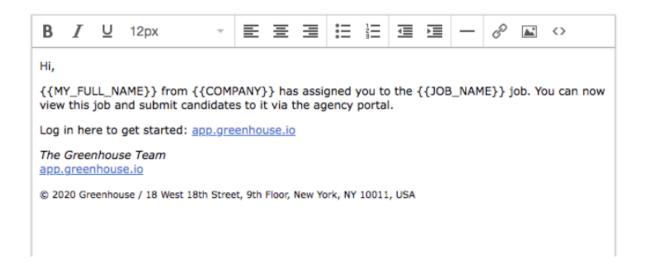
Merge fields are named 'Tokens/placeholders' inside the Greenhouse recruitment system.

How do I find the tokens/merge fields inside our recruitment system?

You can access the 'tokens/merge fields' inside email templates. The supported tokens depend on the email type.

When you add a tag to an email template, it inserts it in the format that we need, which is some value surrounded by {{ }} as shown below:





You need to copy the tags and don't necessarily have to implement them or add them to your existing email templates. Greenhouse provides a complete list of standard tokens in this article.

Custom tokens can be found inside your Greenhouse system; go to this article to learn more.

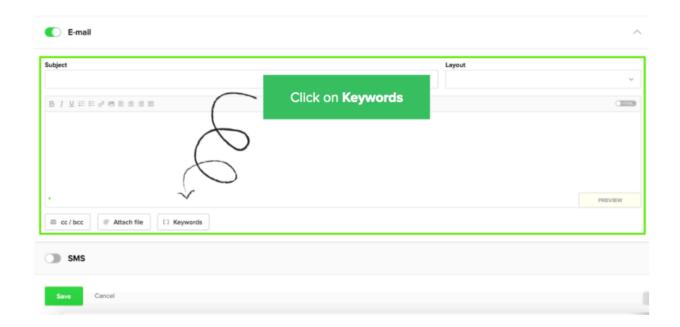
How to find merge fields (Custom Variables) inside the Emply recruitment system

Merge fields are named '**Keywords**' inside the Emply recruitment system.

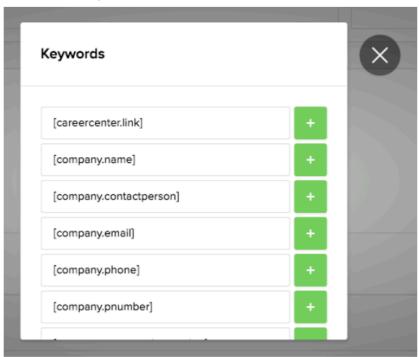
How do I find the tags/merge fields inside our recruitment system?

You can access the '**Keywords/merge fields**' inside email templates. When you click 'Keywords' while in the email editor it will open a full list of all available merge fields in the format we need. You simply need to forward the tags to your talenthub point of contact and don't necessarily have to implement them or add them to your existing email templates.

Depending on which email template you access, where you add the tags can look slightly different. Below we have found two examples of where you can find the tags inside the email editor.



Find relevant keywords in the pop-up modal and forward it to us:



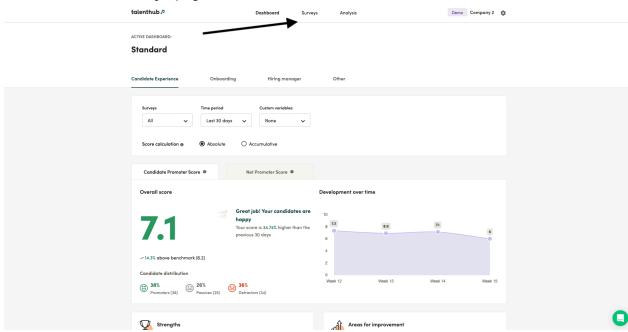
Building and Editing Surveys

How to access the survey builder

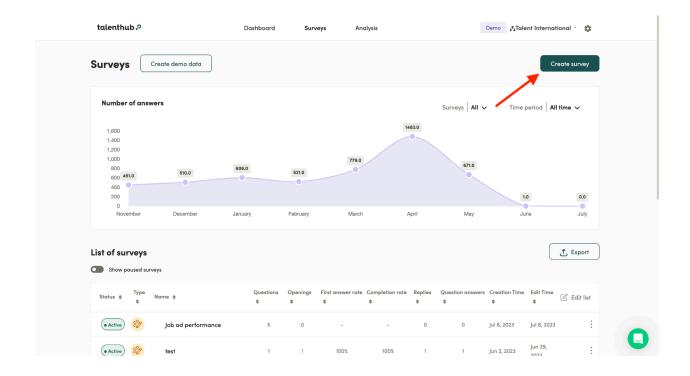
The survey builder is the part of the Talenthub Feedback platform where you are able to manage your surveys by taking actions such as *building new surveys* and *editing your current surveys*.

Building a New Survey

1. Go to the Surveys page

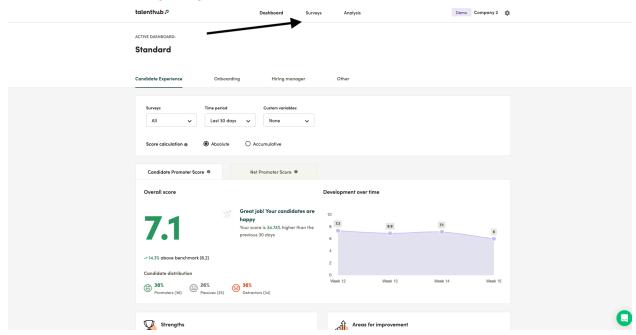


 Click Create Survey. This action will take you to the <u>survey template library</u>, with all of Talenthub's recommended surveys for candidate experience, onboarding experience, and hiring manager experience.

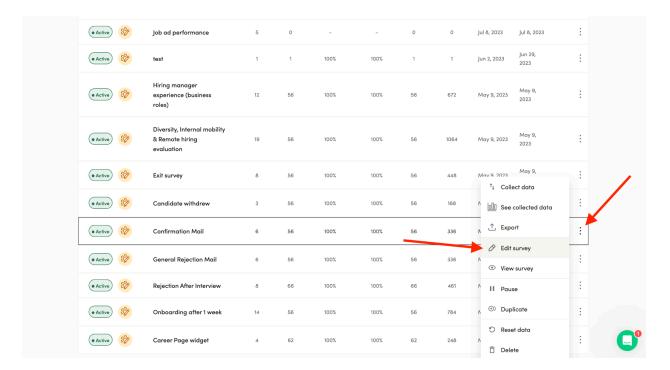


Editing your current survey

1. Go to the **Surveys** page



2. Find the survey you want to edit, click on the three-dotted icon, and click *Edit Survey*.



Where can I find survey templates, and how do I use them?

Discover survey templates, how to find them, how to use them, and build excellent surveys to measure your hiring efforts.

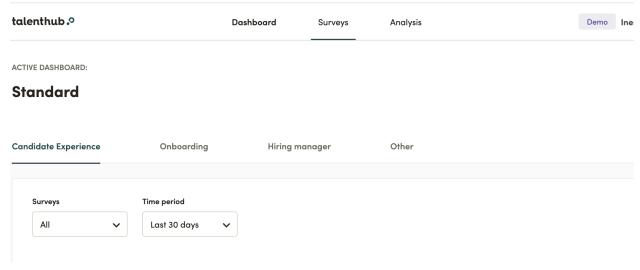
You can access a variety of survey templates through our platform. These templates are pre-designed surveys that cover various topics and are crafted to save you time and effort.

Simply choose a template that suits your needs, and we'll handle the groundwork. You can customize it to make it truly yours.

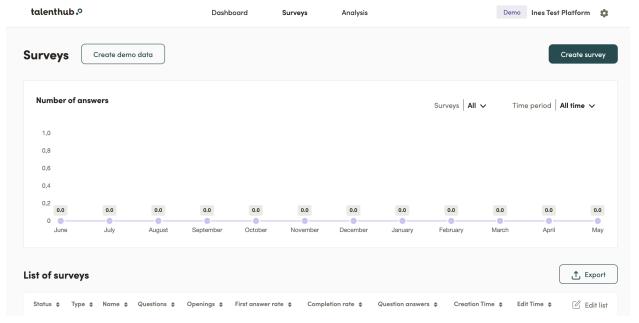
Where can I find survey templates?

Step 1)

Start by navigating to the *Surveys* page



Step 2)
Click on the *Create Survey* button

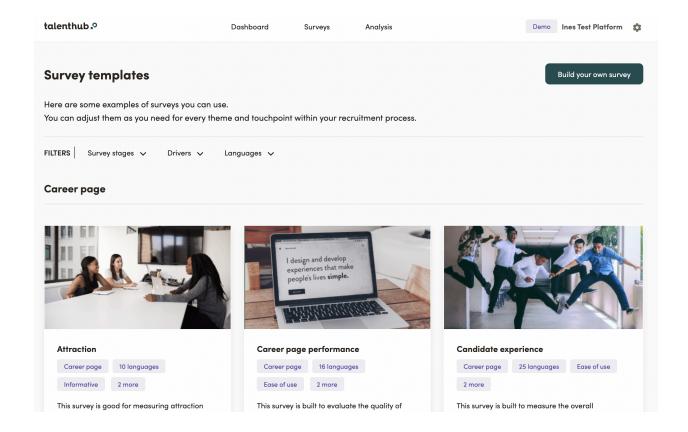


Step 3)

You are now presented with a collection of ready-to-use templates to choose from. Each template is tailored for a specific purpose, such as measuring career page performance, hiring manager feedback, interview experiences, satisfaction with assessment throughout the hiring process, and much more.

Once you select a template, it will be loaded into the survey builder. From there, you can customize and modify the template to fit your needs. You can edit the questions, add or remove sections, and personalize the survey with your own introduction text.

So, take advantage of our survey templates and unleash your creativity to build professional and effective surveys in no time! ①



Filtering through survey templates

To make your search for the perfect template a breeze, we've introduced filters on this page.

Filter on stage 📍

Looking for a survey tailored to a particular stage of your recruitment funnel? No worries, we've got you covered! Use the survey stage filter to find templates designed for post-interview feedback or any other specific stage.

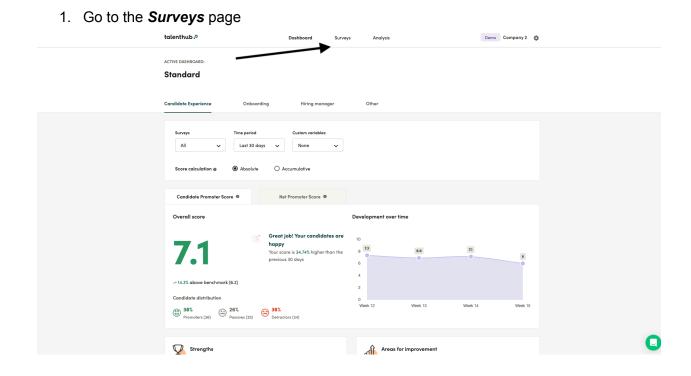
Filter on focus areas Q

Want to measure specific drivers or delve into particular topics of interest, like the duration of your process? Simply apply the relevant filters, and voila! You'll uncover surveys that align perfectly with your focus areas.

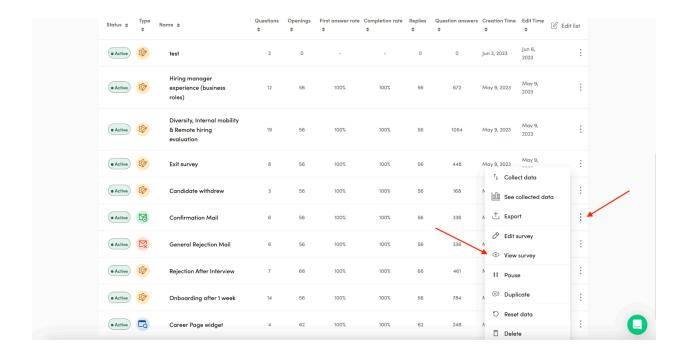
And hey, language is no barrier!

If you're looking for surveys available in multiple languages such as German, Finish, Spanish, and Italian, just select your desired languages in the filter bar. You'll instantly see which templates support your chosen languages.

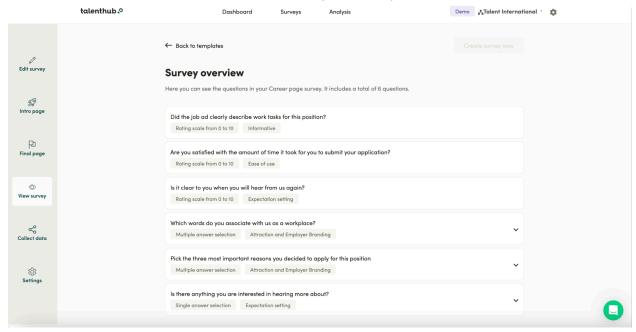
How to view the questions in your survey



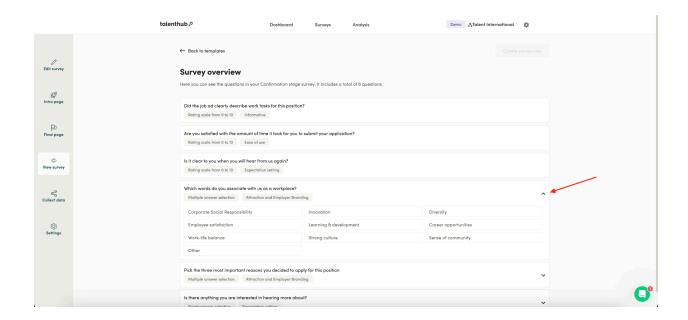
2. Click on the three dots next to the survey where you want to view the questions and click on *View survey*



3. You are now able to see the questions in your survey template



4. Click on the arrow to see the answer options

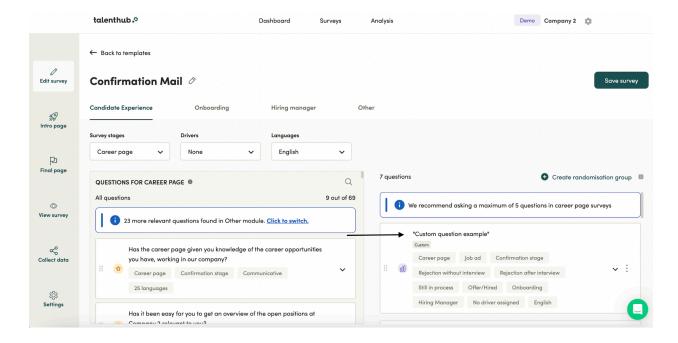


How to make your surveys available in different languages

Talenthub's verified questions are available in multiple languages. Below you can see the full list of languages available. Please be aware that only verified questions are available in these languages. Talenthub does not provide translations for custom questions.

A custom question can be identified by the "Custom" tag as shown below:

Click here to learn more about the difference between verified and custom questions.

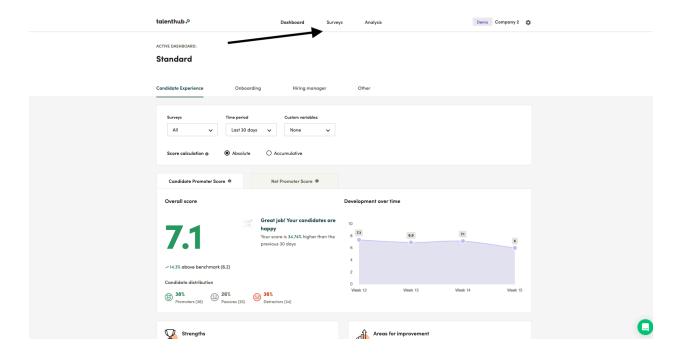


Languages available for our verified questions:

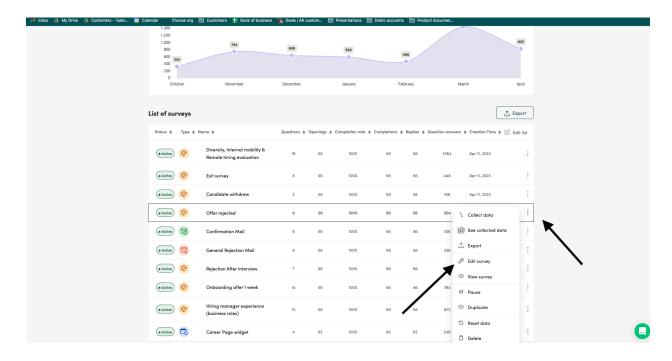
- Arabic
- Bengali
- Bulgarian
- Chinese
- Croatian
- Czech
- Danish
- Dutch
- English
- Hebrew
- Hindi
- Faroese
- Finnish
- French
- German (formal)
- German (informal)
- Greek
- Hungarian
- Italian
- Japanese
- Korean
- Norwegian
- Polish
- Portuguese
- Romanian
- Russian
- Serbian
- Slovak
- Slovenian
- Spanish
- Swedish
- Thai
- Turkish
- Ukrainian

You can make your survey available in new languages as follows:

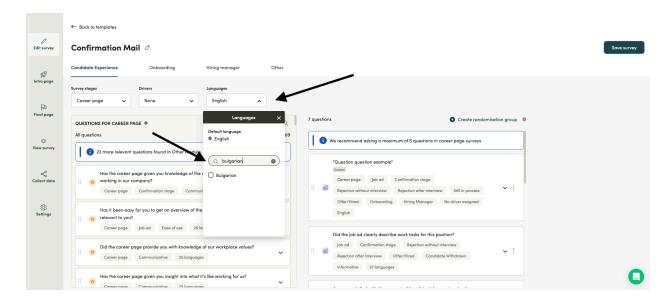
1. Navigate to the **Survey** page



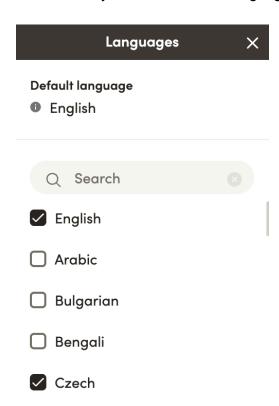
2. Edit the survey you want to add your language(s) to



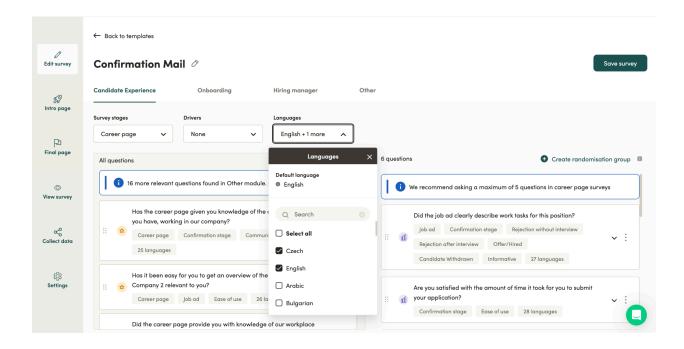
3. Click on the scroll down menu below "Languages" then either type in the name of the language you want to add or scroll down the menu to select your desired language(s).



4. Once you have found the language(s) you want to add, tick off in the box next to it.



5. Click "Save survey" in the upper right corner. Your language(s) are now added.



How to make a survey repeatable

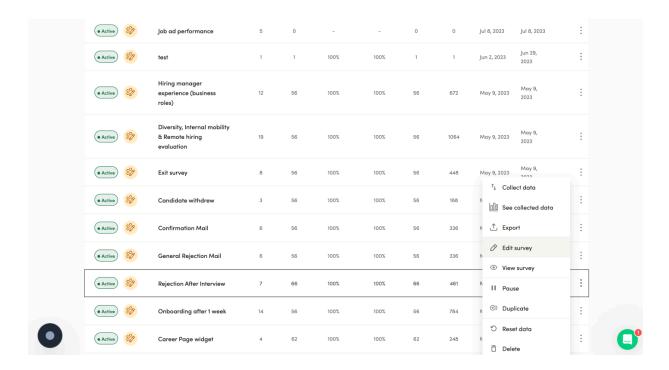
By default, Talenthub surveys are not intended to be repeatable. Our software tracks viewer history meaning that a respondent could not repeat a survey within the same viewing session. However, if they were to wait after some time (+30 days) or opened the survey URL in a new window, from a different device, within incognito mode, or from a new IP address, the respondent would be able to repeat the survey. However, it is possible to enable a feature within Talenthub's platform to automatically make the survey repeatable, regardless of how the respondent is attempting to access the survey.

In this guide, you will learn how to make a survey repeatable.

We do not recommend making a survey repeatable in most cases, however, it is recommended to make the Hiring Manager Experience survey repeatable as hiring managers will often receive the same survey for each role they hire for, thus, they should be able to fill out a survey for each new hire.

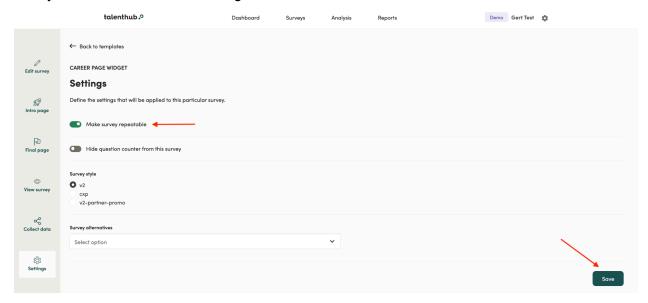
Below are the step by step instructions on how to make your survey repeatable.

On the **Surveys** page, find the survey that you would like to make repeatable, click the three dots next to the survey on the right-hand side, and click **Edit Survey** to access the survey builder.



Once in the Survey Builder, navigate to the **Settings** tab on the left-hand side and toggle on **Make Survey Repeatable**.

Finally, click **Save** on the bottom right.



*Please note the following section is only applicable to customers who do not have an API Integration between Talenthub and their ATS (Applicant Tracking System).

If you are a Non-API Integration Customer, there are some benefits to enabling the *Make Surveys Repeatable* feature for your Candidate Experience surveys as well as your Hiring

Manager survey(s). However, there are a couple of things to take into consideration when deciding if you it makes sense for your organization to make a survey repeatable or not:

Repeatable Surveys:

Upside:

• Candidates applying for multiple jobs in your organization will be able to complete the survey for each job they apply to.

Downside:

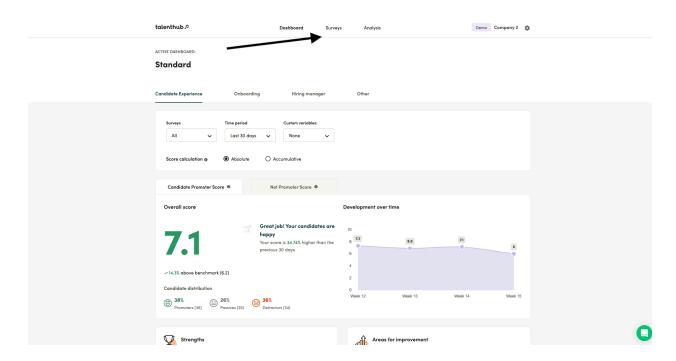
 Rejected candidates could leave multiple surveys reviews for multiple jobs they have applied and been rejected for. This can skew your results slightly especially if the candidate was rejected within the General Rejection (Application Screen) survey stage for all roles they applied for. However, if the candidate was rejected at different stages in your recruitment process then it would be value added to collect the feedback on each recruitment cycle as experience often varies between recruitment cycles.

If you are unsure of which setup is the right fit for you, please do not hesitate to contact us via our in-app support and one of our representatives will be happy to assist you.

