



# THE INTERVIEW PROCESS EDITION

SEPTEMBER 2023



# Foreword



In the fierce world of recruitment, the **interview process** stands as the ultimate game-changer. An unwelcoming experience could spell disaster, **leaving top talent disillusioned and overlooked.**

This month's MIQ covers the significance of a positive interview process. **Failing to optimise this crucial step will lead to lost talent**, diminished reputation, and missed opportunities.

**Yet, there's a silver lining.** Actively improving the interview process yields abundant rewards. Your company emerges as a talent magnet in the market.

**We offer invaluable advice to navigate this challenging landscape.** Get in touch for more insights into how you can **supercharge your process** and gain access to the best talent in the market!



**Greg Coleshill,**  
CEO, InterQuest Group

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# Meet Our Experts



## Rob Sugden, Managing Director, ECOM

Rob is ECOM's Managing Director for Manchester. He leads our teams across the North & Midlands operating in Digital Tech, UX & Design, Product & Project, Marketing & eCommerce and Data. He's had over 19 years of recruitment experience in Manchester, building an extensive network.

## Hiren Vekaria Director, ECOM

As Director for the Technical Team at ECOM, Hiren manages the contract and permanent recruitment for a range of Software, E-commerce, FinTech & Digital companies and supply them with exceptional candidates as well as managing a team of consultants.

## Alex Onoufriou Managing Director, evolve

Alex is a senior recruitment leader who has built new recruitment functions and enhanced existing ones. Alex has run RPO solutions both from an in-house and supplier side and has worked with some of the most innovative recruitment technologies in the market.



## Anna Massey Managing Consultant, InterQuest Group

Anna, based in Amsterdam, drives InterQuest's client base growth. She specialises in assisting fast-growing fintech clients in digital assets, crypto, banking, cards, and payments. With a proven track record, Anna builds senior risk leadership teams and wider risk teams, enabling clients to scale rapidly with top talent.

## Michelle Khan, Director, InterQuest Group

Michelle is the Director of InterQuest's Risk, Regulation and Compliance practice. Michelle has spent the last 15 years investing in her reputation within risk and compliance in financial services.

## Kam Bhangu, Managing Director, InterQuest Group

Kam excels in building and managing successful sales teams in the technology sector, particularly in senior roles. With 18+ years of recruitment experience, Kam has shaped careers and provided invaluable advice to clients across diverse sectors, from SMEs to Blue-Chip companies. He prioritises placing the right people in the right roles, fostering long-term relationships.

# Why's a positive interview process important?



**46%**  
of candidates would decline an offer if they had a negative interview experience.

**72%**  
Have had at least one bad job interview experience in the past five years.

**77%**  
Bad experiences affects **77%** of senior applicants' view of the employer, **64%** less likely to recommend.

**81%**  
of candidates reported a positive interview experience influenced their decision to accept an offer.





# Too many rounds



# 51%

Most candidates (51%) think only **two interviews** are necessary.



# 20%

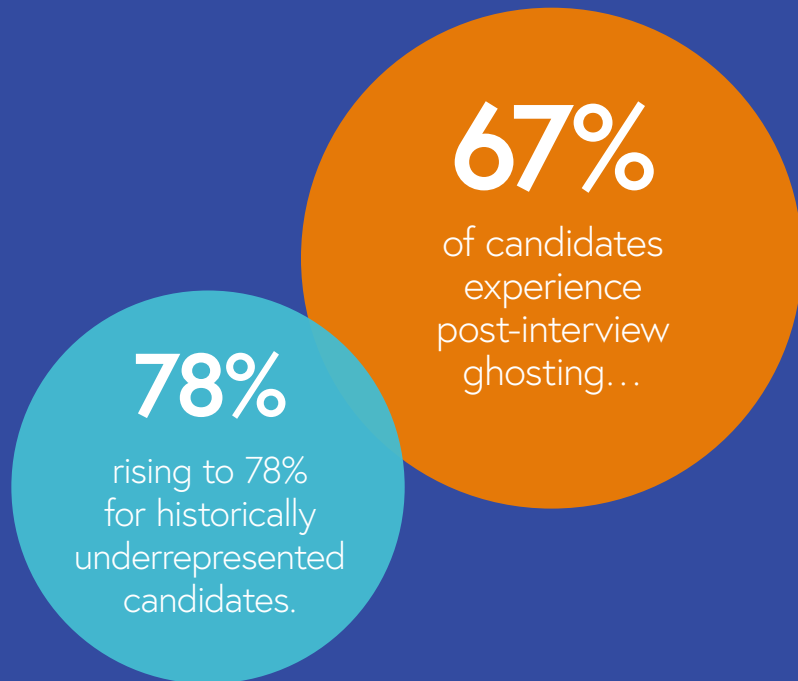
Male

# 14%

Female

Candidates **would remove themselves** from consideration due to too many interviews.

