

Creating a rewarding candidate experience with interview feedback surveys



Wellstar gained a holistic view of candidates with a survey solution that streamlined the interview and hiring processes, reducing time to fill.

THE CHALLENGE

Balancing competing needs and keeping candidates “warm”

Leslie Rand, Talent Acquisition Consultant at Georgia healthcare system Wellstar, aims to make the interview process positive for everyone but is often faced with competing priorities. Candidates need to show who they are beyond their resume and internal teams need solid proof that a candidate can fill skilled, important roles. Tracking down all stakeholders and compiling feedback in a timely manner is difficult to do manually, and one missing response can grind the entire process to a halt. Even when all information is collected, it doesn't necessarily paint the 360-view of a candidate and their potential.

To “peel back all the layers” of a candidate Rand needs the best, most up-to-date information on a candidate's experience. It can be difficult to keep candidates “warm” if there's a long delay between interviews or feedback rounds. Wellstar could miss out on an exceptional employee if the candidate gets frustrated and moves on.

To keep the process flowing, Rand needed a platform to collect information and analyze it quickly. She turned to SurveyMonkey Enterprise to keep track of the conversations and sentiment about the interview process, giving her more capacity to consider the whole person, no matter the role.



Leslie Rand
Talent Acquisition
Consultant at Wellstar

THE ANSWER

Using feedback data to present a holistic picture of candidates

When Rand sees potential in a candidate, she sets up a first-round interview. Rand uses SurveyMonkey Enterprise to send a post-interview survey to the team with questions about that candidate. She sets a deadline for responses to boost accountability and ensure that she can move forward quickly. Without the platform, Rand would need to personally check in with multiple stakeholders.

Responses from the surveys are presented in an easily digestible format. The centralized dashboard pulls patterns to the surface, giving Rand insights that are “truly something I can use,” she says. If feedback is missing key details that Rand saw in earlier interviews, she can connect with specific team members to discuss further.

“The data enables me to say ‘this is a great point you make, that you don’t feel this candidate can hit the ground running. Here’s why I don’t believe that’s going to be a problem.’”

A passionate advocate for people, Rand says having SurveyMonkey in her toolbox equips her with the insight she needs to present each candidate holistically. “I use this to help them make a decision based on the big picture, not one small detail.”

THE RESULTS

Shortening time to fill and lowering turnover

With this feedback process in place, Wellstar prioritizes the fulfillment and well-being of all employees and candidates—something Rand says reduces the “time to fill.”

“Though it can sometimes be hard with difficult-to-fill positions, SurveyMonkey shortens our turnaround time. When I send out a feedback survey and give it a close date, that’s it—no additional running around before I move forward.”

Leslie Rand, Talent Acquisition Consultant at Wellstar

Industry
Healthcare

Use case
Candidate experience

Product
SurveyMonkey Enterprise

Success factor
Reduced time to hire and employee turnover

Putting the right people in the right positions also lowers turnover long term. The ability to tune into the human side of data allows Wellstar to deliver on its vision of providing world-class healthcare to every person, every time.