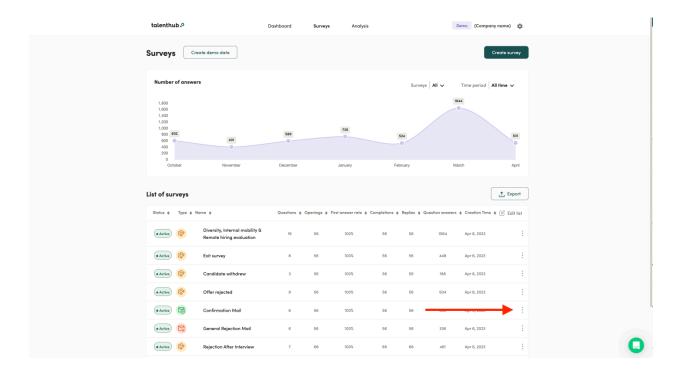
How to get a test link for a survey

At Talenthub, we offer the ability to test your surveys even after they are live and collecting data. This allows you to train new team members and continually improve your survey flow. This article highlights how to access the survey test link within the Talenthub platform.

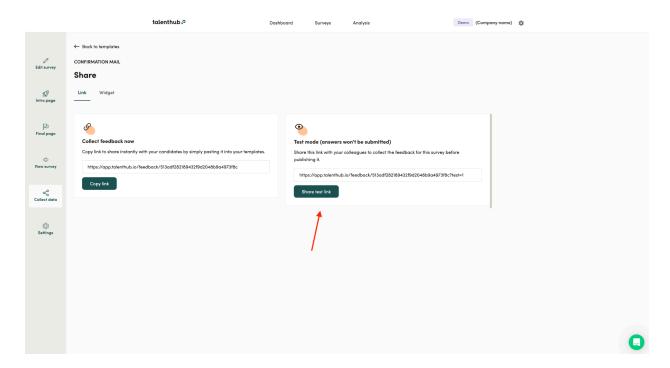
1. Go to the Survey page



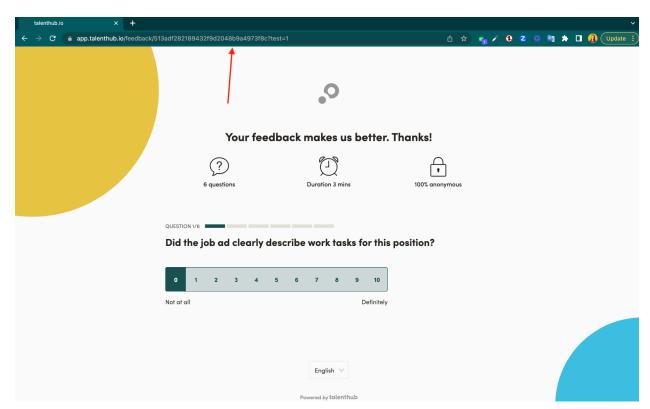
2. Click on the three dots next to the survey you want to get a test link for and click **Collect Data**



3. Click **Share test link**. The link is now copied to your clipboard.



4. Open a browser window and paste the link. You are now able to test the survey.

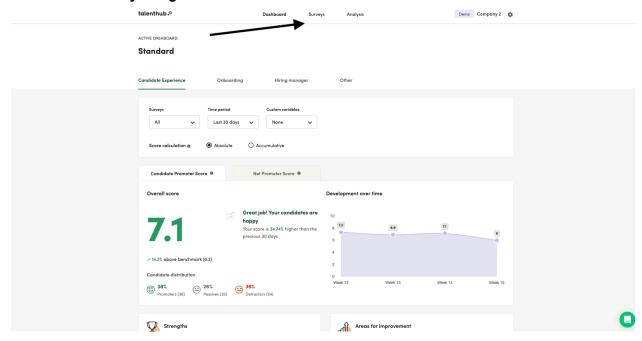


Please be aware that it is essential to only conduct testing using the Survey Test Link. Otherwise, data will be captured within the Talenthub platform which will skew the survey results and thus, risk the integrity of your data.

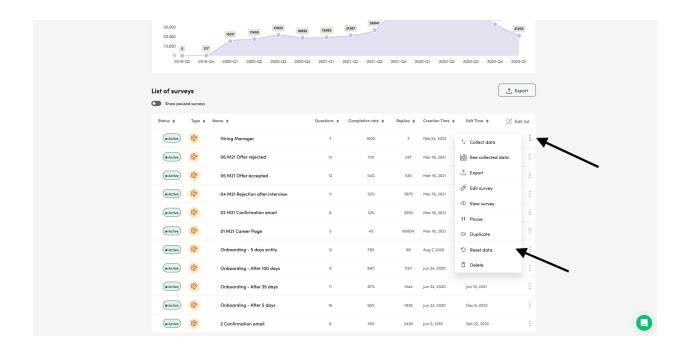
How to reset data in your surveys

We do not recommend resetting your data once your surveys are live and collecting data as once the survey has been reset, your data will be lost and cannot be re-added to your platform. However, we understand that there may be instances where it is necessary to reset your data for a particular survey. This article outlines the steps to reset your data for a survey.

1. Go to the Surveys Page



2. Find the survey you want to reset data for, click the 3 dots and then Reset Data



Important to note:

Resetting the data for a survey will remove all data gathered through that survey up until that point. Once a survey is reset, the data cannot be retrieved, so be very careful when thinking of resetting data or deleting a survey.

This feature was created so test data from the implementation phase could be deleted before marking the survey 'live'.

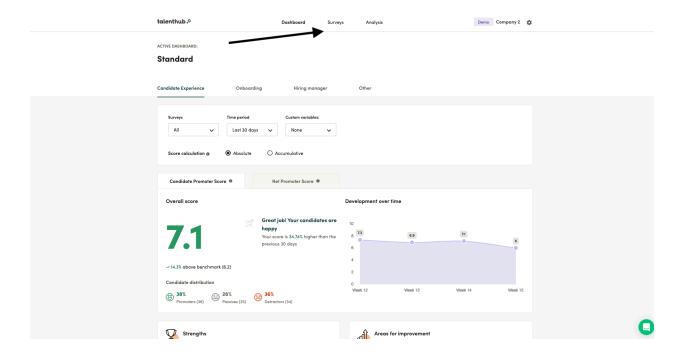
How to delete a survey

Note: We ALWAYS recommend pausing surveys, since that will NOT delete any data. Deleting a survey will delete all data from that survey and impact benchmarks.

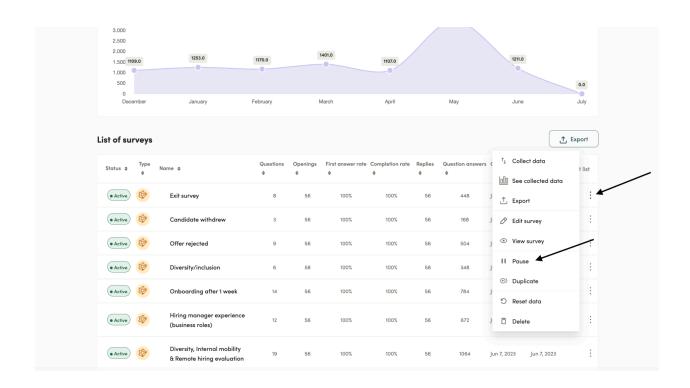
Click here to learn how to pause a survey.

You can read more about our benchmarks HERE.

1. Go to the **Surveys** page



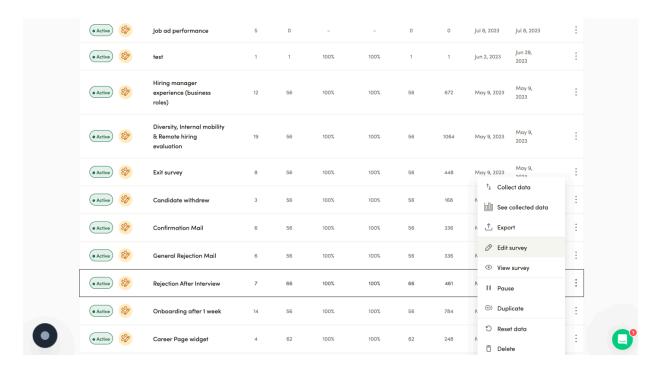
2. Click the three dots next to the survey you want to delete, and click **Delete**



Question Configuration

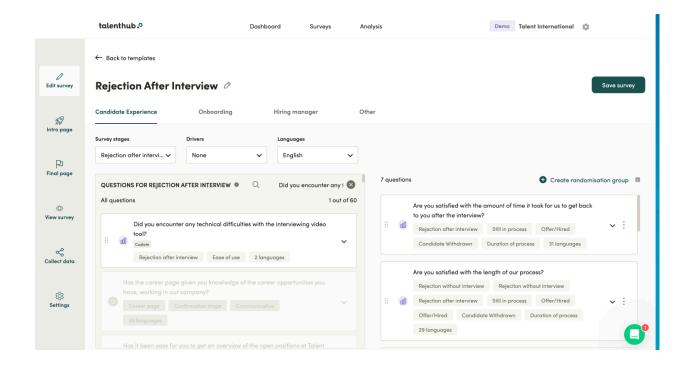
How to add questions to a survey

On the **Surveys** page, find the survey that you want to add custom questions to, click the three dotted menu next to the survey and click **EditSurvey** to access the survey builder.

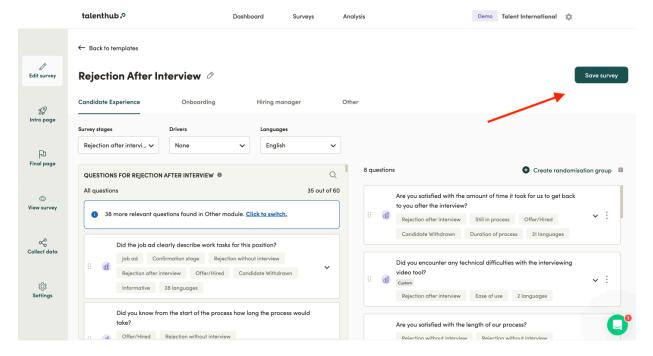


On the left-hand side, search for the question you want to add to your survey either by scrolling the list of questions or by using the search functionality.

Once you have found the question you want to add, you can add it to the survey by dragging it from the question library on the left-hand side to its correct place in the survey on the right-hand side.

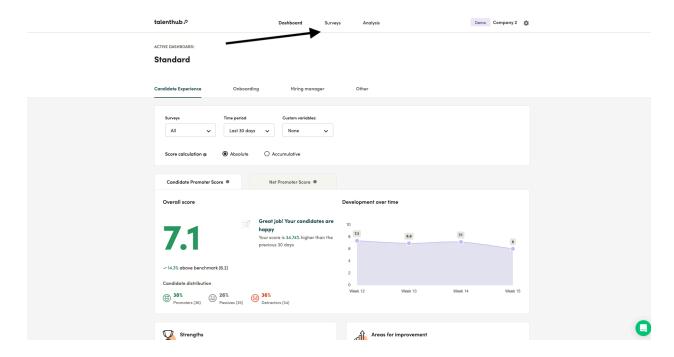


Important: You need to click **Save survey** before refreshing or exiting the page for your changes to be saved

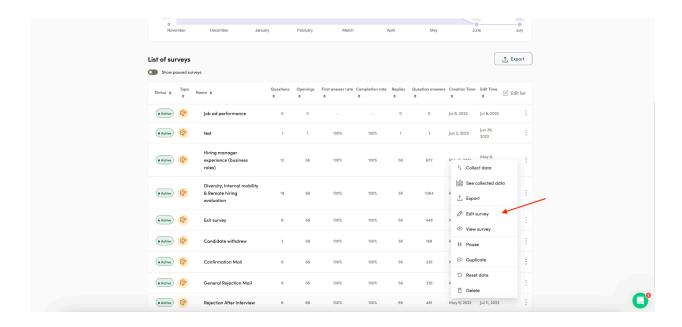


How to delete a question in your survey

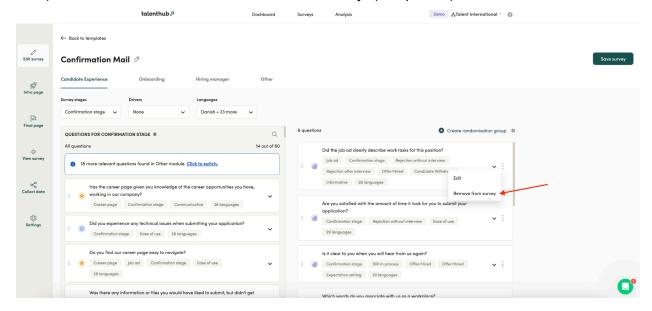
1. Go to the **Surveys** page



2. Click on the three dots next to the survey where you want to delete a question and click *Edit survey*



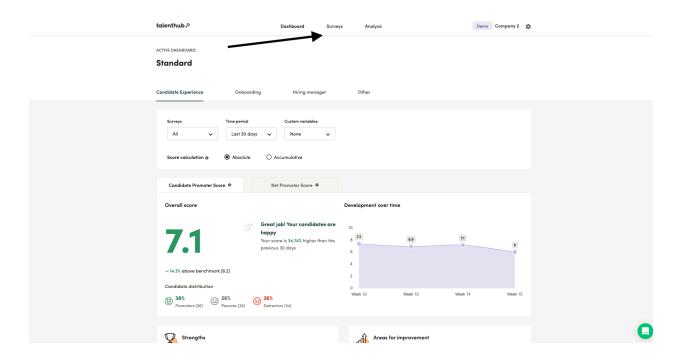
- 3. You now have 2 options to remove a question from the survey
- a) Click the arrow and then "Remove from survey" (see picture)



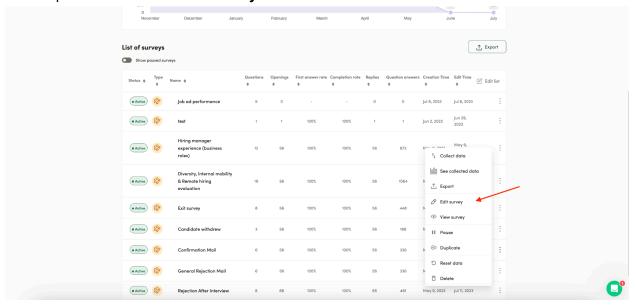
b) **Click and hold** on a question and **drag** it to the left of your screen. It should now be removed from the survey.

How to change the order of your survey questions

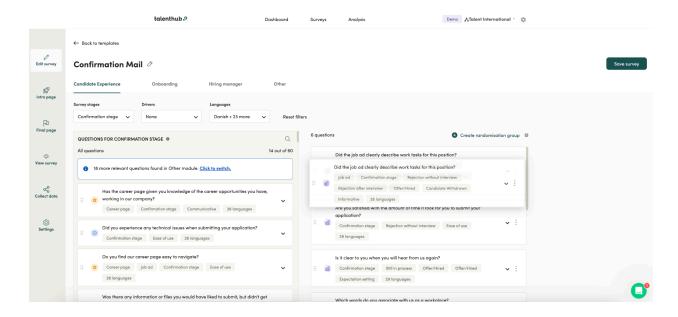
1. Go to the Surveys page



2. Click on the three dots next to the survey where you want to edit the order of the questions and click *Edit survey*

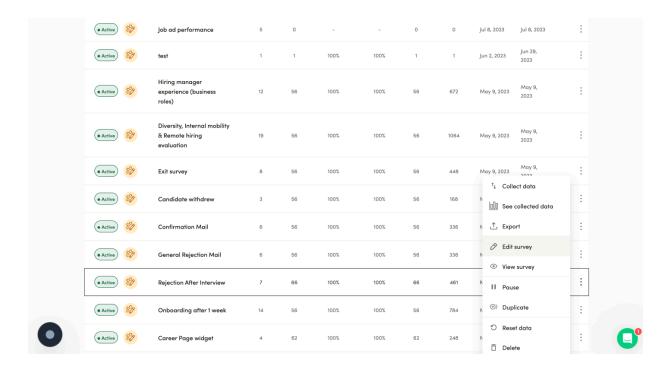


3. You can now freely move around questions by clicking and holding on a question and dragging it, letting go where you want it to be in the survey

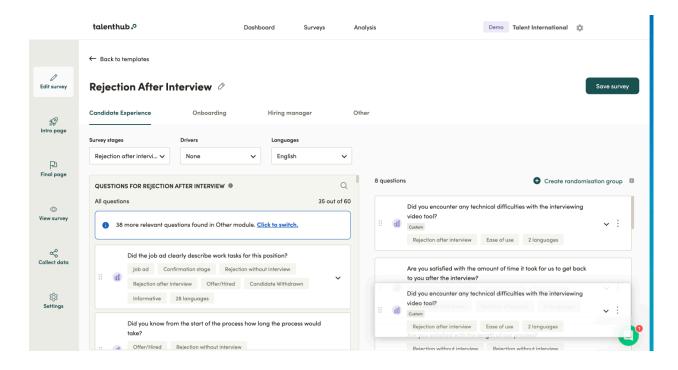


How to change the order of survey questions

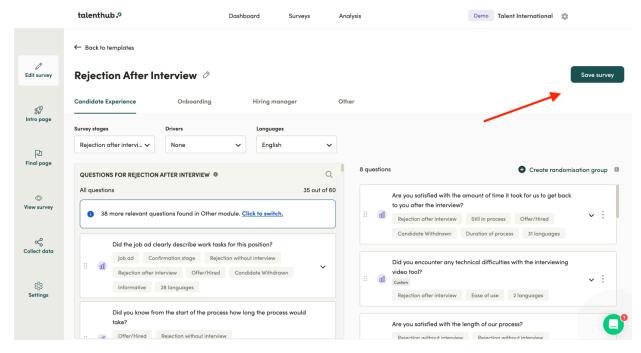
On the Surveys page, find the survey in which you want to change the order of the questions. Once located, click the three dots next to the survey and click *Edit survey* to access the survey builder.



Once you're in the survey builder, you can change the question order of your survey on the right-hand side by dragging the questions up or down.

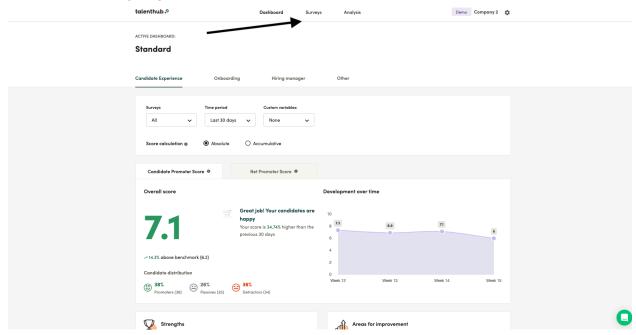


Important: You need to click **Save survey** before refreshing or exiting the page for your changes to be saved.

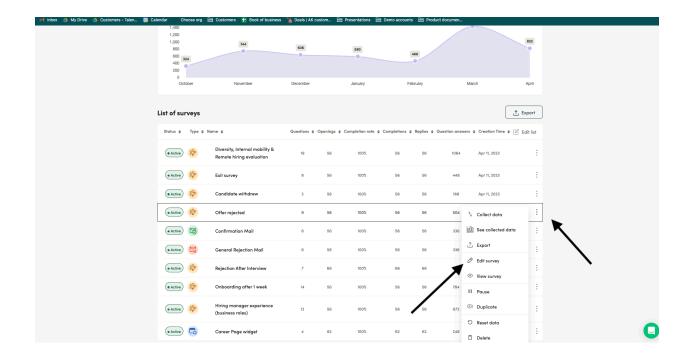


How to edit optional comment triggers in a survey

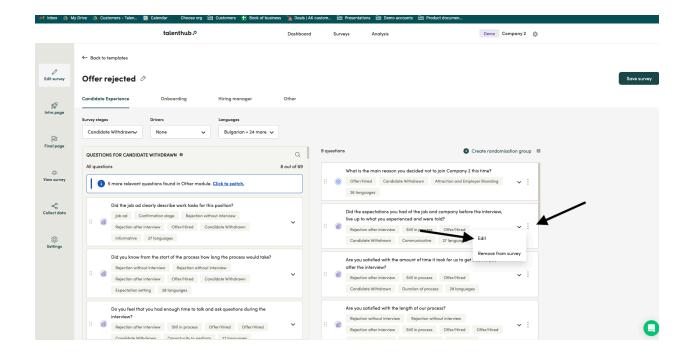
1. Go to the Survey page



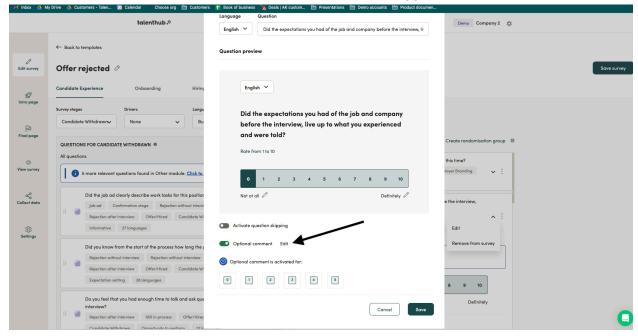
2. Click on the three dots next to the survey you want to edit and click **Edit survey**.



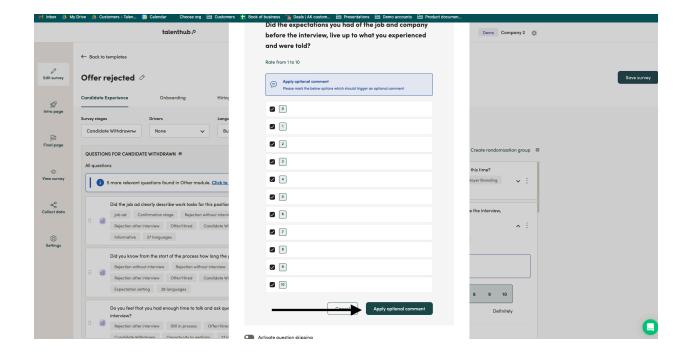
3. Click the three dots next to the question you want to change, and click Edit.



4. Scroll down and click **Edit** next to the Optional comment toggle.

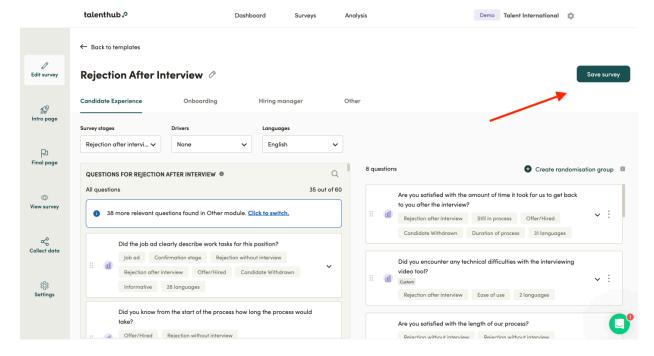


4. Select the score numbers for which you want an optional comment field to be triggered. If you want to add comments regardless of the score, simply tick off all of the numbers and click **Apply optional comment**.



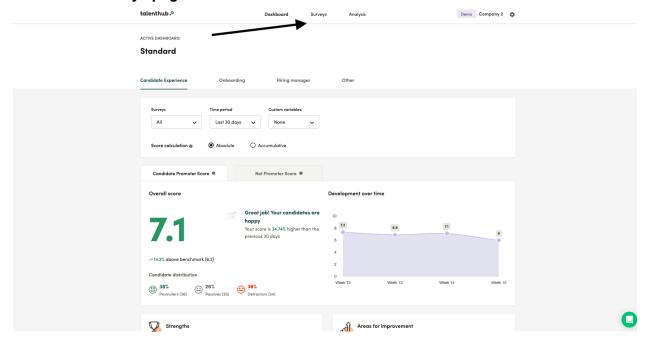
Repeat this process with all the questions you want applicants to be able to add comments to.

Important: You need to click **Save survey** before refreshing or exiting the page for your changes to be saved.