# The damaging vanishing act



# 70%

Over **70%** of job seekers **want feedback on an interview.**

**60%** said that even if they are not hired,  
**feedback** would make them **more inclined to  
apply to future jobs** at that company.



# 1/5

1 in 5 candidates **will hurt your brand** if you don't follow up.

1 in 5 candidates who didn't hear back from a company after an interview took a negative action against the company. Including declining to recommend it to others or leaving a negative review.

**Faster response time** was ranked as the top way for companies to **improve the candidate experience**, cited by 80% of respondents.



# Align DE&I efforts in interviews

42%

of employees say they've had their name mispronounced during a job interview.

16%

of employees leave due to employer's lack of DE&I commitment, showing its importance to candidates.

1/3

Nearly one-third of candidates have faced discriminatory questions in the interview process.

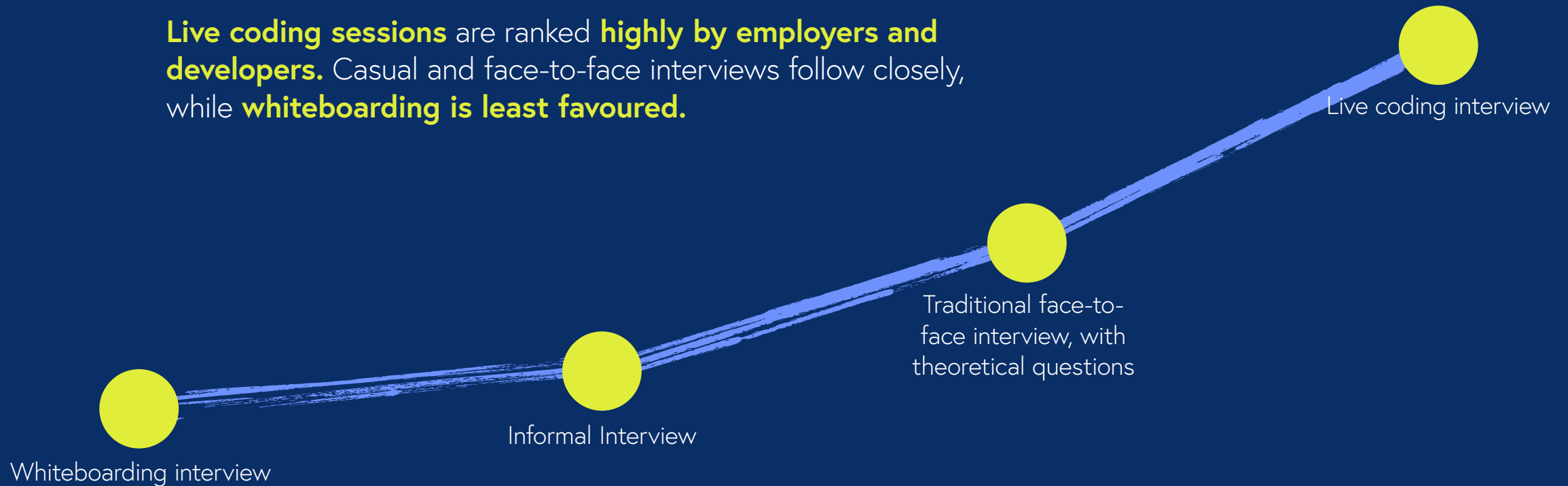
**"Train those responsible for interviewing** and making hiring decisions, on the impact of stereotypes, assumptions and unconscious biases"

Source: SHRM, PwC



# Decoding developer interview formats

**Live coding sessions** are ranked **highly by employers and developers**. Casual and face-to-face interviews follow closely, while **whiteboarding is least favoured**.





# Cracking the code on technical assessments

Employers

Live coding

Employers prefer live coding with code discussion and technical tests.

Developers

Technical tests

Developers rank technical tests as their preferred assessment method, followed by take-home (asynchronous) development projects, then live coding interviews.



