



Is feedback important?

Feedback is not a courtesy it is part of the process

Hiring is often treated as a one-way evaluation:

1. The company interviews the candidate
2. A decision is made whether the candidate is successful or not
3. Process ends
4. No feedback is given often

But feedback is so important, it is part of the recruitment process, so why are we missing it?

Why feedback is important

- Candidates are able to reflect and perform better in future interviews
- Stronger company reputation
- Better candidate experience

So why is feedback being missed?

- Lack of time in busy hiring processes
- No structured approach to documenting interview decisions
- Fear of giving “honest” feedback
- A focus on filling roles quickly rather than improving the process long-term

Now when we look at some of the reasons, and yes, they are valid, Time pressure, volume, and inconsistent processes all play a role.

But the bigger issue is the process itself.

When we look at recruitment as a whole, it’s often treated as something that starts at initial contact and ends at a hiring decision. But it should be a continuous process that runs through every stage of the candidate journey.

That includes feedback.

A structured recruitment process should include:

- Clear communication from first contact with the candidate

- Defined expectations at each stage of the recruitment process
- Structured interview evaluation focused on the candidate
- Feedback regardless of outcome

Let's focus on the candidate experience and how we are representing ourselves.