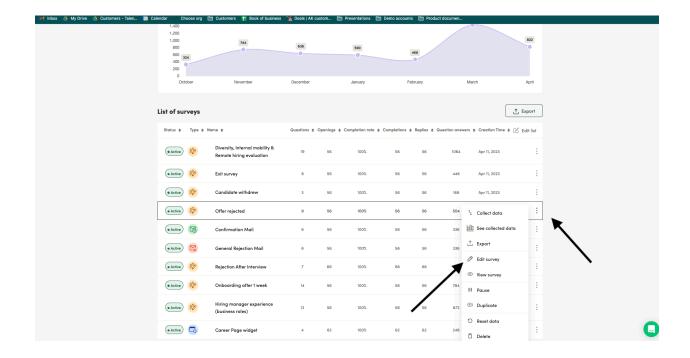


How and when to make questions skippable

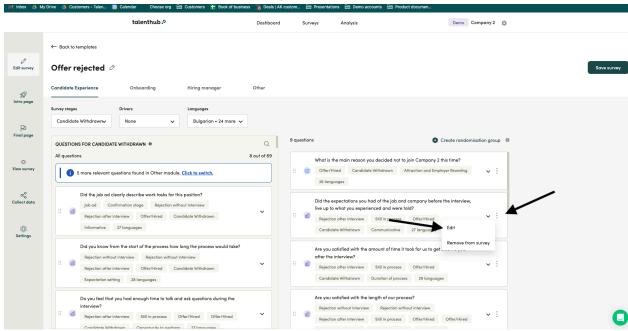
1. Go to the Surveys page



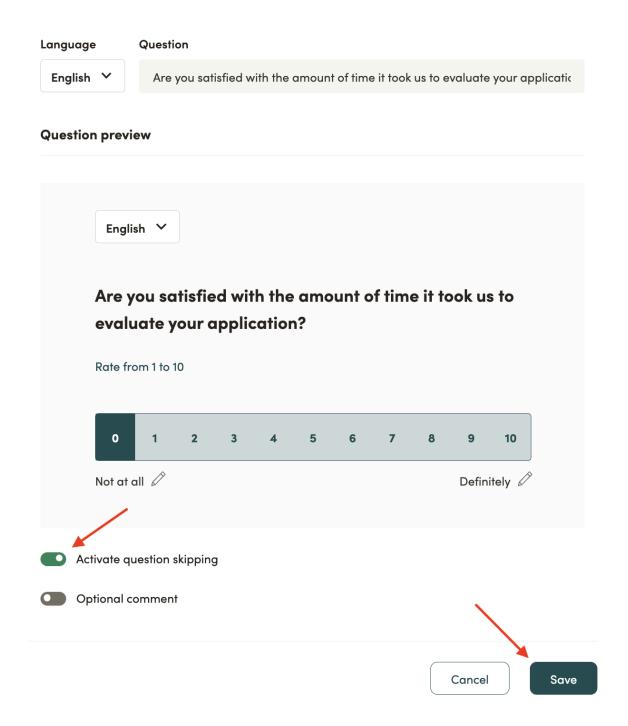
2. Click on the three dots next to the survey you want to edit and click "Edit survey"



3. Click the three dots next to the question you want to edit, and click "Edit"

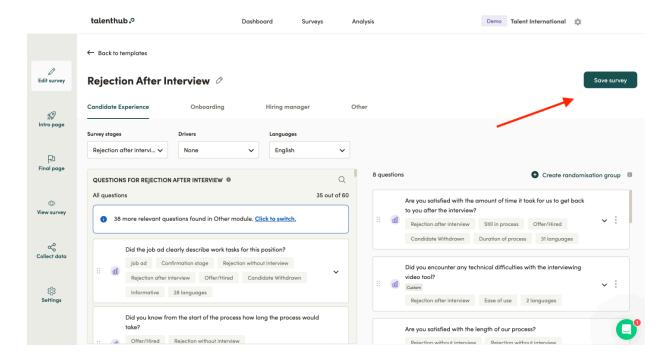


4. Scroll down and toggle on **Activate question skipping**, then click **Save**.



5. Repeat the process with all the questions you want applicants to be able to skip.

Important: You need to click **Save survey** before refreshing or exiting the page for your changes to be saved.



Talenthub doesn't recommend making questions skippable if the questions apply to all candidates. However, specific demographic, attraction and employer branding questions or questions that do not apply to all candidates should be able to be skipped.

The benefit of skip logic is that it can be used to filter out individual respondents or groups of respondents who would drop off at a question if they were not able to skip it.

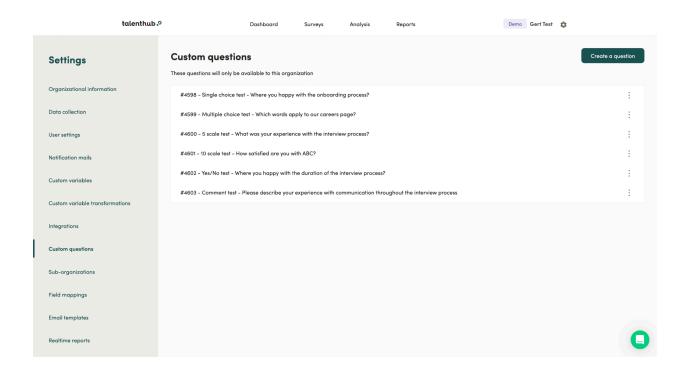
How to create a custom question

Is there a certain initiative or topic you would like to collect data on that Talenthub's verified questions do not cover? Then it might be a good idea to create a custom question for your organization.

Talenthub offers the ability to customize your surveys with the ability to create custom questions within the Talenthub platform. This article will walk you through how to create a custom question directly in your Talenthub platform.

Navigate to **Settings (upper-right corner) > Org. settings > Custom questions**.

Then, click "Create a question" in the upper-right corner.



Creating a question consists of 4 simple steps:

1. Question type

First, we are going to choose the question type. Below explains the different questions types offered by that you can choose from.

- Rating scale from 0-10: Respondents rate a statement or item on a numerical scale.
 This is the most commonly used question type and the industry recommended scale for
 survey questions. The question is rated on a scale from 0-10, 0 always being the lowest
 and 10 alway being the highest.
- Single answer selection: This question you can only choose one option. It is commonly
 used for Yes/No questions, or for segmentation questions, such as: Choose the
 department where you have applied for a job.
- Multiple answer questions (Multiple Choice): Respondents choose one or more options from a list. You can both limit the amount of options that can be chosen. E.g the survey participant can only choose 3 out 10 options or they can choose as many options as there are available.
- Open comment: These allow respondents to provide detailed, written answers and are often placed at the end of your survey, in order to collect qualitative data. The questions here will often be open ended questions for example: Is there anything else you are interested in hearing about?

- Star rating: This type of question uses 1-5 stars rating. We recommend that you only
 use this type of rating question on your career page or job ads.
- Yes or No: This type of question is answered by either choosing a thumbs up for "Yes" and a thumbs down for "No". This type of question is not as commonly used.

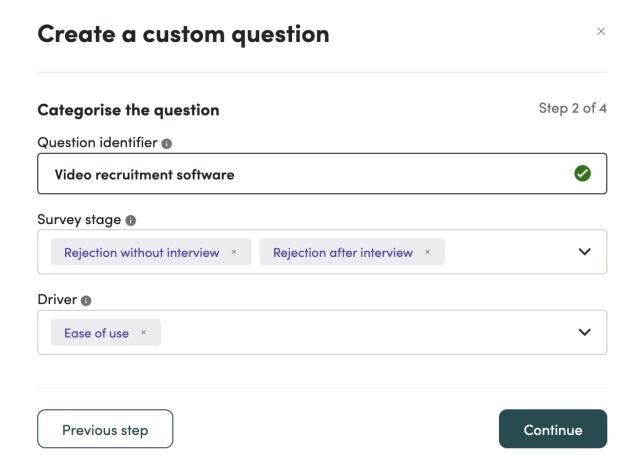
Choose the question type	Step 1 of 4
Rating scale from 0 to 10	
Single answer selection	
Multiple answer selection	
Open comment	
Star rating scale	
Yes or No	

For this example we will choose to go with a Rating scale from 0-10 questions, since this is the type of question that Talenthub uses most often in our best practice surveys.

2. Categorize the question

First, we need to provide a question identifier, this name is only for internal use and will
be shown once the custom question has been added to your library. The phrasing of the
question will be added automatically. We recommend that you provide information on the
topic of the question, or which survey the question is supposed to be used in. For this
purpose it's called: *Video recruitment software.*

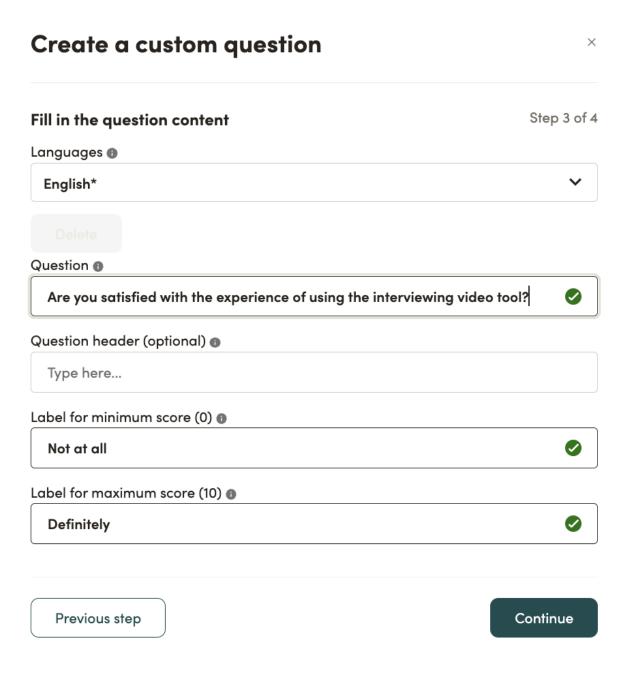
- Then you choose which survey stages you want this question to be connected to. In this
 case, it is a question asked to candidates who have been rejected after an interview. If
 you insert the question into a survey that has already been created, you can find the
 stage of the survey by entering the survey in the survey builder.
- Next you choose the driver, which is the category for the question. In this case ease of
 use is chosen, since the question is about the experience the candidates have regarding
 the Recruitment software being used. If you don't see a driver that fits your question, you
 can scroll to the very bottom and choose No driver.
- When you're all set, click **Continue**



3. Question content

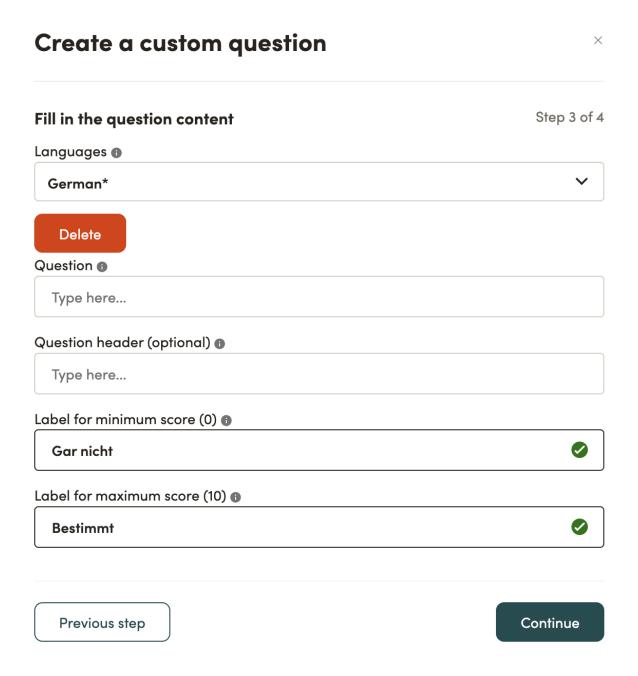
 Next, choose the languages that you want to apply to this question. Per default this will be set to English.

- Insert the text of your question Are you satisfied with the experience of using the interviewing video tool?
- Next insert the label of the minimum score, which is 0 and the maximum score which is 10. Talenthub's most used labels are *Not at all* for 0 and *Definitely* for 10, which are also inserted per default, but you can customize them.

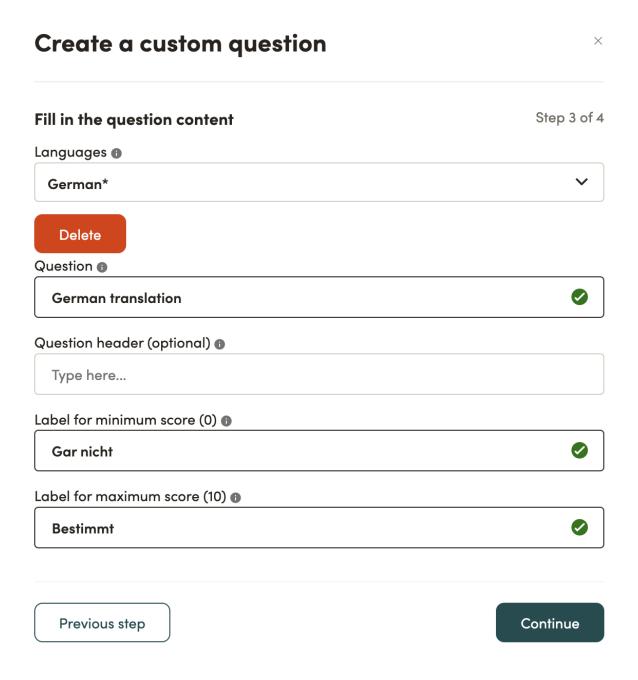


Question translations

- If you want to add this question in multiple different languages. First, go to the Languages drop-down menu.
- Choose the languages you want to add. Let's say that the survey should include a German translation. Choose German in the drop-down menu.



• Then insert the German translation. And again the most used labels will be shown pr. default but can be customized.

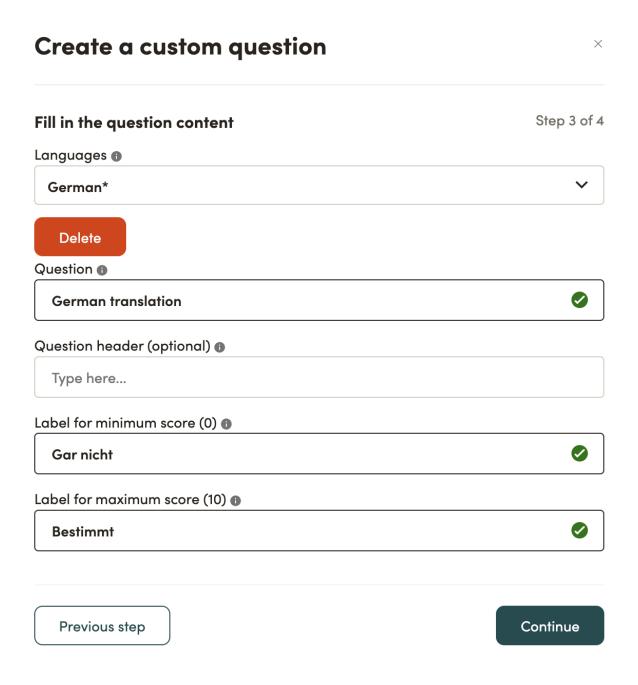


If we go back to the language menu there is a little star next to the languages German
and English. The star means that once you have clicked on the language and it appears
in the custom questions builder, you HAVE to add the field that is showing right here,
except for question header which is optional.

Create a custom question \times Step 3 of 4 Fill in the question content Languages Select option Czecn Danish German* German (Informal) Greek English* Spanish Finnish **Bestimmt** Previous step Continue

• If you want to remove a translation, you can simply click **Delete** right here on the red button and the question will only be available in english.

- To add multiple languages you repeat the process once per language.
- Next click Continue



4. Comment triggers and Skip question

- Lastly, you are able to activate comment triggers. Comment triggers allows the respondent to leave a comment and elaborate further, if they have scored the question with a specific(s) score determined by the creator.
- To do so, click activate additional comment for responses .
- And then click *Edit triggers*.

Now you see all of the scores, the respondent can choose in the question. Talenthub's best practice is to trigger this if the respondent scores you in the *detractors* category. Which is a score between 0 and 6.

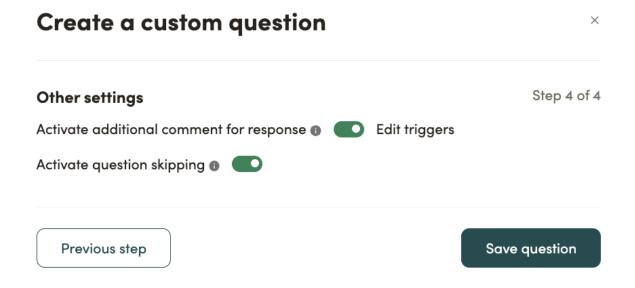
• Tick the scores you want to leave an optional comment for:



If you want only certain answers to trigger the additional commment, mark these answers below



- Then click Save
- You can also allow the candidate to skip the question. If you want that, simply toggle that
 option right here. We only recommend questions skipping for long surveys with more
 than 10 questions we do so to not scare off respondents and get them to drop out
 during the survey.



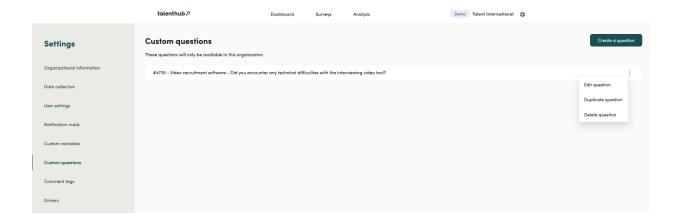
• Click Save question

You have now created a custom question, which will appear in the overview of all of your custom questions.

Editing, duplicating and deleting custom questions

You can edit, duplicate or delete a custom question by clicking the 3 dots next to the question. You can then choose between

- editing the question, which takes you back to the custom questions builder;
- *duplicating the question,* which creates a copy of the question;
- *deleting the question*. Deleted questions cannot be retrieved.



Click here to learn more about how to add questions to a survey.

Which question types does Talenthub provide?

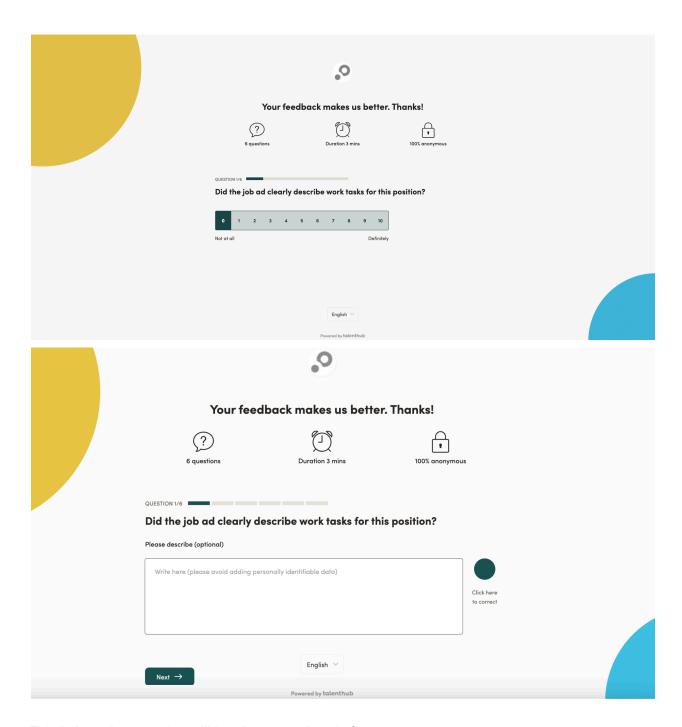
Rating scale from 0-10

This is the most commonly used question type in Talenthub's best practice. The question is rated on a scale from 0-10, 0 always being the lowest and 10 always being the highest.

Some of our verified questions per default have comment triggers attached to certain numbers on the scale. If a candidate scores a question between 0-6 or 9-10, a comment box will pop-up giving the candidate opportunity to further elaborate on the score they have just given.

You can set or edit comment triggers on any scaled question you have.

Below is an example of what this type of question would look like for the person taking the survey.



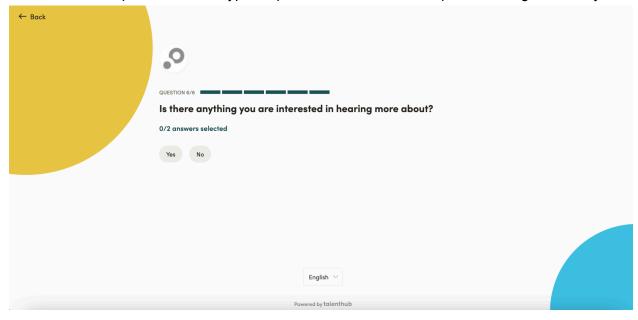
This is how the question will be shown on the platform.



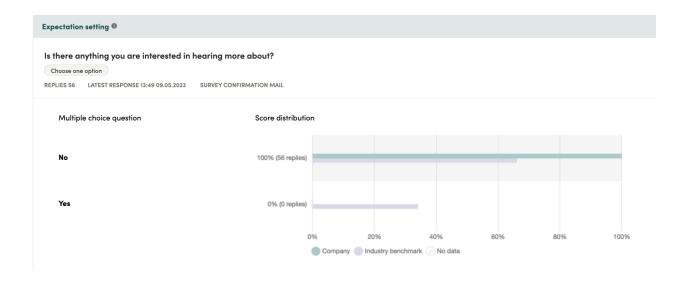
Single answer questions

In this type of question you can only choose one option. It is commonly used for Yes/No questions or for segmentation questions e.g.: **choose the department where you have applied for a job**:

Below is an example of what this type of question looks like for the person taking the survey.



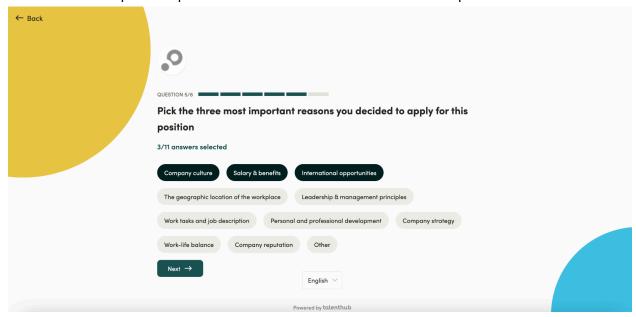
This is how the question will be shown on the platform.



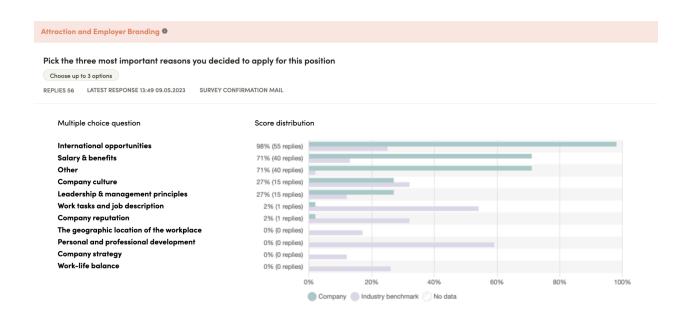
Multiple answer question

This is a multiple choice question where it is possible to choose several different options. You can both limit the amount of options being chosen (e.g. 3 out of 10 options), or have the user choose an infinite amount of options.

Below is an example of a question where the user can choose three options.



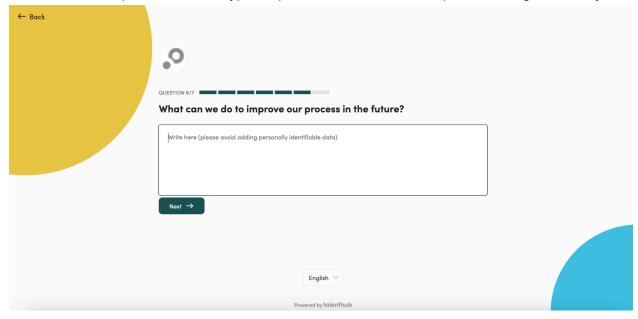
This is how the question will be shown on the platform.