# Reap the rewards: Refining your candidate process



## Improved Hiring Quality

Organisations with mature, refined talent acquisition processes are **2X more likely to achieve higher quality hires.**

## Time & Cost Savings

A vacant position can cost **50-150% of an employee's salary.** The UK average hiring process takes 36 days, but well-refined processes can significantly reduce time-to-hire.

## Increased Diversity & Inclusion

Companies in the top quartile for gender diversity are **15% more likely to exceed national industry medians financially.**

# Reap the rewards: Refining your candidate process



## Reduced Turnover

Refining candidate process, assessing culture and job fit, reduces voluntary turnover and costs that can range 100-300% of an employee's salary.

## Enhanced Employee Performance

Companies with an effective candidate process are 3X more likely to outperform their competitors financially. Good candidate match = enhanced employee performance.

## Enhanced Employer Branding

Candidates who have a positive experience during the hiring process are more likely to recommend the company to others and become customers themselves.

# What steps can you take?



**Crush any uncertainty:**  
Offer interview guidance to candidates and be transparent about what you as a company expect from the interview and what is being evaluated.

**Speed is key:**  
Respond quickly and be prompt in your communication. Give feedback at every step of the process.

**Clear interview process:**  
Keep it short whenever possible, aiming for 2-3 interviews at most. Provide candidates with options to perform at their best in interviews.

**Sales skills:**  
Avoid assigning individuals who lack sales skills in the initial interview: This can have a negative impact on candidates even with a competitive talent pool, the goal is to attract the best candidates rather than those who merely accept an offer.

**Avoid biases:**  
Set questions, ask in the same order and score by objective criteria independently before a group discussion. Design skill-based assessments carefully to avoid ethnicity gap (use multiple tasks and simulate real job situations).

**Interview transparency:**  
Ensure interviewers are aligned and share interview notes. Provide training to interviewers on effective interview techniques, including questioning techniques and building rapport.





# Tales of Best Practice

## Less Annoying CRM

### What they did

Acknowledged flaws in traditional interviews, improved by using unconventional scenarios to assess critical thinking, tech skills, and interpersonal abilities, avoiding retention problems.

### What was the result?

Since deployment, they have seen improvements both in the quality of their hires and what they bring to the company. As a result, their retention has improved significantly.



INTERQUEST 

**RICOH**

### What we did

Diversity issues identified in Ricoh's Internship. Focused on early talent recruitment, building relationships with 100+ schools/colleges/uni's, intern video, newsletter, revamped marketing, sent interns to speak at schools, outreach to x31 Girls colleges, used BrightNetwork job boards.

### What was the result?

818 applications in 2023 (+121% from 2022)  
6 out of 10 Interns for 2023 Internships are female - 60% increase  
100% - Ethnic Minorities and from different institutions  
– Not from Private schooling  
Strong Diverse Internship  
Won the award for 'National top 100 Internship'!



# What's Next?



70%

A successful EVP can decrease annual employee turnover by almost **70%**

30%

...and increase new hire commitment by nearly **30%**

50%

When you invest in developing and delivering a strong EVP, you are **50%** more likely to attract talent.



Our experts will benchmark your Employee Value Proposition (EVP), review talent competitors in a personalised workshop, and provide expert insight and opinion to help to you secure the best talent in the market.

We're offering a limited number completely free to our valued MIQ subscribers.

Book yours now to ensure you don't miss out

**Greg Coleshill**  
CEO, InterQuest Group



# Your Workshop



Don't miss out  
click here for your free workshop



## Specialist Talent Insights



We will provide key insights into specialist talent pools such as:

- Volume of talent in market (by location)
- Top companies hiring this talent
- Fastest growing skills
- Locations with largest hiring pools
- Average tenure
- Salary and day rate guidance

## Talent Competitors



Your market competitors may not be your talent competitors.

We will tell you which companies you are hiring from most frequently and which companies are hiring talent from you most frequently.