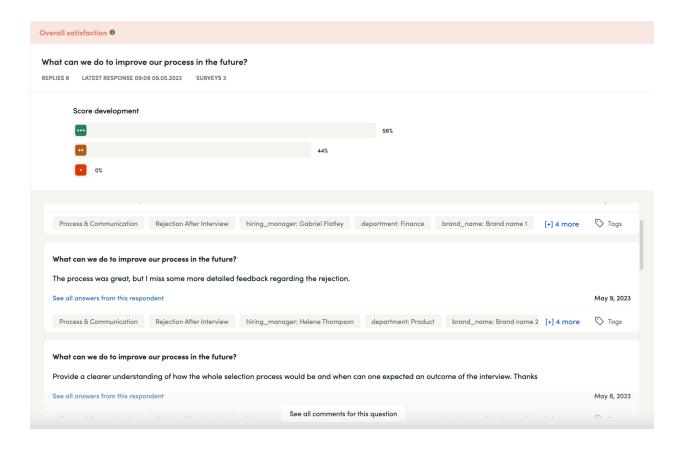
Open comment

This is a question type where the user can provide feedback via typed text. In the survey this will most often be placed at the end of the survey.

Below is an example of what that type of question looks like for the person taking the survey.



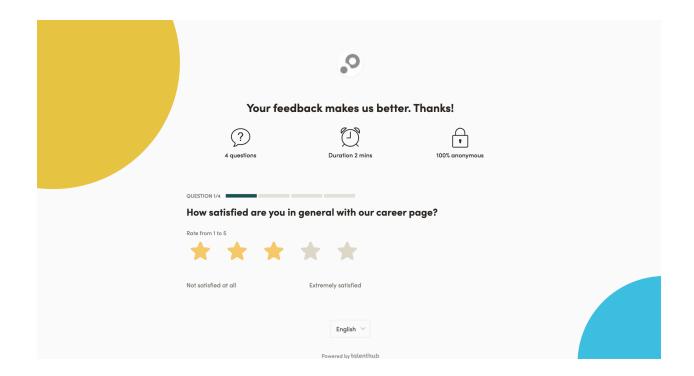
Below is an example of how the question appears on the platform.



Star rating

This type of question uses 1-5 stars to rate and it is only included in our career page survey.

Below is an example of what that type of question looks like for the person taking the survey.



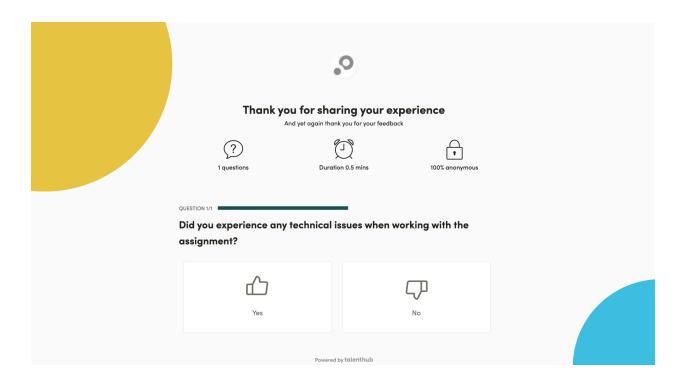
Below is an example of how the question appears on the platform



Yes or No

This type of question is answered by either choosing a thumbs up for "Yes" and a thumbs down for "No".

Below is an example of what that type of question looks like for the person taking the survey.



Below is an example of how the question appears on the platform



How many questions are recommended that I have in my surveys?

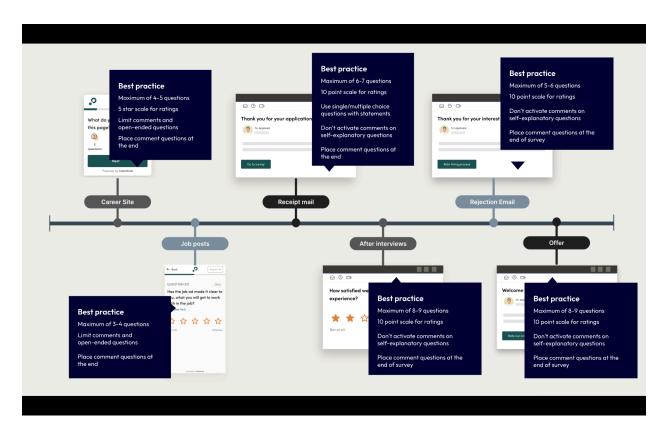
In theory, you can add as many questions to a survey as you would like. Yet, to build the best and most effective surveys, we recommend that you follow our best practices described in this article to avoid respondent drop-off and low completion rates.

What mainly determines the amount of questions in a survey at a given stage is how far the candidate is in the recruitment process. In most cases, the futher they are in the process the more engaged they will be and therefore more likely to both answer and complete the survey. Which means that generally the father the candidate goes in the recruitment process, the more

questions they will be asked. There are some adjustments to this underlying principle, at certain stages depending on different factors such as positivity and negativity biases.

Professional tip from Talenthub

Try to limit open-ended questions and comments to one or two in the survey. For improved response rates; place comment questions at the end of the questionnaire.



Career page widget: 4-5 questions

When visiting the career page, the candidate has a low level of commitment as they still haven't invested a lot of time applying for a role in your organisation.

This is why we recommend asking a maximum of 5 questions in career page surveys.

The drivers used here are: Ease of use | Attraction & Employer branding | Overall satisfaction

Job ad widget: 3-4 questions

Just like with the career page, candidate has a low level of commitment as they still haven't invested a lot of time applying for a role in your organisation.

This is why we recommend asking a maximum of 5 questions in the job ad survey.

The drivers mainly used here are: Informative | Communicative | Overall satisfaction

Confirmation email: 6-7 questions

Right after applying, many candidates are very motivated to share their thoughts and inputs. However, they are still not far in the process, so the overall positivity bias combined with how far they are in the process both weigh in, when it comes to determining the amount of questions asked.

We recommend asking 6-7 questions at this stage of the candidate's journey.

The drivers used here are: Informative | Ease of Use | Expectation setting | Attraction & Employer Branding | NPS

General rejection: 5-6 questions

Candidates rejected without participating in an interview are less engaged than those who moved through one or more steps in your hiring process.

Our studies have shown that you get the best completion rates if you ask a maximum of 6 questions at this stage.

The drivers used here are: Expectation setting | Duration of process | Transparancy | Overall satisfaction | NPS

Rejection after interview: 8-9

Candidates who have participated in one or more interviews tend to be much more engaged than other rejected candidates.

At this stage, you can ask as many as 8 questions without it decreasing the number of completed replies.

The drivers used here are: Duration of process | Opportunity to perform | Transparancy | Overall satisfaction | NPS | Attraction & Employer branding

Hired: 8-9 questions

These candidates are highly motivated and have a significant positivity bias. They are also all the way at the end of your recruitment process which means they have very valuable insights in terms of the recruitment process as a whole.

At this stage, you can ask as many as 8 questions without it decreasing the number of completed replies.

The drivers used here are: Informative | Personal connection | Communicative | Duration of process | NPS | Attraction & Employer branding

Candidate withdrew: 3-4 questions

As candidates has chosen to withdraw from the process, the amount of questions asked here are very short and depending on when they withdraw from the process it can be difficult for them to evaluate a number of aspects in your recruitment process

Therefore, we recommend only asking 3-4 questions at this stage.

The drivers used here are: Attraction & Employer branding | NPS

Offer rejected: 9 questions

At this stage, although the candidate has decided to reject the job offer they have made it far in the recruitment process and most likely doesn't have significant negativity bias'.

Therefore, we recommend asking up to 9 questions at this stage.

The drivers used here are: Informative | Personal connection | Communicative | Duration of process | NPS | Attraction & Employer branding

What is the difference between verified and custom questions?

In the Talenthub platform, we differentiate between 2 question types: verified questions and custom questions.

Verified questions

Verified questions are questions created by Talenthub that are recommended and used as best practice to measure on your Candidate experience, Hiring Manager experience and Onboarding experience. These 150+ questions are by default available in the platform and you can consult the full list of questions in the survey builder.

Because these questions are being used across all of our customers, we can provide a benchmark score for each of these, either on a global or an industry level. You can learn more about our benchmarks HERE.

Custom questions

In some cases, you might want to ask one or more company-specific questions that are not available as a verified question. This is what we call custom questions.

Custom questions can be created under Settings > Org. settings. Learn about how to create custom questions.

Not all of our customers have access to the custom questions feature depending on the Talenthub subscription. If you are in doubt about this, please reach out via our chat function on the Talenthub feedback platform or to your Customer Success Manager.

We always recommend that before you make your own question, to browse the Talenthub library in the survey builder to see if there is anything similar you can use.

Talenthub does not provide benchmarks to custom questions, which means you are not able to compare the data you receive from custom questions with other companies.

Talenthub is not able to provide translations to custom questions so these should be provided by your company.

What happens to my survey data if a question in a survey is changed or deleted?

It is possible to make certain changes to your survey questions without data being deleted. You will always be able to access it on the Analysis page, except if you delete the entire survey. Then the data will be gone and can't be recovered.

The below changes in your question are some examples of actions that have no impact on your current data.

- Deleting questions
- Changing the order of your survey questions
- Editing comment triggers

How to set different default languages in the survey URL parameters?

Are you a global organization? Have you considered offering your survey in different languages?

This article will provide you with insights on why it is beneficial to provide your survey in different languages and how we can support you at Talenthub.

When building your surveys in Talenthub, it is important to consider cultural differences of your audience and how this can influence their response to your survey. Talenthub offers the ability to customize your survey URLs in the native language of your audience. There are notable perks to building custom links for the different languages of your respondents. Please note this article is only relevant to those customers who do not have an API Integration with Talenthub and their Applicant Tracking System (ATS).

- Inclusivity & Accessibility: By offering multiple default languages, you ensure that
 respondents who speak different languages can understand and participate in the
 survey. This promotes inclusivity and accessibility, making it easier for people from
 diverse linguistic backgrounds to share their opinions and experiences.
- Increase Response Rates: People are more likely to complete a survey when it is
 presented in their native language. By defaulting to the language the respondent is most
 comfortable with, you can potentially increase response rates and gather more accurate
 data.
- Accurate Data Collection: When respondents understand the questions fully, they are more likely to provide accurate and meaningful answers. Using a default language that aligns with the respondents' language proficiency can help reduce misunderstandings and errors in data collection.
- **Reduced Bias:** Using the same default language for all respondents might inadvertently introduce bias, as some respondents may feel less confident or competent when answering questions in a language they are not fluent in. Providing different default languages helps mitigate this bias and improves data quality.
- Global Reach: Surveys conducted in multiple languages can reach a more diverse and global audience. This is particularly important if your survey aims to gather data from people residing in different countries or regions.
- Cultural Sensitivity: Certain questions or concepts may be better understood and interpreted in specific languages and cultural contexts. By offering default languages tailored to the target audience, you can ensure the survey is culturally sensitive and relevant.

Did we capture your attention? Great! Next, we will walk you through how to build custom links for your global audience.

The default survey language is set in the survey builder, however, it can also be dynamically changed through the survey link parameters. This is done by adding to the survey link:

?default_lang=language code here

For example, the first survey will open in German, while the second in Spanish

https://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_lang=dehttps://app.talenthub.io/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/feedback/fe

The language **must** be selected in the survey builder before it can be used as a default.

The candidate is still allowed to change the language within the survey flow, this feature only sets the default language of the survey.

When using tokens, the default_lang must **not** be wrapped in ~" symbols.

For example:

ng=es

https://app.talenthub.io/feedback/60450d1fc8c2441c8dbd1291e97f3e8e?default_la ng=es&job id=~"{{ JOB ID }}~%22

What are the language codes?

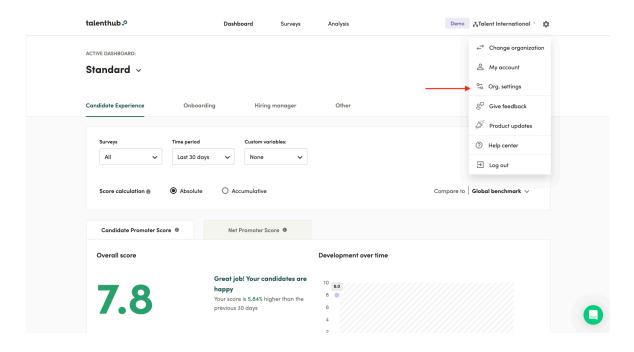
A language code is a code that assigns letters as identifiers or classifiers for languages.

The language codes are using ISO 639-1 codes. You can find all language codes on this link: ISO 639-1 Language Code List

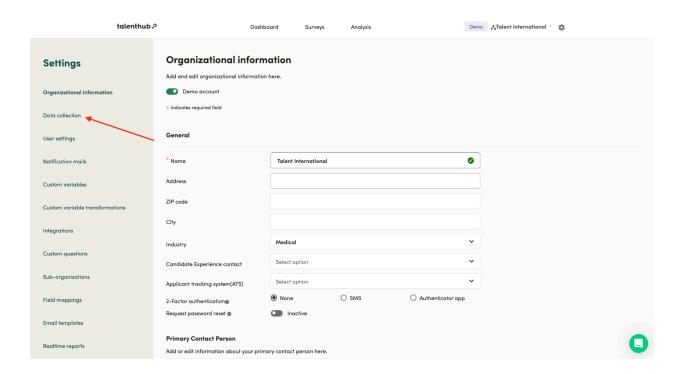
Branding

How to insert or change the logo in your surveys

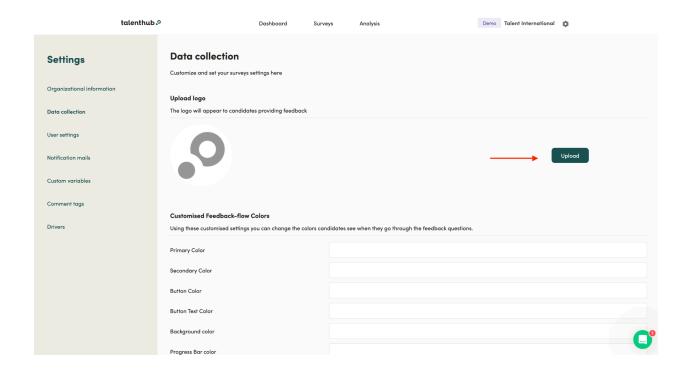
1. Go to Org. settings



2. Go to Data collection



3. Click **Upload**



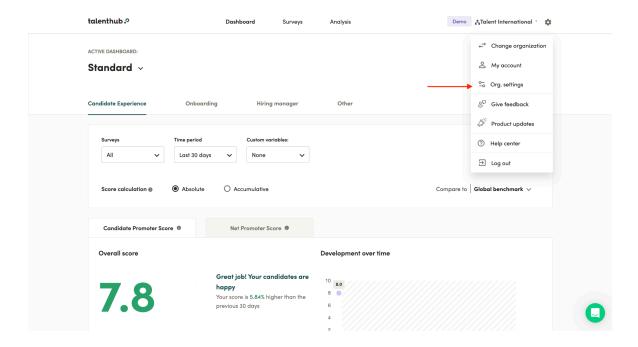
4. You can now upload your logo.

The file type has to follow the below listed formats:

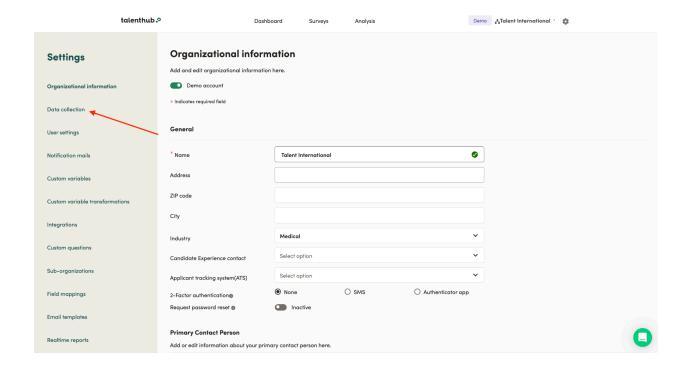
- jpeg, png or gif
- Under 80 kb
- 68 x 68 px

How to set brand colors in your surveys

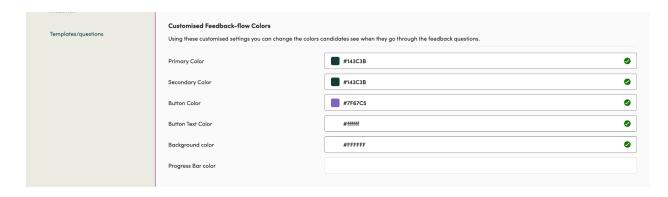
1. Go to Org. settings



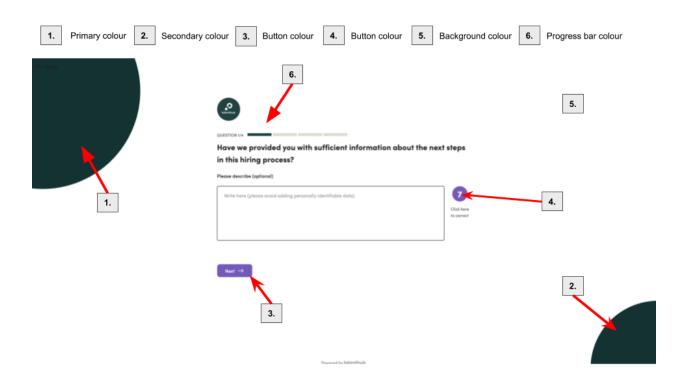
2. Go to Data collection



3. Scroll all the way down and insert the colors of your brand in HEX code



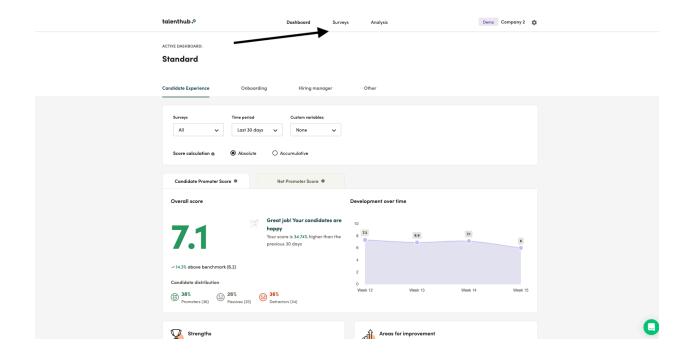
4. Below you can see where the different types of colors will be placed.



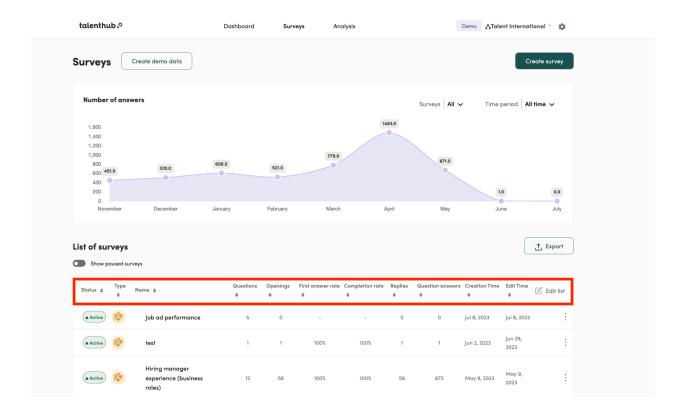
Data collection

How to get an overview of your data collection

1. Go into the surveys page



2. When you enter the surveys page, you see an overview of your data collection for each survey. We measure data collection based on these different parameters.



Key words

- Openings: This refers to the number of times the survey link has been opened in your email template.
- **Replies:** This refers to the number of survey participants who have answered at least one question in your survey.
- **First answer rate:** This is the percentage of candidates that opened the survey from your email template and then proceeded to answer at least 1 question, relative to how many times the survey has been opened (replies / openings * 100).
- Completions: The number of survey participants who completed the survey.
- **Completion rate:** This is the percentage of candidates that opened the survey relative to the amount of candidates that completed it (completions / openings * 100).
- **Response rate:** How many survey participants have responded to at least one question compared to the amount of e-mail with the survey sent out. Please note that the availability of this metric varies <u>depending on the set-up you have with us</u>.

The most important health metrics are completion rates and response rate. Click here to see the recommended metrics to qualify the data collected as being healthy.

How to improve your data collection (Non-integration customers)

At Talenthub we differentiate between two types of customers when it comes to the technical setup depending on which Applicant Tracking System (ATS) the customer uses.

- 1. **Integration clients**: these are customers that use any of the following ATS:
 - Greenhouse
 - Workable
 - Lever
 - Smartrecruiters
 - Jobvite
- 2. Non-integration clients: customers that use any other ATS.

The below information mainly applies to our **non-integration customers**.

There are a lot of factors that can influence your data collection, but the main ones are the following:

- The number of open positions: the more open positions, the better data collection.
- The amount of candidates that apply to one or more open positions.
- How recruiters use the ATS: do they diligently use the correct job stages?
- Amount of emails sent out with the survey links by recruiters: do they send out the correct email templates?

We'll have a look at data collection across the main hiring stages.

Career page

The data collection for this stage is usually one of the highest since all your career page visitors will have the survey pop up when they enter the main career page.

Data starts to become representative when there are 100+ replies and with the career page that is very often not an issue.

If you see data collection for this stage drop significantly for an extended period of time, it could be that the script for the career page widget has been accidentally removed in the backend of your webpage. In that case, you should retrieve the script again and send it over to the person responsible for your webpage.

Confirmation mail

Data collection for this stage is usually also very high and easily surpasses 100 replies because it is an email that is sent out to all applicants. The most common reason for low data collection in this stage is that the company has few job requisitions open. A drop in replies could be due to a new email template being used, without the survey link - always remember to include survey links in email templates.

General rejection

This email will normally always be sent out automatically. The candidates receive this as an automatic rejection when they are not being invited to the next stage in the recruitment process. As a rule of thumb, we say that the amount replies from the general rejection should be at least 10-15% of the replies of the confirmation mail.

Rejection after the interview

This email should always go out after a candidate has been rejected at any kind of interview stage. The most common reason for low data collection in these stages is that recruiters are not using the correct email templates that contain the survey link. Either they only reject the candidate over the phone and/or they send out their own customized email that does not contain the survey link and call to action. In addition, this step if often manual for many recruiting teams and thus, automating this email communication can positively affect your response rate at the interview stage.

Click here to learn more about how to get an overview of your data collection.

Furthermore, <u>this video</u> gives a brief walkthrough of the different parameters we use to measure data collection.

Increasing Your Response Rates (ATS Integration)

Low response rates? Here are some key pointers to increase your survey response rates.

When you've taken the time to send out surveys to your chosen recipients, you hope the majority of recipients will take the time to fill out the survey and share their honest feedback. As a data-centric company, we understand the importance of a competitive response rate across all touchpoints in your recruitment process.

Are you struggling to get recipients to answer your surveys? Are you disappointed by your average response rates? Don't worry, we are here to help. In this article, you'll find tips and tricks to help you bring your response rates into the champions league.

First, start off by asking yourself the following questions. If you can answer the following questions with a 'yes', then you are already off to a great start in improving your response rates!

- 1. Are the questions in your survey relevant and interesting for your desired audience? Does this survey apply to your audience?
- 2. Are the questions and communication around the feedback survey personal and easy to understand?
- 3. Is the survey concise and easy to complete for your audience?
- 4. Do you have a clear order to the question hierarchy?

Let's now look at other ways to increase your response rate:

Activate the Talenthub Academy

The intention of the Talenthub Academy is to prepare candidates for a recruitment process with our state-of-the-art AI interview preparation tool and find various relevant content related to preparing for a recruitment process. Increase your response rates by offering a carrot at the end of the survey for your candidates!

Get Personal

Build a candidate-centric organization by training your Hiring Managers and Recruiters to actively encourage candidates to fill out your Talenthub survey at the end of the process. Organizations with competitive response rates on their feedback surveys are constantly speaking to candidates about the upcoming feedback surveys throughout the recruitment cycle. Best practice during a rejection phone call or mail is to let the candidate know that they will be receiving a survey from Talenthub and encourage them to share their experience and be as honest as possible. Be sure to let your candidates know how you will be leveraging their valuable insights to improve your hiring process for future applicants. You can also showcase your commitment to candidates on your webpage by achieving the Talenthub Candidate Caring Badge.

Send your survey invitations at the right moment

The timing of sending your survey invitation is crucial to ensuring optimal response rates. Be mindful of the time zone and working hours of your audience. With the Talenthub solution, you have the ability to determine when your surveys are sent out to ensure that your respondents will have the space they need in their schedules to take the time to open the email and respond to the survey.

If you have an API integration with Talenthub and your ATS (Applicant Tracking System), you have the ability to customize your survey invitation schedule and determine an optimal time delay on your surveys. If you have further questions regarding when to send a survey to your audience, please reach out to our support team for further guidance.

Translate your survey

If you're present in different countries, your audience might speak different languages and some might not be proficient in English. Therefore, it can be an advantage to consider translating your surveys in their native language. Remember, the easier it is for them to fill our your survey, the better your response rate will be!

How do I know how many have responded to the survey compared to how many times it has been sent out?

The way to retrieve this data varies depending on the solution that you have with Talenthub. If you have an <u>integration</u>, the emails with survey links are sent out via the Talenthub feedback platform. This gives you the possibility to get the response rates of your surveys, which can be retrieved on the <u>survey's page</u>.

Response rates of your surveys are calculated by comparing the amount of survey emails sent out to the amount survey participants who have answered at least one question.

If you are a <u>non-integration client</u>, you will not be able to retrieve the response rate directly from the platform. In order to get the response rate you would need to follow these steps:

- 1. Create an export of your responses
- 2. Retrieve the number of email sent out on each of the stages from your ATS
- 3. Calculate the response rate with the following formula

(Replies / Number of emails sent) * 100

<u>Click here</u> to learn more about our recommended response rates to indicate healthy data collection go to this article.

What are the recommended completion and response rates for my surveys

The measurement of completion rates and response rates are done to see how participants respond to the survey and the health of your data collection. You can see an overview of your completion and <u>response rates on the surveys page</u>.

If you don't have an integration with us, the measurement we use to indicate the health of your data collection is your survey completion rate. Completion rates are measured by calculating the percentage of survey participans that finished the survey relative to the number of times the link has been opened.

The below numbers cover the completion rate percentage that Talenthub recommends in each stage of the candidate experience module, for your company to have healthy data collection.

This number is calculated by the amount of completions compared to the amount of opens of a survey.

Stage	Recommended completion rates (%)
Career page widget	2-10%
Job ad widget	3-10%
Confirmation mail (After application)	50-60%
General rejection (Rejection without interview)	35-45%
Rejection after interview	50-60%
Offer Accepted	50-60%

If you have an <u>integration</u> with us, we are able to calculate the response rates of your surveys. Response rates of your surveys are calculated by comparing the amount of survey emails sent out to the amount survey participants who have answered at least one question.

You can also obtain response rates if you are a non-integration, however it will not be shown automatically in the Talenthub feedback platform. You would have to retrieve the numbers of emails sent out via your ATS and then compare it to the amount of replies.

The below numbers cover the completion rate percentage that Talenthub recommends in each stage of the candidate experience module, for your company to have a healthy data collection.

The percentage of candidates that answered at least one question, relative to the number of survey invitations.

Stage	Response rates (%) - benchmark
Confirmation mail (After application)	20-30%
General rejection (Rejection without interview)	5-15%
Rejection after interview	15-20%
Offer Accepted	20-30%
Hiring Manager satisfaction	10-15%

My *first answer* rate or *completion* rate is above 100%, how is that possible?

If you have gone to the surveys page to get an overview of your data collection, and you see that the *first answer* rate is over 100% there can be multiple reasons for why this is the case.



The most likely possibility is that your survey is repeatable. Meaning your survey participant is able to take the survey multiple times. This is often how hiring manager surveys are set up.

We calculate the first response rate **num_replies / unique_openings * 100**. The keyword here is "unique". The same respondent will not generate multiple unique_openings for the same survey unless they use incognito or switch devices. However, for repeatable surveys the same respondent will be allowed to answer multiple times.

<u>Click here</u> to learn how to make a survey repeatable

Data analysis & vizualisation

Dashboard

Absolute vs Accumulative scores

Absolute (the standard way we calculate data)

Absolute means that the score will take the average for the different data points isolated in that time period. Which means if you have a time period which is 30 days, the average will be calculated based on data from only which has been gathered in that 30 days. This is the way that most companies calculate their data and the default on the dashboard page.

Accumulative

Accumulative will show you the average from the chosen time period (fx 30 days) but that is combined with the average of the data going all the way back before that time period. So if you have chosen a time period of 30 days and the client has been live for 2 years prior to that the average from the 30 days will be based on data from the 30 days + data from the years prior. Below you can see a curve of cumulative data.

Say you have these number of responses:

Week 22: 1, 5, 8 Week 23: 9, 10

Absolute - we take the replies from each interval and calculate the average. This is the most intuitive way to calculate it, but results in large fluctuations in the graph, especially for organizations with not a lot of data. With the above numbers, your average on week 22 is (1+5+8)/3 = 4.666 and for week 23 its (9+10)/2 = 9.5

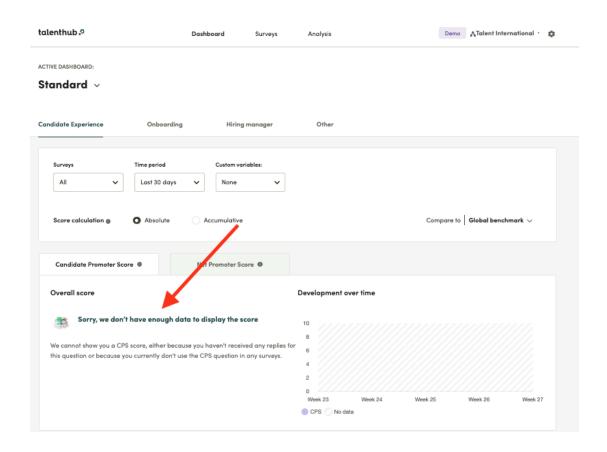
Accumulative - to calculate the score for a particular period, we take replies up until and including that period. This results in a much more stable graph with no gaps. With the above numbers, the average for week 22 is the same, however for week 23 it is (1+5+8+9+10)/5=6.6

Purpose of Accumulative:

It's pretty much about some customers not liking their progress over time fluctuating like crazy every day/week/month because they have few replies. With accumulative you can (allegedly) see if you're making going in the right direction overall

There is no number showing in the dashboard (not done)

If there is no number showing up in your dashboard there can be multiple reasons why it is the case.



1. Your organization is not using our verified NPS question in your survey

Data from the dashboard is tied to one of the following NPS questions depending on which module you are using

Candidate experience: Based on your experience as an applicant How likely would you be to recommend others to apply for a job at (Company name)?

Hiring Manager Satisfaction: How would you rate your overall experience partnering with the recruiter during the hiring process?

Onboarding: How likely are you to recommend others to apply for a job at (Company name)?

If these questions are not included in any of your surveys, or you have a custom version of it, data will not show up on your dashboard.

2. Not enough data

You will need to have received at least 1 response on the above NPS questions in order for it to show up on the dashboard. Per default the time period is set to 30 days. Which means if the question hasn't received any responses for the past 30 days on the above verified question there will be no data.

<Read this article to get advice on how to increase your data collection>

Why are the numbers under Driver's shown in percentages, and how should it be interpreted?

All the numbers on the driver's view are shown in percentage and it is not something that can be changed, unfortunately.

However, the way to read it is just to move the decimal point once to the left, and then you have the score on 0-10 scale instead of a percentage.

fx 81.7 % --> 8.1 points

Analysis page

How to analyze your data on the analysis page

https://youtu.be/2tXZZy4SIxc?t=515

The video tutorial focuses on the analysis page. Different features are demonstrated that enables you to anlyse your data. Below is a list of the features we go though:

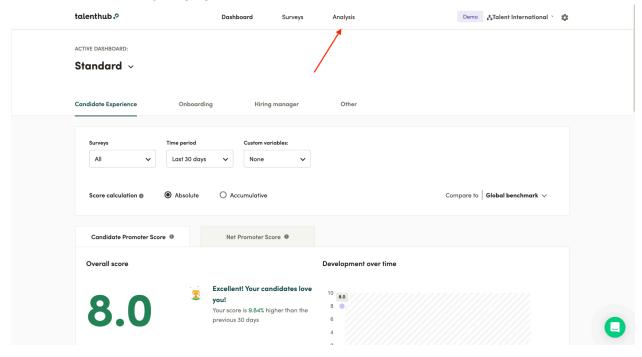
- Filters feature allows users to apply filters for viewing data from different surveys.
- Question cards display information about each question, including topic, text, answers, survey usage, average score, benchmark, score development, and comments.
- Custom variables are used to filter and compare data based on categories like hiring manager or department.
- Advanced segmentation helps identify patterns and trends across survey questions.

- Comment tags can be added to organize and analyze comments.
- Views can be saved to easily access specific filter settings in the future.

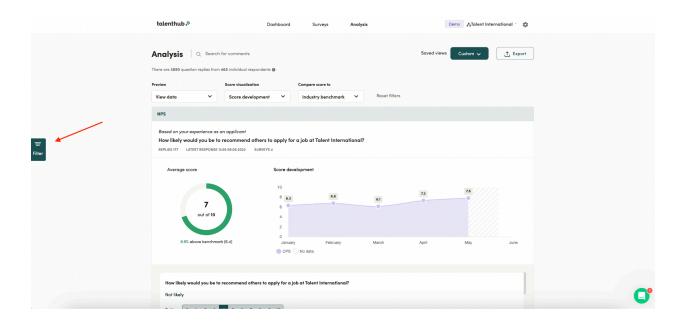
How to save a view on the analysis page

Saving a view is a useful way to quickly access the data you need without having to set the filters each time you access the analysis page. There are a few predefined views, but you can also create your own views using the following steps:

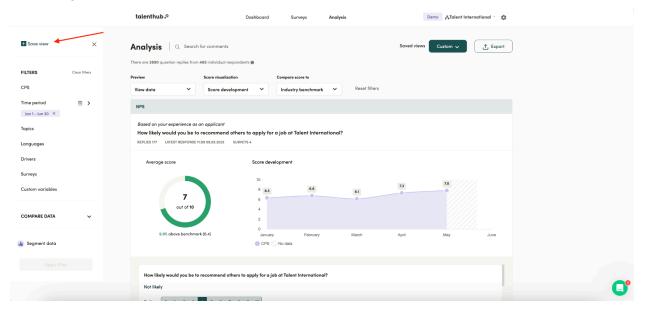
1. Go to the Analysis page



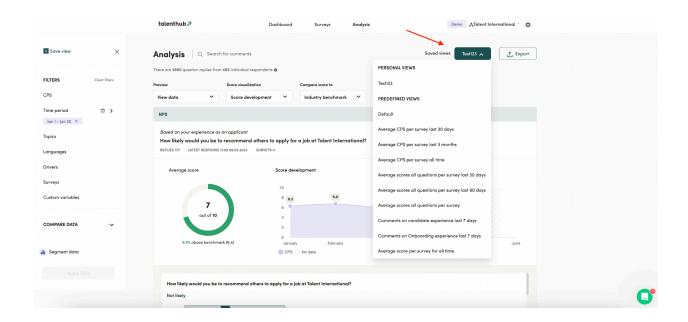
2. Open the filter bar



3. Choose the filters you wish to apply (i.e. specific time period, survey, etc.) and click **Save view.**



4. Name the view. We recommend naming it a way so you remember which filters were used for this view. When named and saved, you will find the saved custom view in the top right corner.



What are comment tags?

https://youtu.be/2tXZZy4Slxc?t=750

Tags are used to categorise comments from your respondents. Tags can be used across the entire organisation or for personal use only - that depends on your needs.

When you read through feedback in the platform, and you find interesting comments that you want to save for later or maybe share with someone in your team, this can be done by using tags.

You can add as many tags to a comment as you want.

How do other organisations categorise their data?

A typical way of categorising data is by looking at positive and negative sentiments. Other commonly used tags are interview experience, hiring manager feedback, recruiter feedback, suggestions for improvements and many more! Talk to your Candidate Experience manager if you want more tips and tricks on using tags within your organisation.

Shared tags

Shared tags are available for all talenthub users in your organisation. If you apply a shared tag to a comment, everyone else will see the same tag applied and will also be able to filter based on that tag.

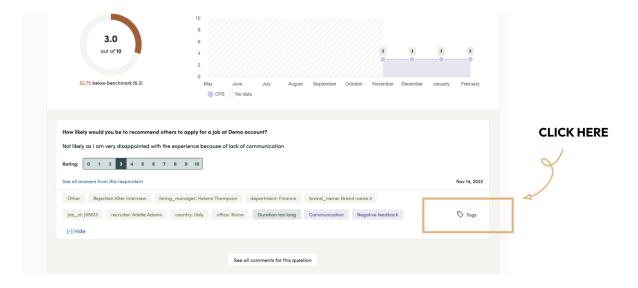
Shared tags can only be created by admin users. Users who have view+create access can add shared tags to comments but cannot delete, rename or add new shared tags.

Personal tags

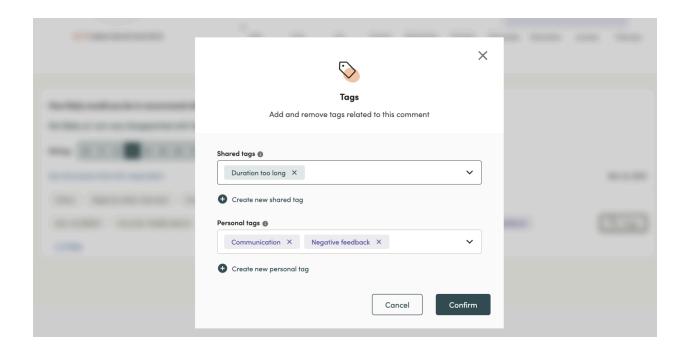
Personal tags are only available for you. No other user can see the personal tags you created, and other users cannot filter based on a personal tag that you applied to any of the comments inside the platform.

How do I delete a tag applied to comments?

If you want to remove a tag from a comment - maybe because it was tagged with the wrong label - you do that easily by clicking on tags:

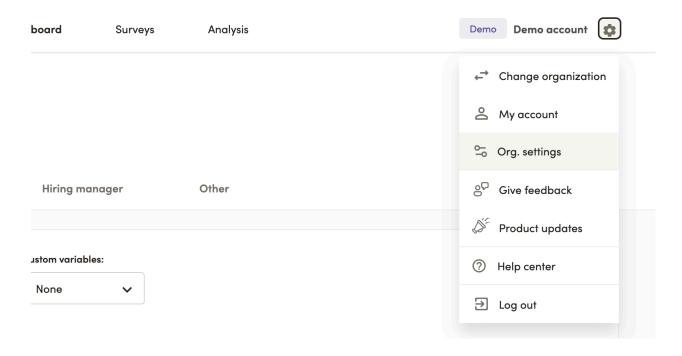


After clicking tags a pop-up will appear. To remove a tag, simply click on the (x), finish the removal by clicking the green Confirm button:

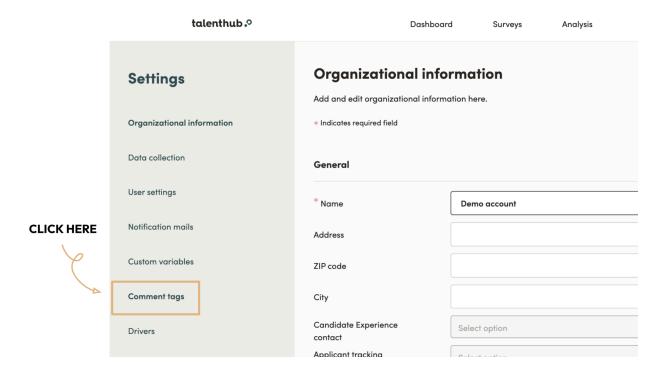


How to rename a tag

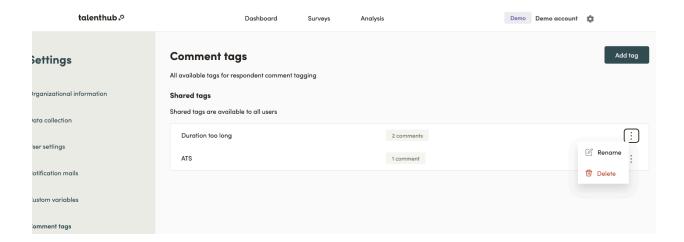
1. Go to Org settings



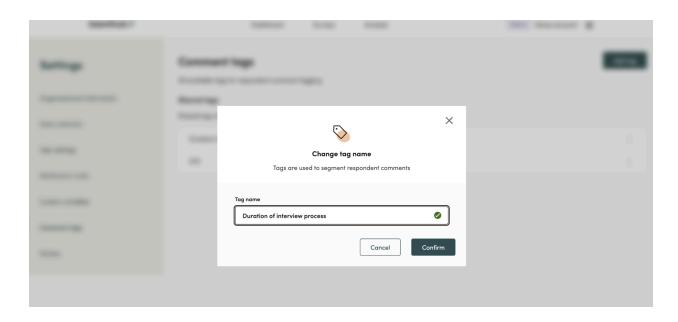
2. Go to Comment tags



3. Click the three dots on the right side to rename a tag.



4. Type the new name and click Confirm



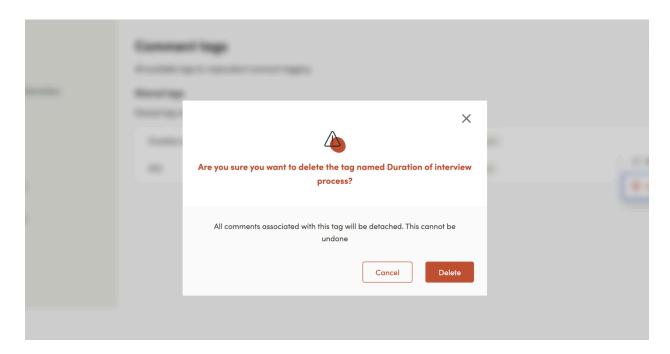
How do I delete a tag?

To delete a tag you follow the steps described above - start by going to org.settings \rightarrow comment tags \rightarrow press the three dots \rightarrow click delete

Before you delete a tag, a warning will pop-up; press the red delete button to delete the tag completely.

NOTICE 1

Deleting a tag will remove the tag from all comments that have this tag applied.



Benchmarks

What are Benchmarks?

Benchmarks provide a metric for you to compare your organization's performance with the performance of others. By understanding benchmarks, you can identify areas of strength and areas where improvement is needed. Ultimately, they help you determine which areas of your recruitment funnel deserve your focus in the endeavor of making your candidate experience a competitive advantage. A benchmark also makes it easier to gauge where your organization is at in your journey of building a candidate-centric recruitment strategy.

What is the difference between Talenthub's Global Benchmark and Industry Benchmark?

Talenthub currently offers our customers access to our Global Benchmark and Industry Benchmarks.

The **Global Benchmark** encompasses all Talenthub customers regardless of location, industry, or size of organization. This benchmark would compare our customers' scores to 200+companies with over 12 million replies from candidates around the world. This benchmark provides you with a real sense of how you as an organization are performing on a global scale.

The **Industry Benchmark** is composed of 11 different industries that make up our customer base. Talenthub classifies which industry a customer falls under during the Sales process, however, it is possible to change to a different industry if a more appropriate industry is a better fit for your organization. Please contact your Customer Success Manager for more information or to request to change your industry.

Please see the full list of current Talenthub industries below.

- IT & Tech
- Retail
- Energy
- Consulting
- Medical
- Finance
- Public Sector
- Logistics
- Industrial
- FMCG
- Marketing & Advertising

How are the Benchmarks calculated?

Stage Benchmarks

These unique benchmarks are based only on 0-10 scale questions. Unlike the analysis page or dashboard, stage benchmarks will **not** try to aggregate different question types together for a single score.

A stage benchmark is calculated by:

- 1. Taking the average of every organizations average score on 0-10 point scale questions
- 2. Calculating a single average for all averages for each organization
- 3. Taking the overall average of the above averages

The only difference between the Industry benchmark calculation and the Global benchmark calculation is that instead of ALL organizations scores being calculated as is the case with the Global benchmark, only organizations from that specific industry will be used in the above calculation.

Survey Stats Benchmarks

Survey stats are expressed in three numbers:

- First Answer Rate
- Completion Rate
- Response Rate

Note: Every calculation regarding the response rate is based solely on ATS integration customers.

Survey Stats Benchmarks are calculated by:

- 1. Computing the first answer rate, completion rate and response rate for each survey
- 2. Computing an averages for each of those numbers for each organization
- 3. Computing a single average based on organization averages

Note that stage-specific, industry-specific and stage-industry-specific variations of this benchmark are calculated the same way, the only difference is which organizations and which surveys are used in step 1. For example, for a stage-specific benchmark, only surveys from that stage will be used.

Global Benchmarks

The Global Benchmark is calculated by taking the average scores of every organization utilizing the Talenthub platform and then calculating the overall average to determine the Global benchmark.

It provides a comprehensive overview of the performance across all organization regardless of industry, location, or size.

Industry Benchmarks

The Industry Benchmark is calculated by considering the overall average scores of each organization in a specific Talenthub industry. This benchmark allows you to compare your data against organizations operating within the same space as yourself, thus, providing industry-specific insights into how your organization is performing within your industry.

Driver framework

What are drivers & how do they work?

Unlock your potential with our Driver Framework! Learn how to leverage Drivers for continuous improvements towards recruitment success.

Introduction

The driver framework is an essential aspect of our product that will help you with your performance analysis. Understanding the connection between questions, drivers, and performance analysis is crucial for optimizing your use of the Talenthub platform. Let's dive into how this works and the benefits it brings.

Questions are mapped to Drivers

In our product, each question is intentionally linked to a specific driver. Drivers represent the core areas within a hiring process that directly influence your NPS score. By mapping questions to drivers, you gain a structured and systematic approach to analyzing your data and identifying high-/low-performing areas within your hiring process.

To learn about the individual drivers, you can go to the following articles to learn more:

- Candidate Experience Drivers
- Onboarding Drivers
- Hiring Manager satisfaction Drivers

How to use the Driver Framework

Let's dive in and explore how you can leverage the framework to your advantage.

Gain Insights

The Driver Framework is designed to provide you with valuable insights into the key factors that drive success in your hiring experiences. By understanding the different drivers at play, you can identify areas of improvement and focus your efforts where they matter most.

Assess Performance

Use the Driver Framework to assess your performance in each driver category. Evaluate how well you are aligning with the drivers and identify any gaps or areas where you can enhance your skills or strategies.

Prioritize Action

Once you have assessed your performance, prioritize your actions based on the drivers that have the most significant impact on your success. This framework allows you to allocate your time and resources effectively, ensuring that you address the most crucial areas first.

Measure Progress

Regularly revisit the Driver Framework to track your progress over time. Monitor how your efforts in each driver category are driving positive results and identify any shifts or trends that may require adjustment in your approach.

Continuous Improvement

Embrace a mindset of continuous improvement by using the Driver Framework as a roadmap. As you gain insights, implement actions, and measure progress, you will embark on a journey of enhancing your Candidate Experiences and achieving your desired outcomes.