## Online Benchmarking



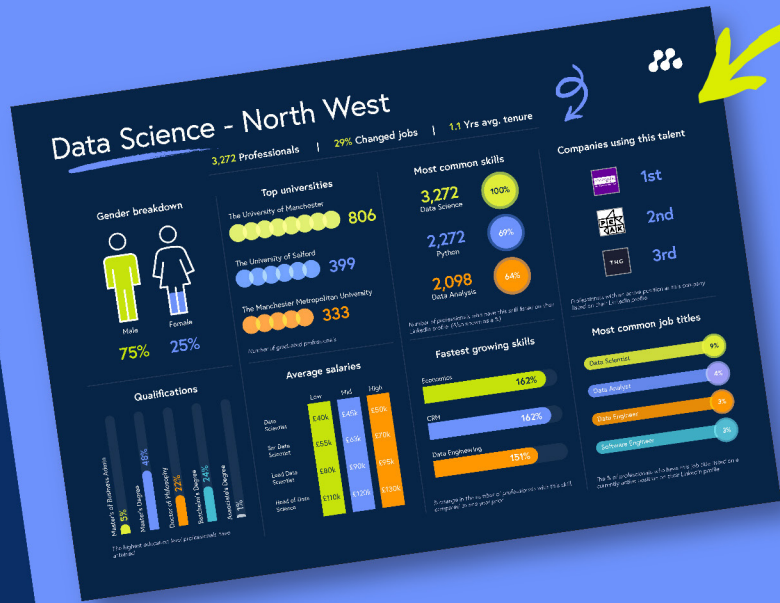
- Glassdoor benchmarking
- Social media and website benchmarking (SEO and social media analysis)
- Application process benchmarking (UX analysis of application process)



# EVP Diagnostics

## Specialist talent pools

Discover bespoke insights on roles in any location.



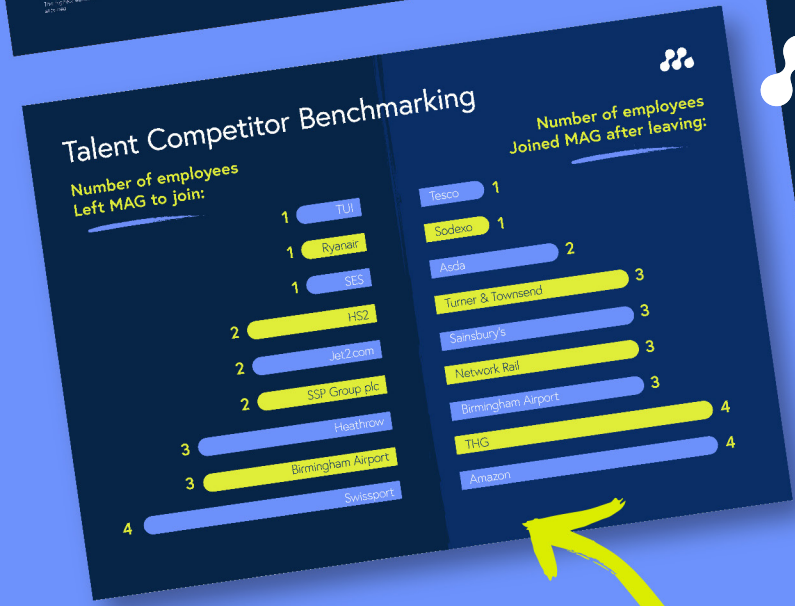
## Brand health-check

Identify strengths, weaknesses, and opportunities for improvement



## Talent competitor benchmarking

Gain a competitive edge in attracting and retaining top talent.



## Brand Health-Check

Overall: 4.5 stars (49% Recommend to a Friend)



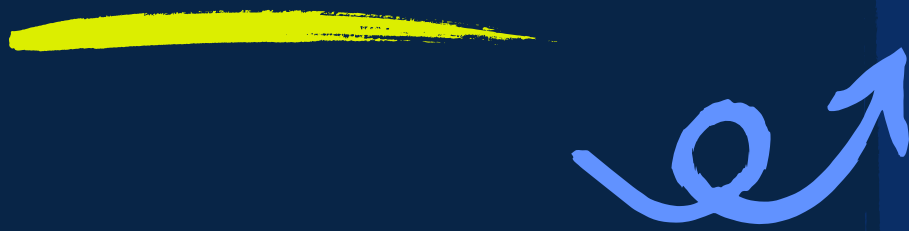
# About us

The MIQ is brought to you through a collaboration of experts across the InterQuest Group, an award-winning specialist staffing, executive search and talent solutions provider.



Together, we're your strategic partner in navigating dynamic talent markets. Our expertise lie in enabling you to close the growing skills gap, widen the talent pool you have access to and unlock the potential that sits within your employer brand.

Get in touch below to explore how we can empower your journey.



## 261

Members of staff

## 700

Website users everyday

## 201,164

Social followers

## 60mins

One of our candidates starts a new job every hour

### Awards and Accreditations



# Get in touch

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