Remember, the Driver Framework is not a one-time exercise but a dynamic tool to guide your ongoing efforts. Embrace it as a companion on your journey toward success, and leverage its insights to make informed decisions and drive your Candidate Experience to new heights.

If you have any questions or need further guidance on how to utilize the Driver Framework, please don't hesitate to reach out to our support team. We are here to support you every step of the way.

Candidate Experience Drivers

Ease of Use

Ease of use refers to the user-friendliness and simplicity of every technical aspect that candidates encounter throughout the hiring process. This includes visiting your career page, uploading applications, completing cases, and participating in online interviews. It's crucial to ensure that technology doesn't become a hindrance for candidates.

Why is it important?

The ease of use is essential because if candidates encounter various technical issues or struggle with complex user interfaces, you might experience a higher drop-off rate of talented individuals. Therefore, prioritizing ease of use is vital for your ability to attract top talent. This becomes even more crucial when aiming to attract high-quality UX designers, technical professionals, and marketing specialists. Mastering ease of use will contribute significantly to your overall recruitment success.

<u>Informative</u>

Informative refers to the extent of information provided to job seekers regarding the role they are applying for or considering applying for. This includes details such as work tasks, responsibilities, benefits, working hours, and team members associated with the role.

Why is it important?

By mastering the art of being informative, you enable applicants to make well-informed decisions. This, in turn, can help you reduce turnover during the early stages of the employee lifecycle, as candidates have a clearer understanding of the role and its expectations.

Communicative

Communicative refers to the practice of open and transparent communication about values, vision, mission, and culture within your organization. It involves effectively conveying this information to job seekers, both through career pages and during interviews conducted by hiring managers and recruiters.

Why is it important?

When you proactively communicate your company's values, vision, mission, and culture throughout the hiring process, you increase the likelihood of attracting candidates who align with your organization's ethos. This not only reduces employee turnover during the initial 90 days of employment but also fosters a more engaged and cohesive workforce.

By mastering communicative practices, you give job seekers a genuine sense of your company's culture, enabling them to make better-informed decisions about their fit within the team. This ultimately contributes to long-term employee satisfaction and success.

Expectation setting

Expectation setting involves clearly communicating the process and timeline for each stage of the hiring process. This includes deadlines for each step and what job seekers can expect at each stage.

Why is it important?

Today's candidates expect more than just a confirmation that their application has been received. They want to know what to expect from the hiring process, including whether there will be tests, when they can expect to hear back, and when interviews will take place.

By mastering expectation setting, you can keep candidates engaged and satisfied throughout the process, even if there are delays.

It's crucial to implement and communicate deadlines to ensure that they remain informed and engaged throughout the hiring process. Failure to do so can quickly put you behind other companies in terms of talent acquisition. By proactively managing expectations, you increase the likelihood of attracting and retaining top-tier candidates.

Duration of Process

The duration of the hiring process is a critical driver for providing a positive candidate experience. It involves striking a balance between avoiding excessive delays and not providing immediate rejections upon application submission.

Why is it important?

Ensuring candidates do not linger in the hiring process for an extended period is vital for maintaining their engagement and interest. If the process takes too long, applicants may assume they are no longer being considered, resulting in talent drop-off and diminished engagement.

However, it's equally crucial to avoid providing quick rejections, as this can create the perception that candidates were not evaluated fairly or that an algorithm solely made the decision. Striking the right balance is key to maintaining the perceived fairness of the process.

Mastering the duration of the process is challenging yet critical if you aim to keep job seekers happy and maintain a positive employer brand. By optimizing the timeline, you increase the likelihood of attracting top talent for your talent pipeline.

Opportunity to perform

The opportunity to perform means ensuring that job seekers feel they have been given a genuine chance to showcase their skills and abilities throughout the hiring process. It involves avoiding irrelevant cases and tests, providing applicants with ample time to express themselves, ask questions, and, most importantly, ensuring consistent information is shared with all candidates.

Why is it important?

It's crucial to prioritize the opportunity to perform because when applicants feel they haven't had a fair chance to demonstrate their capabilities, it can lead to significant frustration. This frustration can result in higher drop-off rates in the later stages of the process and also have a negative impact on your reputation and brand.

Candidates often share their experiences with their professional networks, and if they encounter irrelevant cases or unprofessional interviews, it can limit your ability to attract top talent. Therefore, by providing a genuine opportunity for candidates to shine, you enhance the overall candidate experience and maximize your chances of securing the best talent.

Transparency

Transparency entails providing precise requirements and information to candidates about why they were not successful in the hiring process. It involves creating an open and clear process that helps applicants understand areas for improvement in their future job search.

Why is it important?

Transparency is a crucial driver when viewed from the candidate's perspective. It significantly enhances the overall candidate experience. Most candidates are genuinely interested in understanding why they did not receive an interview invitation or job offer. By being transparent and providing feedback, you empower candidates to learn and grow, enabling them to improve in future endeavors.

Companies that prioritize transparency in their hiring processes outperform those with less transparent approaches. By embracing transparency, you not only foster trust and credibility but also enhance your employer brand.

Personal Connection

Personal connection involves shifting away from formal and impersonal communication methods and focusing on providing a more personalized experience for job seekers. This includes adding sender names and contact details to recruitment emails and ensuring that interviewers are attentive and leave a positive impression.

Why is it important?

Creating a personal connection with candidates is a simple yet impactful way to enhance their overall experience. Moving beyond standardized and impersonal communication demonstrates that your organization values individual interactions. Ensuring that interviewers are attentive and make an effort to leave a positive impression reinforces the personal connection and builds trust.

When candidates feel like they have interacted with genuine individuals from the organization, they gain confidence that their skills and application materials have

been thoroughly evaluated. This enhances the perceived fairness of the process and creates a more positive candidate experience.

Fostering a personal connection not only improves the overall candidate experience but also strengthens your employer brand and helps attract top talent.

Ongoing Engagement

Ongoing engagement refers to consistently updating candidates on their application status throughout the hiring process and maintaining communication between stages. This proactive approach enhances the overall candidate experience and helps keep job seekers engaged.

Why is it important?

Traditionally, one-way communication has been the norm when interacting with applicants. However, this trend is shifting in today's hiring environment. Candidates now expect regular updates and opportunities to stay in touch with the recruitment team throughout the process.

By actively engaging candidates throughout the hiring journey, you ensure that they remain interested and invested in the opportunity. This ongoing communication fosters a sense of connection and transparency, enhancing the candidate experience. It demonstrates that your organization values open dialogue and considers the candidates' experience as a priority.

Embracing ongoing engagement with candidates will set your hiring team apart, preventing job seekers from losing interest and maintaining their engagement from start to finish.

Hiring Manager satisfaction Drivers

Preparation

Preparation involves the recruiter and hiring manager briefing each other on roles, processes, and expectations to ensure a solid start to the hiring process. It is the responsibility of the recruiter to gather all relevant information from the hiring manager before launching the job, facilitating an efficient process from beginning to end.

Questions to ask your hiring managers:

- Are you satisfied with the briefing between you and the recruiter at the beginning of the process?
- Would you say that the recruiter's initial information gathering before job launch was efficient?

Execution

Execution is crucial for hiring managers as they aim to find their new hire(s) in the shortest time possible. Consequently, hiring managers often evaluate the recruiting process based on the time it takes for the recruiter to approve the requisition to initiate the recruitment process and the overall time it takes to complete it.

Questions to ask your hiring managers:

- Are you satisfied with the amount of time it took for the recruiter to approve the requisition?
- Are you satisfied with the amount of time it took for the recruiter to begin the recruiting process?
- Are you satisfied with the amount of time it took for the recruiter to complete the recruiting process?

Scheduling

Scheduling involves the practical aspects of planning interviews, preparing materials, and ensuring readiness for various stakeholders and candidates throughout the hiring process. It also includes strategic planning and organizing the different steps of the process to ensure a smooth flow.

Questions to ask your hiring managers:

- The scheduling of interviews was done effectively
- Did you receive all relevant information before the interview(s)?

Availability

Availability is a challenge for recruiters as they strive to be accessible to candidates and hiring managers throughout the hiring process, maintaining a continuous and proactive communication flow. By mastering this skill, recruiters increase the likelihood of high

satisfaction from hiring managers. It is essential to provide recruiters with the right communication tools to promptly respond to requests from hiring managers.

Questions to ask your hiring managers:

- Would you say that the recruiter was responsive throughout the hiring process?
- I feel that my recruiter was responsive throughout the process

Communication

Communication focuses on the ability of recruiters to effectively convey information to hiring managers. Recruiters should excel at clear and concise communication, ensuring they ask relevant questions and take the lead in obtaining the necessary information from hiring managers to identify top-quality candidates for the role.

Additionally, this driver involves communicating in a manner that resonates with the hiring manager when unrealistic expectations regarding candidates, salary, or the market arise. Effective communication is key to fostering a strong partnership between recruiters and hiring managers.

Questions to ask your hiring managers:

 The recruiter asked me relevant questions about the role and the business needs

Collaboration

Collaboration emphasizes the importance of hiring managers and recruiters working together as a cohesive unit. It involves evaluating whether hiring managers are satisfied with their overall experience partnering with recruiters throughout the hiring process.

To enhance collaboration, it is crucial to focus on developing good best practice documentation, providing education and training, and ensuring that recruiters are helpful and adept at providing constructive feedback. By fostering a strong collaborative relationship, hiring managers and recruiters can optimize the hiring process and achieve mutual success.

Questions to ask your hiring managers:

 Are you satisfied with the technology that we use during the recruiting process?

- How would you rate your overall experience partnering with the recruiter during the hiring process?
- Would you say that the recruiter was helpful during the hiring process?

Candidate Quality

Candidate quality is a critical area that often frustrates hiring managers. Exceptional recruiters, who receive recognition from their peers and hiring teams, are often those who excel in mastering this skill. They have a keen understanding of the team's requirements and invest effort in comprehending the precise skills the new hire needs to possess, differentiating between "should-haves" and "must-haves." By prioritizing candidate quality, recruiters can deliver top-notch candidates that meet and exceed the expectations of hiring managers.

Questions to ask your hiring managers:

- How would you rate the quality of candidates received from the recruiter?
- Are you satisfied with the number of qualified candidates presented by the recruiter?

Knowledge & Support

Knowledge and support play a vital role in building an exceptional recruitment team. It is crucial to ensure that recruiters possess a deep understanding of the candidate market and industry trends. They should be equipped to educate and coach hiring managers throughout the interview process. By leveraging their expertise, recruiters can guide hiring managers towards making informed decisions, identifying red flags, and preventing bias in the hiring process. Empowering recruiters with the right knowledge and providing robust support helps create a strong partnership between recruiters and hiring managers, leading to successful and unbiased hiring outcomes.

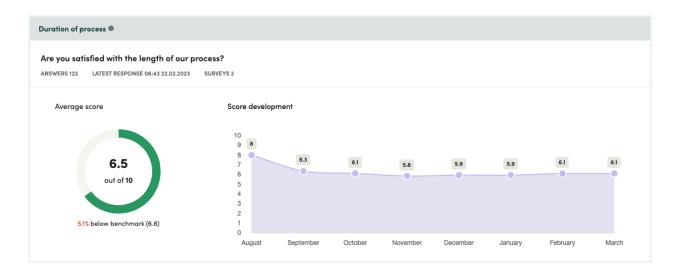
Questions to ask your hiring managers:

- Did the recruiter manage to coach and guide you throughout the interview process?
- I feel that the recruiter is knowledgeable about the market, competition, salaries and demand for talent
- I got the right insights from the recruiter to make the best decision

Score calculations

How are average scores calculated?

In this article, you can learn more about the way that average scores are calculated.



In the article we will use an example from a 10-point scale question*.





The average score in the development over time graph shows the average scores for the time period stated*.

In this examples it's month by month.

This means, that even though that the overall score is different than the average of the monthly scores, you are still looking at the correct data! Let's look at an example:



The average in the donut chart is an average of all time - and not an average of the monthly averages. This is done to avoid months with fewer replies to have a bigger influence on the average score.

What is the Net Promoter Score (NPS)?

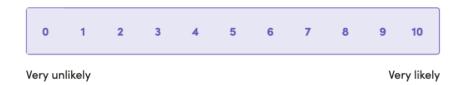
NPS measures the satisfaction of your candidates, new hires and hiring managers. You calculate the NPS by subtracting the percentage of Detractors from the percentage of Promoters. The score comes in the range of -100 to +100; a higher score is desirable.

What is the NPS question?

The Net Promoter Score question is used to measure your NPS score. Candidates can select a score from 0-10 as illustrated below:

Based on your experience as an applicant

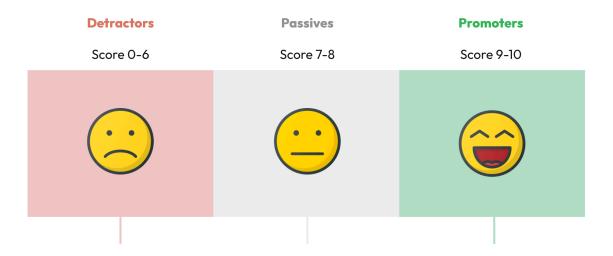
How likely would you be to recommend others to apply for a job at Talenthub.io?



What are Promoters, Passives & Detractors?

Replies from the NPS questions fall into three categories; Promoters, Passives & Detractors.

- Promoters respond with a score of 9 or 10
- Passives respond with a score of 7 or 8
- Detractors respond with a score of 0 to 6



How is the Net Promoter Score calculated?

To calculate the final NPS score, you subtract the percentage of detractors from the percentage of promoters.

For example, if 50% of applicants are detractors, 10% are passives, and 40% are promoters, your NPS score would be 40-50 = Final NPS of -10

Turning detractors into promoters will significantly improve your NPS, leading to more brand ambassadors and, consequently, a stronger talent acquisition funnel.

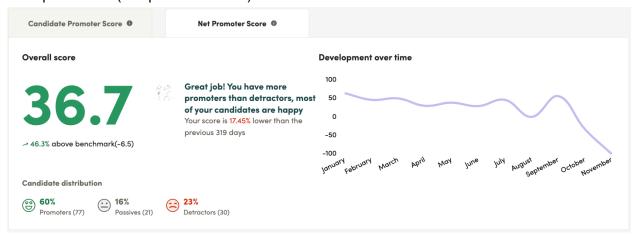
What is the difference between CPS and NPS scores?

On the dashboard, you have two different key metrics. The first one is the CPS (Candidate Promoter Score), and the other is the NPS (Net Promoter Score).

Example of CPS (candidate promoter score)



Example of NPS (Net promoter score)



You measure both the NPS and the CPS with the guestion below:

Based on your experience as an applicant

How likely would you be to recommend others to apply for a job at Talenthub.io?



The main difference between the CPS and the NPS is the calculation method. The NPS is a specific method developed by Bain and Company in 2003. Since then, it has been adopted within several different business fields to measure and track how a particular audience perceives the company.

You can read more about the NPS calculation method right here

Candidate Promoter Score

The other metric is the CPS score. While the NPS doesn't consider the respondent's rating with a score of 7 or 8, the CPS includes everything and gives you the overall average for all respondents.

Exporting & reporting

What are the different exporting and reporting options?

It is currently possible to export your data into either a <u>Spreadsheet</u>, PDF, or <u>PPX</u> export directly from the platform. You are able to select filters and customize the reports to meet your needs and download them instantly.

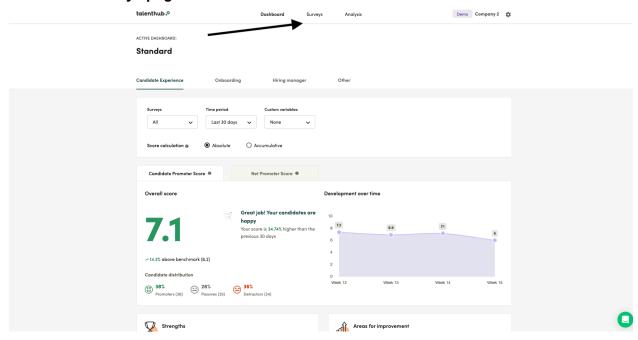
We also have an add-on feature called the <u>API Key</u> which allows you to set up a custom dashboard on other data visualization tools such as Power BI, Tableau, Qlik, Oracle, Sisense.

You can also set up <u>automatic e-mail reports</u> for all users and non-user in the Talenthub feedback platform. This will allow them to receive regular reports on a weekly, monthly or quarterly basis.

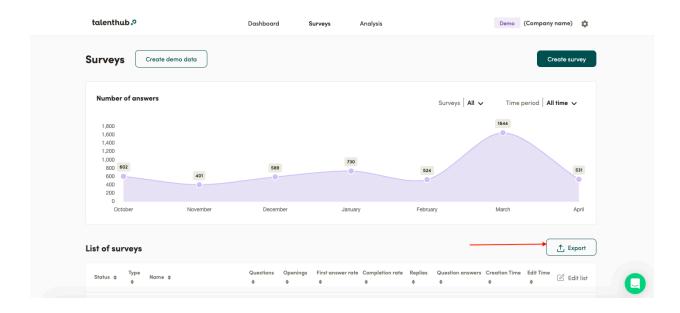
Exporting

How to create an export of your survey questions and amount of responses

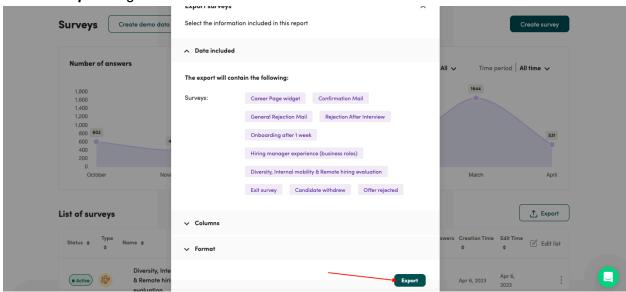
1. Go to the surveys page



2. Click "Export"

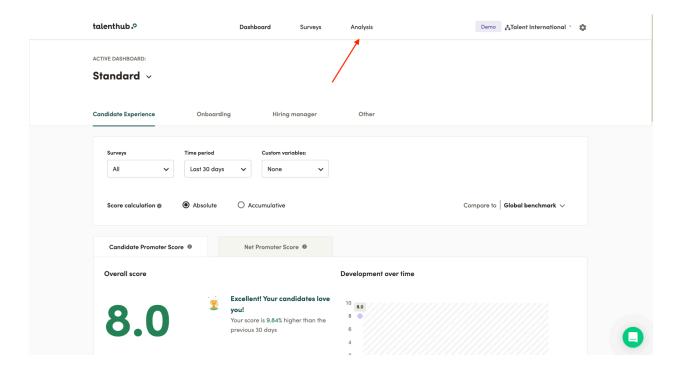


3. Click "Export" again

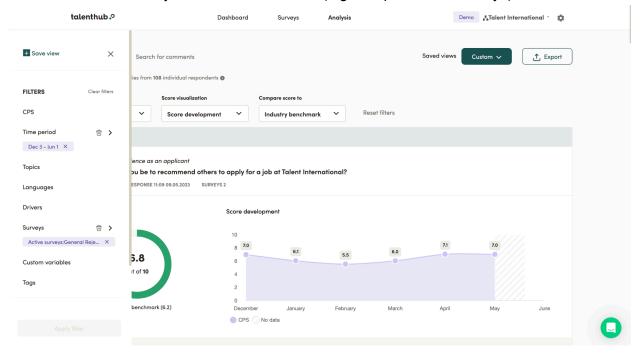


How to export data into Excel

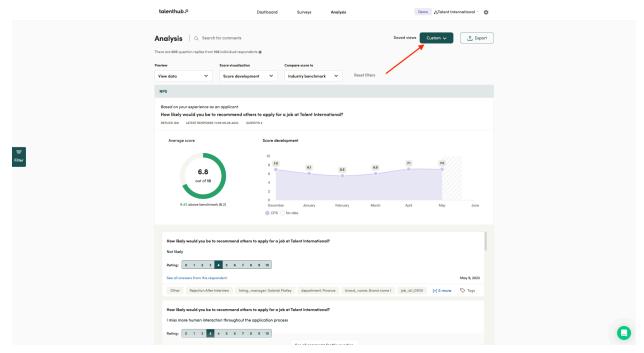
1. Enter the analysis page



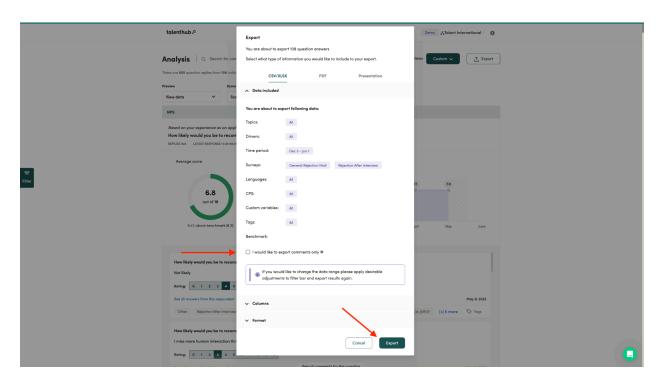
2. Set the filter that you want in the filter tab (e.g time period and surveys)



3. Click *Export* in the upper right corner



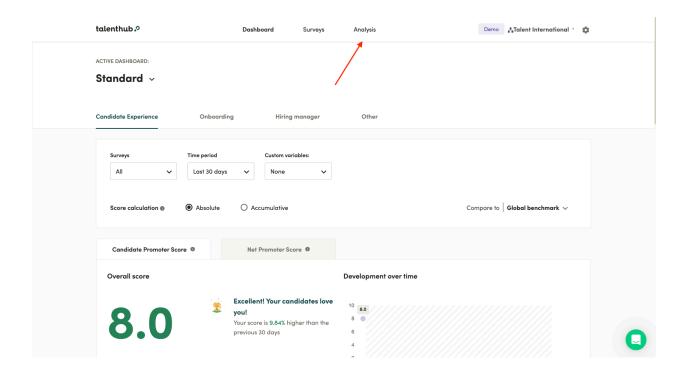
4. In the pop-up you can choose to only export comments by ticking off the box, or else just click *Export* in the lower right corner.



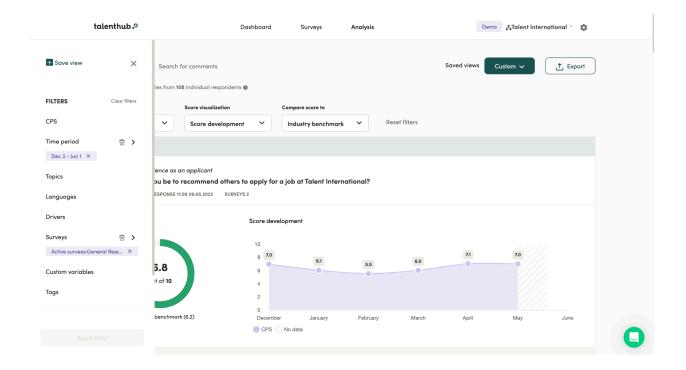
How to export data into Powerpoint

1. You need special access to your account in order to do this. If you don't have the access or are in doubt of whether you have it or not, please reach out to your Customer Success Manager at Talenthub and they will enable it for you.

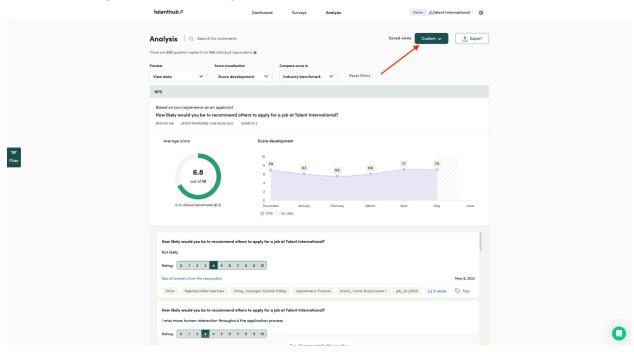
2. Enter Analysis page



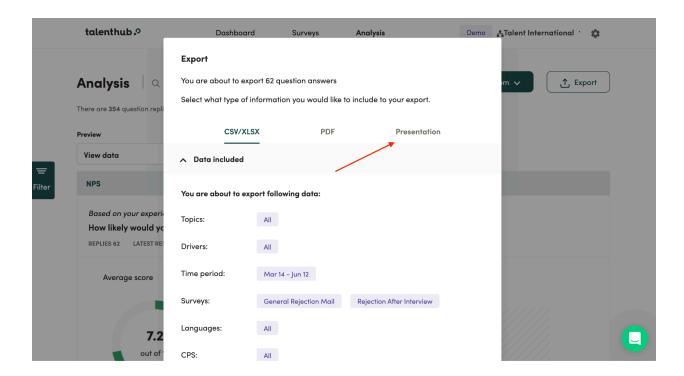
3. Set the filter that you want to in the filter tab (e.g time period and surveys), and click *Apply filter*



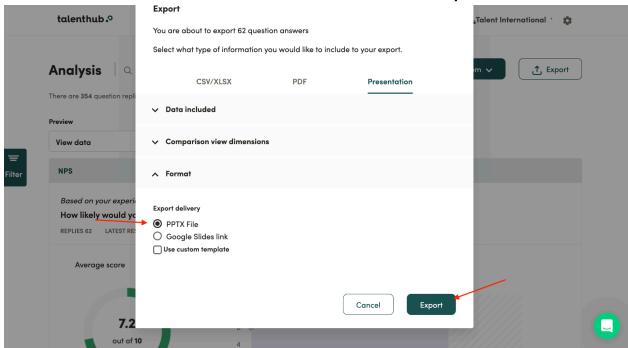
4. Click *Export* in the upper right corner



5. Click Presentation



6. Scroll down, click on the button next to PPTX File and click Export

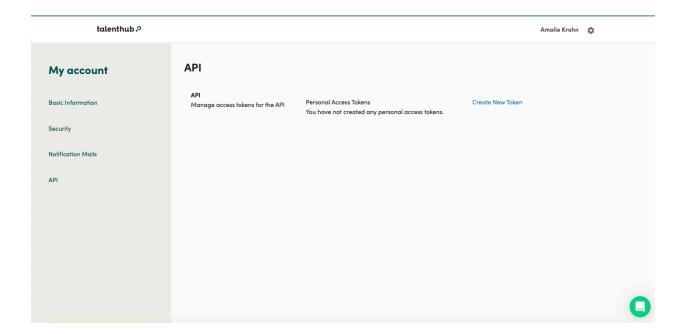


7. You will receive the report in the email attached to your Talenthub account within a couple of minutes.

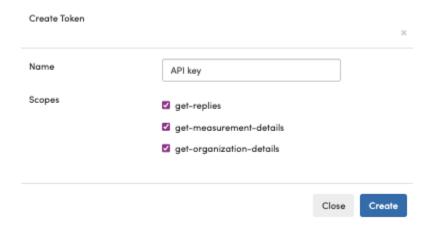
How to get the API key for PowerBI, Tableau, etc.

Note: that the API solution is not available in all product packages, and to get access to it you need to contact us via our chat function on the feedback platform or reach out to your customer success manager.

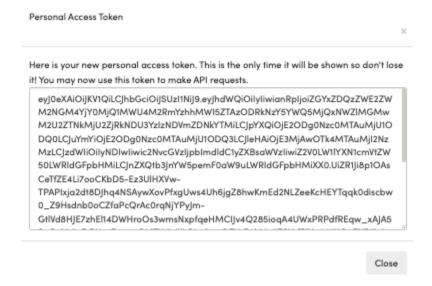
- 1. Go to **Settings** in the upper right corner of your Talenthub platform.
- 2. Navigate to My Account > API.



- 3. Click Create New Token.
- 4. Insert any name you want, tick off all 3 boxes and click Create.



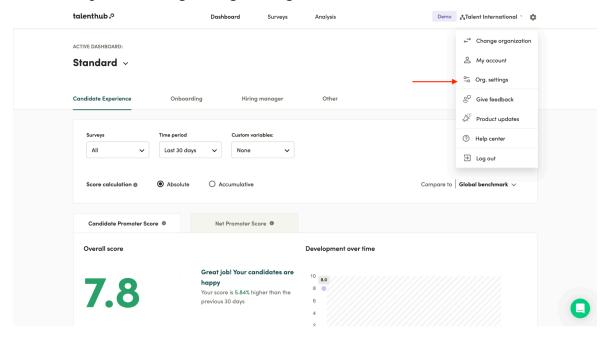
5. Copy and paste the newly generated API key.



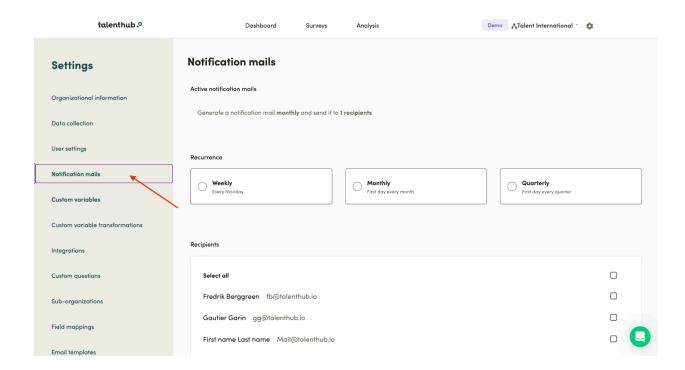
Email notification reports

How to create an automatic email notifications report

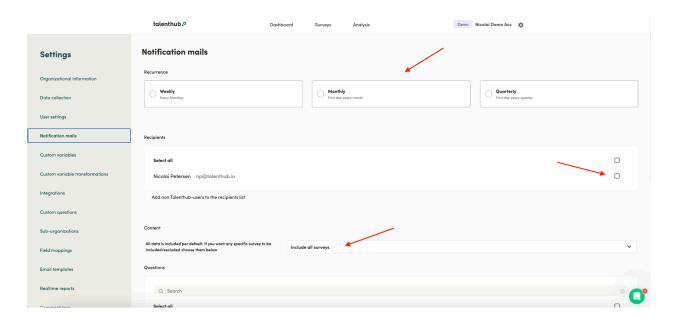
Navigate to Settings > Org. settings



2. Go to Notification mails



3. Choose the frequency of the notification, the users who should receive notification email, and the content of the notification email (which surveys and which custom variables).



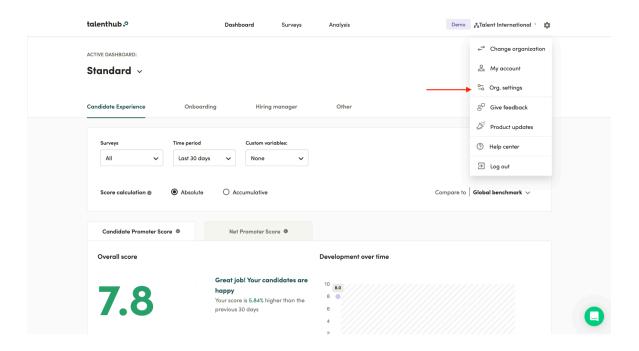
Within a few minutes of setting up the notification email, the recipient will receive a confirmation email.

It's important to note that restricting user access will not affect the reports they receive. Meaning, if you restrict a user from seeing a specific survey or custom variable under user

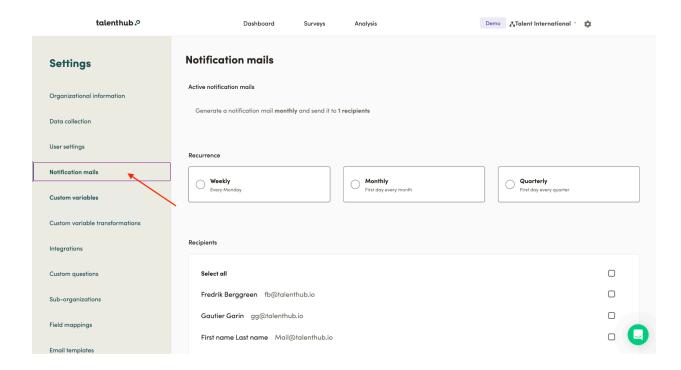
settings, they will still be able to see all surveys and custom variables in the report, if not excluded specifically in the notification email settings.

How to delete an automatic email notifications report

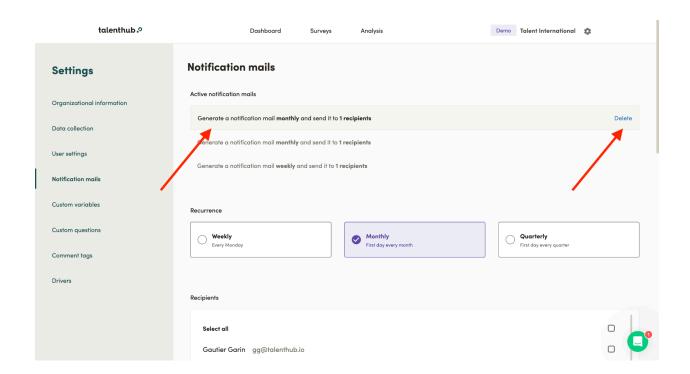
1. Go to **Org settings**



2. Go to Notification mails



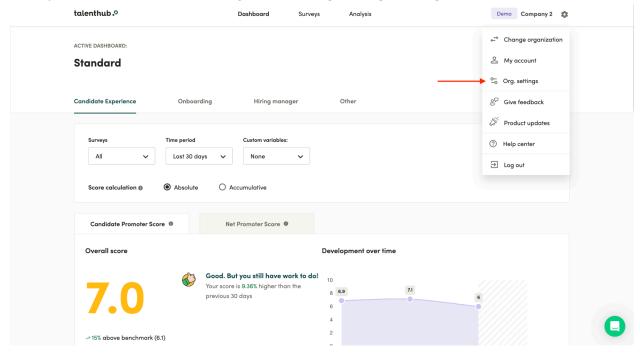
3. Identify the report you want to delete, click on it and then click Delete



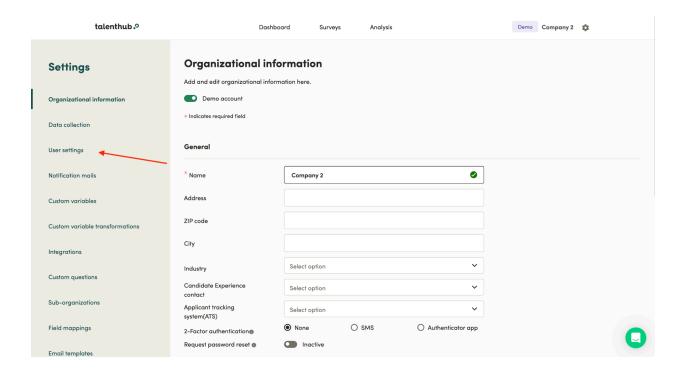
Account management

How to create new users

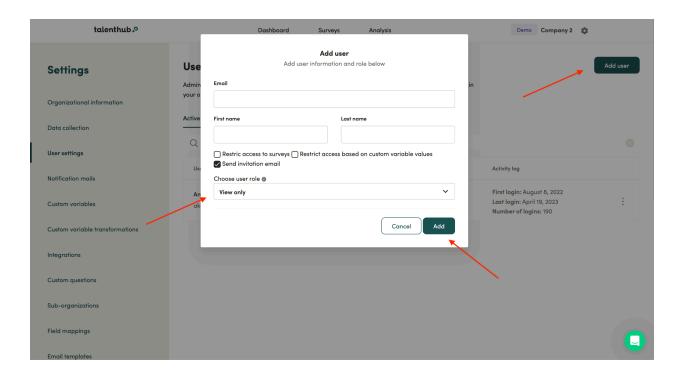
1. On your Talenthub platform, navigate to **Settings > Org. settings**.



2. Go to **User settings**.



- 3. Click **Add User** in the upper right corner, insert the user information and assign a user role. You can give a platform user one of the following roles. Each role comes with its own set of platform permissions.
 - Admin: gives a user access to all platform functionality, including Org. settings. Only an Admin can add new users and restrict access for others.
 - View + create: gives access to distribute, create, and edit surveys.*
 - View only: gives access to view all data.*

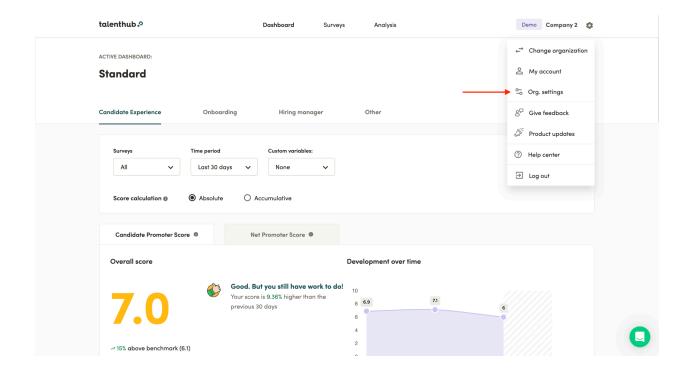


* For both the View + create and View only users, access can be restricted to either specific surveys or to specific custom variable values. Click here to learn more about how to limit user access.

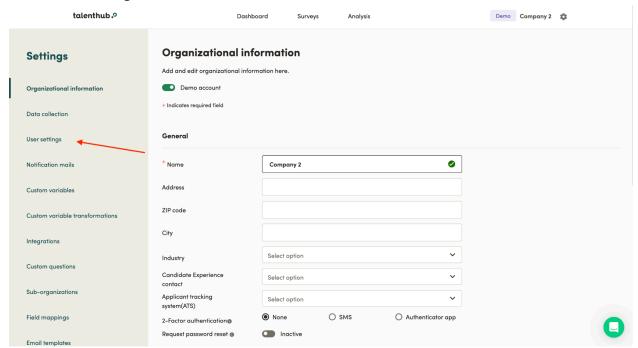
How to limit access to data for recruiters and hiring managers so they only see their own results

Reach out to your Talenthub Customer Success Manager or via the in-platform chat, and ask to get access to "Restrict access based on custom variables"

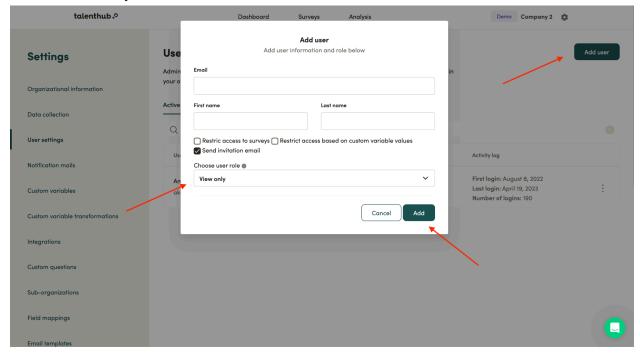
Navigate to **Settings > Org. settings**.



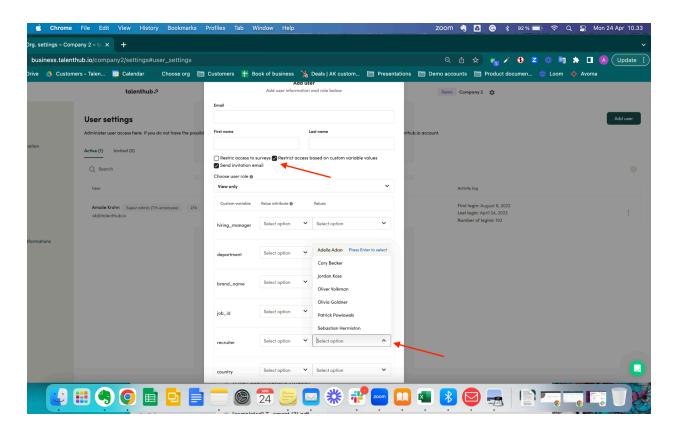
Go to User settings.



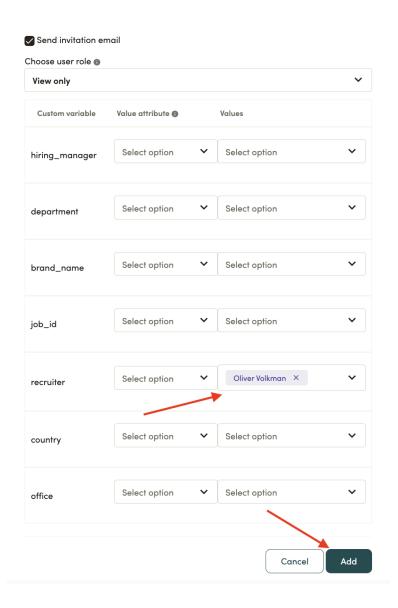
3. Click **Add user** in the upper right corner, insert the user information, and choose the *View* + *create* or *View only* user role.



Tick the option **Restrict access based on custom variables**. If for instance it is a specific recruiter choose the dropdown in parallel with "Values" and "recruiter". Find the recruiter's name in the list and click it.



Once the name is added click "Add", to finally add the user.

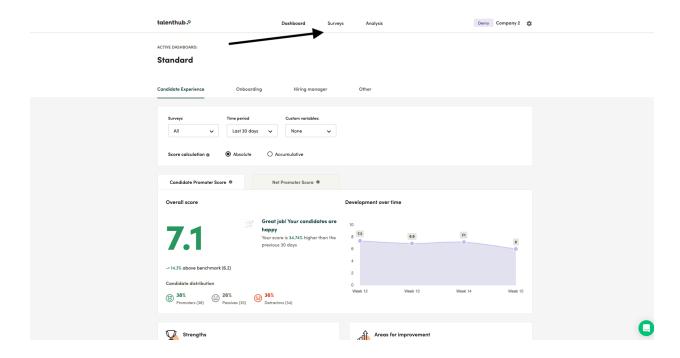


Career page & job ad widget

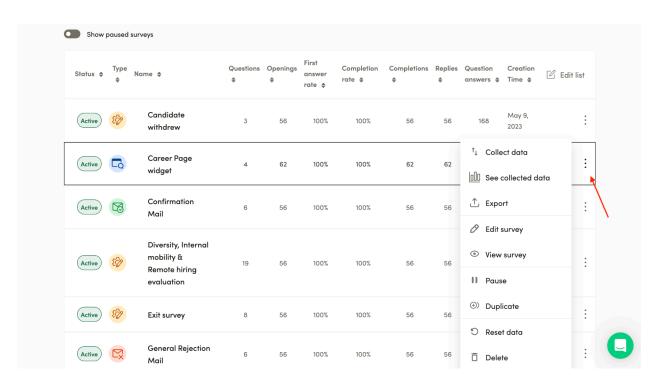
Implementation

How to implement the career page widget

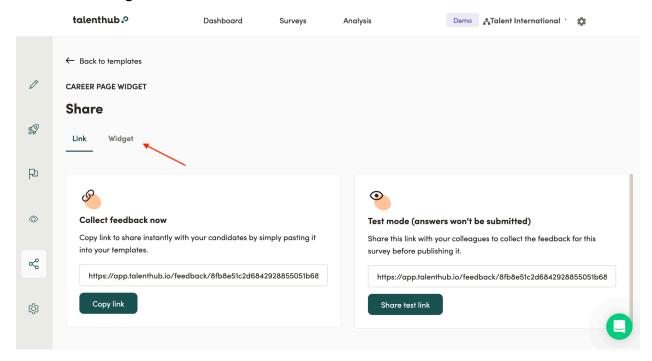
1. Go to the Surveys page



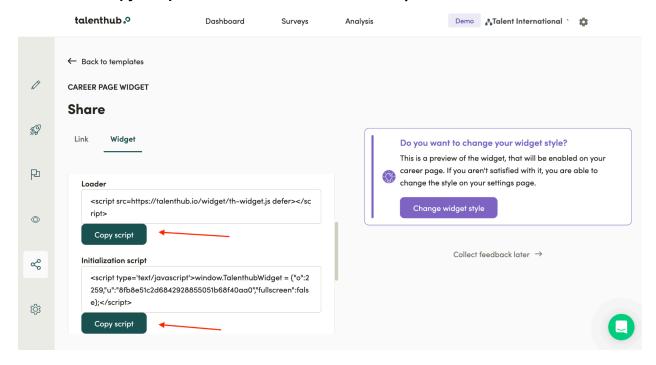
2. Click the **Three Dots** button next to the survey called **Career page widget** and then click **Collect Data**



3. Click Widget



4. Click Copy Script for Loader and Initialization Script

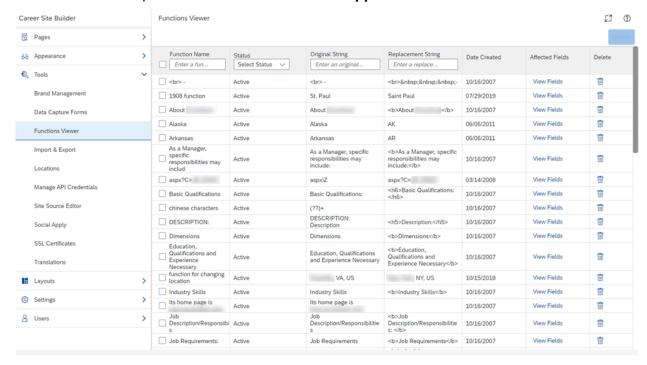


5. Send the Loader script and the Initialization Script to the stakeholder who is in charge of your company's career page. The owner of your career page will need to insert the two lines of script into the head-tag and the body-tag of the back-end of your career page. They need to insert what is referred to as the Loader script into the head-tag and

what is referred to as the *Initialization script* in the body-tag of the back-end of your career page.

How to implement the career page widget in SAP Successfactors career page builder

- 1. Follow this guide to retrieve the script for the career page widget in Talenthub feedback platform
- 2. Go to the career page builder in SAP Successfactors
- 3. Click the drop down menu on the left called *Appearance*



- 4. Click on Global
- 5. Click Java Ccript or Script
- You will then see a box for the header and the footer. Put what is referred to as the
 Loader part of the script in the header and what is referred to as the Initialization script in the footer.

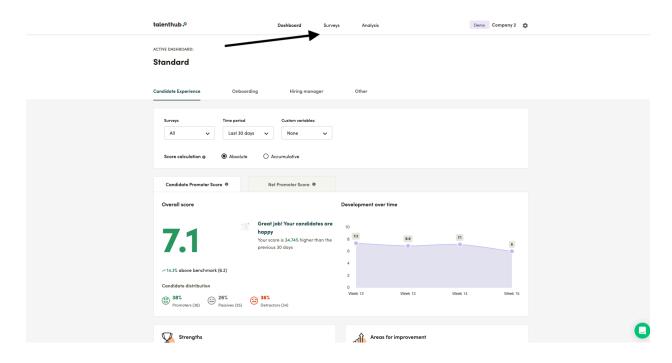
How to implement the job ad survey

There are two ways to implement the job ad surveys into your job ads. The first way is to implement the survey as a widget that pops up in either the left-hand corner or right-hand corner of the screen of your job ads. The second way is to implement it as a link in your job ads that will create a pop-up window for the survey.

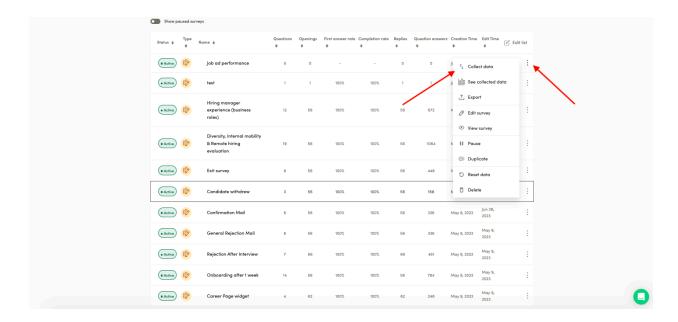
How to implement the job ad widget

The first thing you need to do is to retrieve the script for the job ad widget.

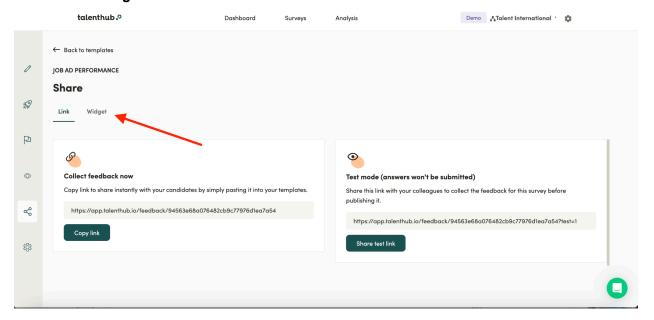
1. Go to the surveys page



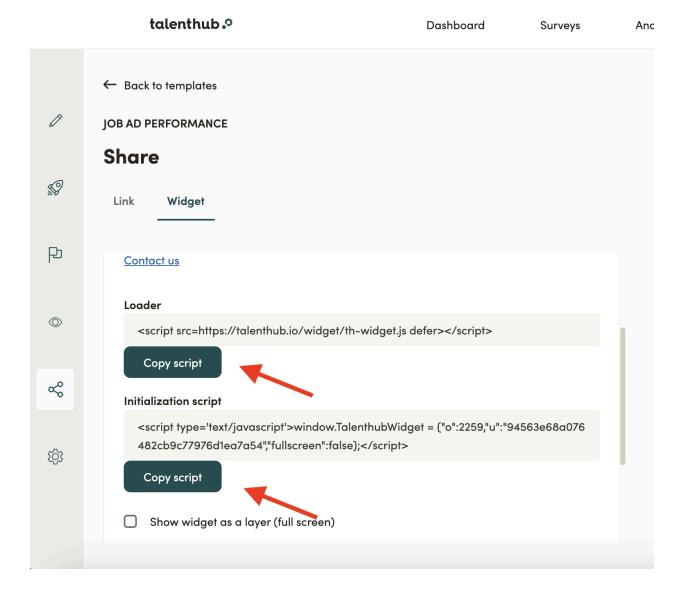
2. Find the job ad survey and click on the three dots next to it, and click on Collect data



3. Click Widget



4. Copy both parts of the script

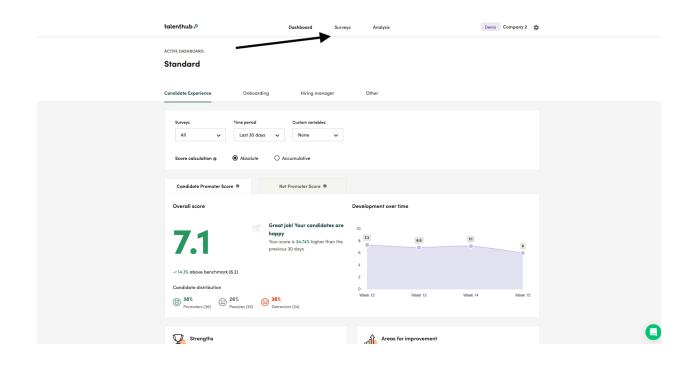


6. Send the script to the person who is in charge of your website so that they are able to insert the script in the header and footer of your webpage. They need to put what is referred to as the *Loader* part of the script in the header and what is referred to as the *Initialization script* in the footer of your webpage.

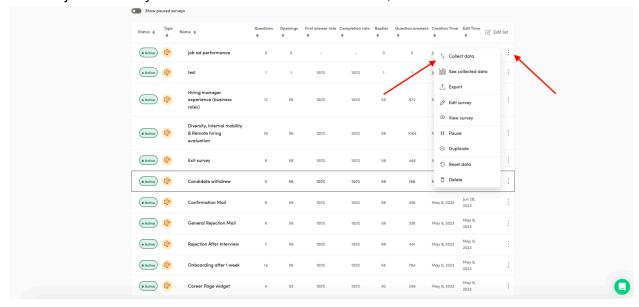
How to implement the job ad survey as a link

The first thing you need to do is to retrieve the link for the job ad survey.

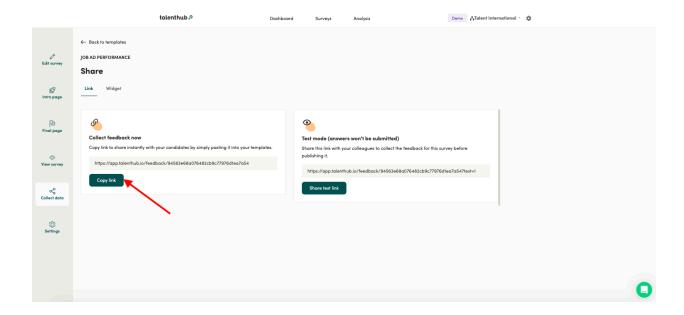
1. Go to the surveys page



2. Find the job ad survey and click on the three dots next to it, and click on Collect data



3. Click Copy link the link is now copied to your clipboard

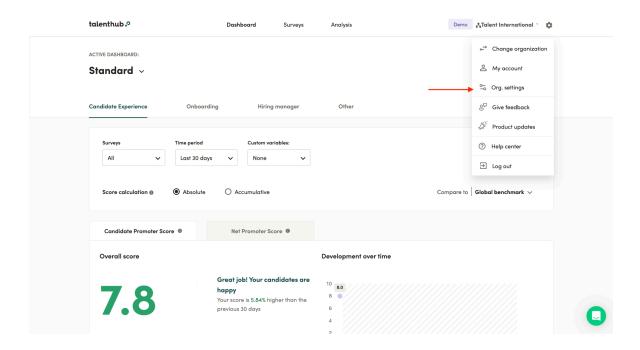


4. You can embed the link into any text in your job ad. What is most commonly done is to implement it into the "set div box" commonly referred to as a *Job Card* or *Job Listing Card*. It is often placed to either side of your job ad. Alternatively, you can insert it at the bottom of your job ads.

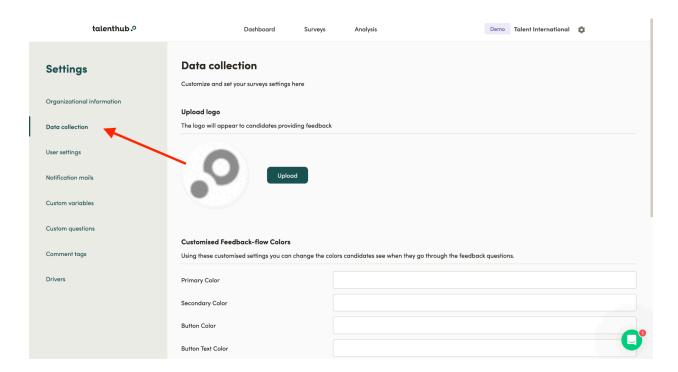
Widget configuration

How to set the time delay for the Career Page Widget

1. Go to Org Settings



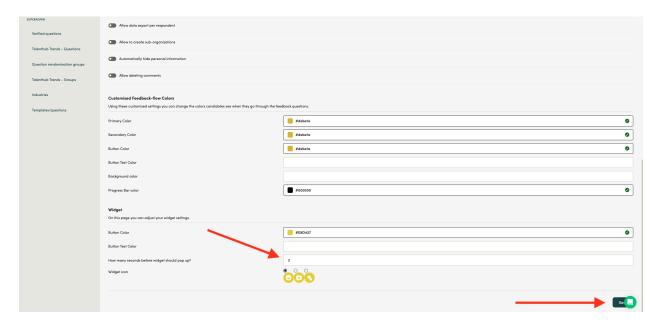
2. Go to Data Collection



3. Scroll to the bottom of the page, click on the number next to *How many seconds* before widget should pop-up?

You can customize the time delay on the widget to pop up the survey to visitors after they have been on your page for a certain amount of time. Our recommendation is to set

the delay between 20-30 seconds as that gives the visitor of your career page sufficient time to browse the page before the widget pops-up to collect their feedback.

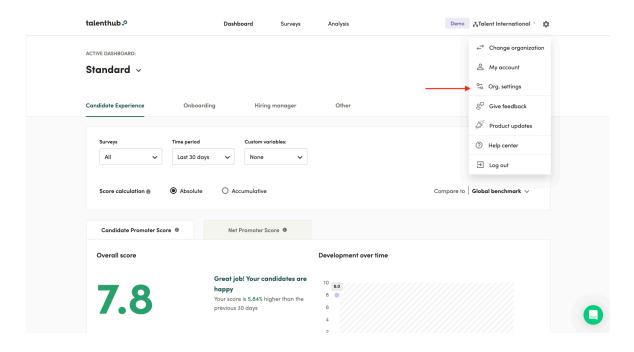


4. Click **Save** in the lower right corner.

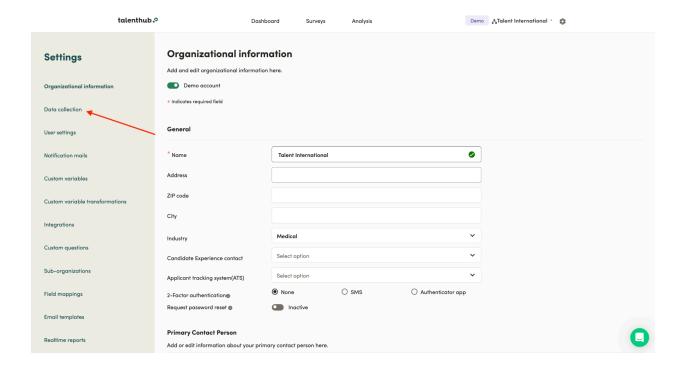
How to brand your Career Page Widget

To change the branding of your career page widget, please follow the steps below.

1. Go to Org settings



2. Go to Data collection

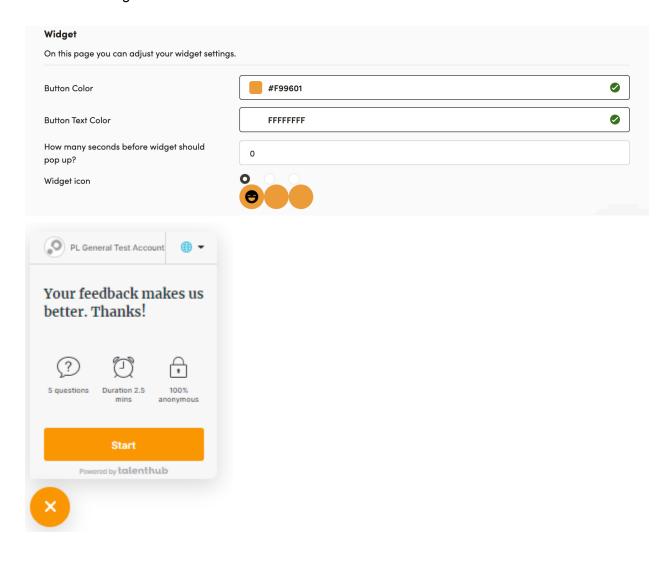


3. Scroll down to the bottom of the page.

Here you are able to customize survey flow to your employer brand. You can customize:

• The button color. The color of the widget icon will automatically imitate the button color.

- Button text color.
- The widget icon



Integrations

Is it possible to have a survey re-sent automatically if the participant hasn't responded?

Unfortunately, it is currently not possible to automatically resend a survey if the participant hasn't responded.

Is it possible to not trigger a survey for an individual candidate?

Yes, you are able to tag a candidate in your ATS, in order to not trigger a survey.

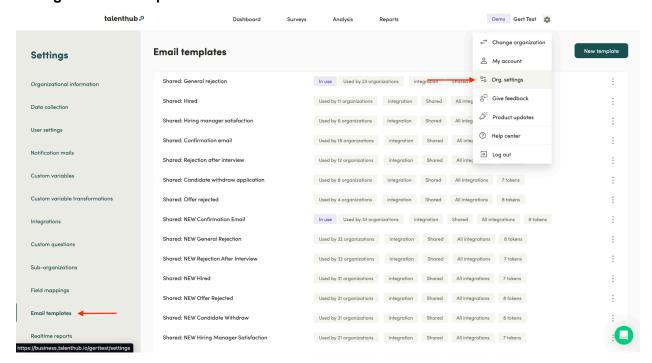
The tag is: **TH-DISABLE** and is a candidate tag that can be added to a candidate in Greenhouse, Lever and SmartRecruiters. When the tag is attached to the candidate, no Talenthub surveys will be triggered. If you would like to trigger a survey for this select candidate in the future, you must first remove the tag.

Candidate tags are not available in Jobvite. The customer therefore needs to create a custom candidate field *(ex. Candidate experience survey toggle on/off)*, that can be added as a non-trigger condition for all surveys in their integration page in the platform.

API Integration Email templates: What can I change and what do they look like?

In this article you'll learn about the email templates that are used to send out survey emails to your candidates and how to edit them.

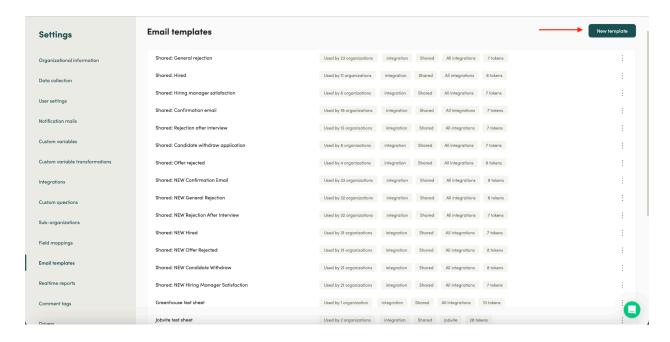
Log in to your Talenthub platform and navigate to **Settings (top-right on your screen) > Org. settings > Email templates**.



Here you see an overview of all the email templates created and which ones are or are not in use.

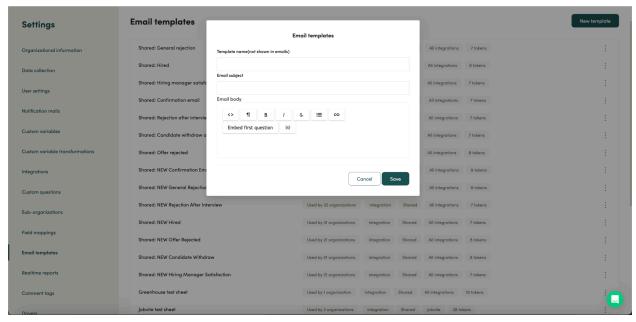
If your organization is using one of Talenthub's best practice shared email templates, you will not have the ability to **Edit** or **Change** the email templates.

If you would like to customize your survey email templates, you have the ability to create a custom email template by selecting **New Template** in the upper right hand corner.



A window will pop up where you can build your custom email templates. You will need to create a **Template Name**, **Email Subject**, and **Email Body**.

Best practice is to **Embed First Question** into the email template by selecting the **Embed First Question** button in the body of the email template.



Once you have created your custom email template, you will need to contact Customer Support at hello@talenthub.io to assist you in assigning the custom email template to the appropriate survey in the **Integrations** page of the platform.

Get Started

What is the difference between an integration and a non-integration?

Talenthub gathers feedback from your candidates, hiring managers and new employees through emails with survey links. There are two options to send these emails.

1. Integration

The first option is via an integration with your ATS and the Talenthub feedback platform. Talenthub has integrations with the ATS' listed below:

- Greenhouse
- Smartrecruiters
- Lever
- Jobvite
- Workable

If you have an integration with your ATS and the Talenthub platform, the emails are sent out via Talenthub. This is done automatically when your recruiters or other users of the ATS do one the following:

- Changes the stage of a candidate
- Rejects candidates
- Candidate withdraws

2. Non-integrations

The second way that emails are sent out is via your own ATS. Talenthub provides you with <u>survey links with custom variables</u> as well as call to actions, that are copy-pasted into the email templates in your ATS.

These are some examples of the ATS' we don't currently have an integration with:

- Cornerstone
- EasyCruit
- SAP Successfactors
- Teamtailor
- Workday

Why are surveys anonymous?

The surveys that are sent out through the Talenthub feedback platform are always anonymous. The reasons the surveys are anonymous is because of the advantages listed below.

It is not possible to collect data on who has responded to surveys either from Candidate Experience surveys, Hiring Managers surveys or Onboarding surveys.

Increased honesty

When participants know their responses are anonymous, they are more likely to provide honest and accurate feedback. Anonymity removes the fear of judgment or potential consequences, allowing respondents to express their true thoughts, opinions, and experiences without reservation. This is particularly important when dealing with sensitive or controversial topics where people might be hesitant to reveal their true feelings.

Minimized bias

Anonymity helps reduce bias in survey responses. Without the pressure to conform or please others, participants are more likely to provide authentic and unbiased answers. They are not influenced by social desirability bias, where respondents may alter their responses to align with societal norms or expectations.

Enhanced privacy and confidentiality

Anonymity ensures the privacy and confidentiality of participants' responses. By removing personal identifiers, such as names or contact information, respondents' identities remain concealed. This protects their privacy and gives them confidence that their responses will not be traced back to them. It encourages participation, especially in surveys that cover sensitive topics or ask personal questions.

Unrestricted feedback

Anonymity allows participants to provide truthful feedback without concerns about potential repercussions or backlash. They can freely express their opinions, criticisms, or suggestions, which can lead to more valuable insights. This is particularly valuable for organizations seeking honest feedback from employees, customers, or users to identify areas for improvement.

Avoidance of social influence

Anonymity reduces the impact of social influence on survey responses. When respondents know that their answers will be visible to others, they may be swayed by peer pressure or conform to perceived norms. By keeping responses anonymous, participants can provide their genuine perspectives, uninfluenced by the opinions or behaviors of others.

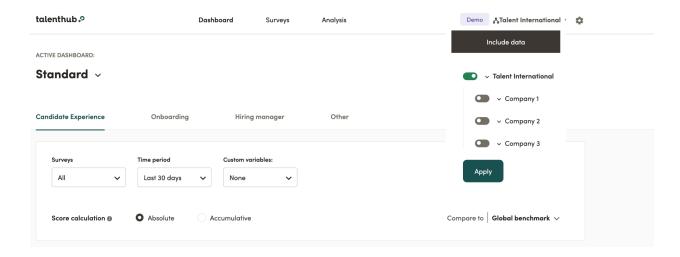
Is your software compliant in regards to GDPR and data privacy?

Talenthub acts as a subprocessor for your data. As part of our commitment to GDPR compliance, we adhere to the regulation by ensuring that personal data, including names and email addresses of respondents, are collected and stored only with explicit consent and for the sole purpose of administering surveys. To safeguard the security and confidentiality of this data, we have implemented robust technical and organizational measures.

Please review <u>Talenthub GDPR Fact Sheet</u> for further information regarding GDPR.

Is it possible to manage multiple organizations?

Yes, it is possible. We set it up for you on the platform so there is access to the parent company and the sister(s) company on the same platform. The companies are set up in a hierarchy where the main org. is at the top and one or several sub-orgs are nested under (see picture below).



This means you are able to have separate surveys and view your data separately for each company. You are also able to compare your scores between the different organizations.

What are custom variables and tokens?

Custom variables are user-defined variables that can be added to links to track specific data or information. They are typically used in analytics or tracking systems to capture additional data beyond standard parameters.

At Talenthub, we add custom variables to the survey link that is either sent out via your ATS or sent out via the Talenthub Feedback platform. Depending on the ATS you have, you are able to track different parameters such as Job Title, Recruiter Name, Hiring Manager Name, etc.

That data is gathered through token values that are unique to your ATS. Therefore the way we construct your link is also unique to your ATS.

Survey links with custom variables and values, is something your Customer Success Manager will create for you. The unique values can be found in your ATS and needs to be provided to your assigned Customer Success Manager. These will often be requested when you are implementing the Talenthub Feedback platform.

Below, you can see an example of a survey link, where custom variables as well as token values are added to gather data on job title and recruiter name from the ATS SAP Successfactors.

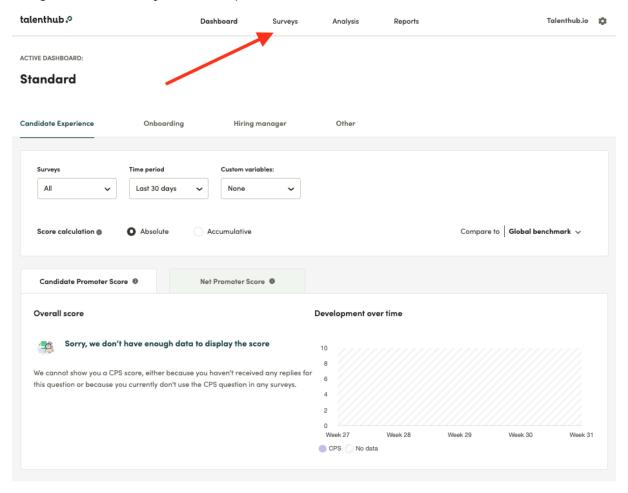
https://app.talenthub.io/feedback/91e6a2b2885a464eac6b8eb9f0afa88f?job_title=~%E2%80%9D[[JOB_REQ_TITLE]]~%E2%80%9D&recruiter=~%E2%80%9D[[RECRUITER_FULL_NAME]]~%E2%80%9D

Can I delete data from a specific respondent(s)?

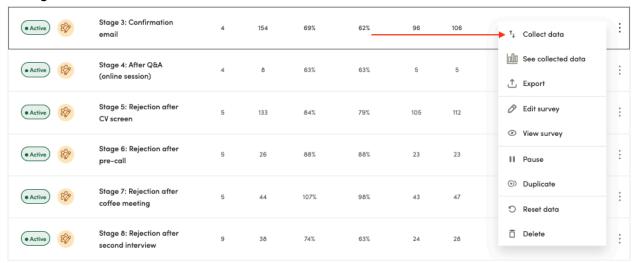
In short, no, you cannot delete a response from one individual respondent from a survey once your survey is live with the platform. It is possible to delete all survey responses for a survey but not individual responses.

We understand at times errors can occur and your team may conduct testing sessions on live surveys which can skew your results. Thus, we highly recommend using the designated **Test Link** for the survey for testing purposes which you can locate directly in the survey builder on the platform. Please review the below instructions on where to locate the test link.

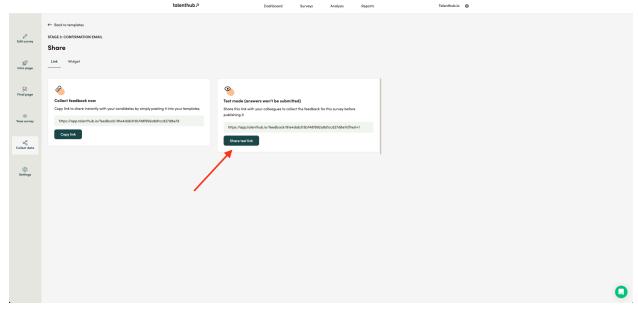
Navigate to the **Survey** tab on the platform.



Next, click on the three dots on the right-hand side of the survey you would like to conduct testing on. Click on **Collect Data**.



On the toolbar located on the left-hand side of the page, under Collect Data, there will be two links available directly in the platform. Click on **Share Test Link** under **Test Mode (answers won't be submitted)** to copy and paste the testing link to be used for all testing purposes.



You are now ready to begin testing without answers being captured on your Talenthub platform.