

Tips & Tricks to Avoid Reneges: Keeping Candidates Committed Until Their Start Date



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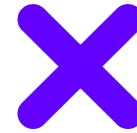
The recruiting game is changing



**It's a candidate's
market**



**There's a labor
shortage**



**Candidates are ok
renegeing**



Let's dive into some data!

March 2022 Survey

65%

Received two or more internship offers

45%

Accepted hybrid roles — set days or flexible days

19%

Of candidates rescinded an offer

Reasons candidates renege

1

58% - Better career alignment

2

49% - Higher pay

3

33% - Better culture fit

4

22% - Better work-life balance/flexibility

62% would rescind on an offer

“If you accepted an internship offer, but then a better offer came along, would you rescind your original offer?”



85% Better aligned with goals



55% More pay



48% Better work-life balance

Recap



**Keep candidates
warm**



**Give them a
vision for career
development**



**Plan for renegees
and over hire**

**Keeping candidates warm is more
important than ever before.**

Communities from RippleMatch

Scale how you
market and keep
candidates engaged
until their start date.

The screenshot displays the 'Campaign Sequence' interface. It includes a 'Start Campaign' section with a date of 'Tomorrow - 11 June 2021' and a time of 'Morning - 0:00 AM'. Below this are fields for 'Subject' (with a placeholder 'Enter email subject') and 'Message' (with a placeholder 'Enter message'). To the right, three campaign performance cards are shown:

- Accepted Offers** (Active): Jun 15 - Jul 7, 2021, 152 Reached, 55% Opened, 15% Replied.
- URM Sophomores** (Active): May 15 - Jun 7, 2021, 152 Reached, 55% Opened, 15% Replied.
- Software Engineering** (Inactive): Apr 15 - May 7, 2021, 152 Reached, 55% Opened, 15% Replied.

Part of the recruitment automation platform changing how Gen Z gets hired

Platform

Upgrades



Automated Sourcing

Effortlessly attract diverse, qualified talent nationwide



Recruiting Analytics

Measure success & report on ROI



Sort

Supercharge applicant review & unlock insights



Events

All-in-one events management solution



Communities

Build talent relationships at scale

Demonstration

Tips for building nurture campaigns

1

Define your audience so you can personalize your message

2

Think “candidate first” — what do they care about most?

3

Give them something valuable or don't even bother

4

Format for readability — bolding, bullet points, emojis

Q&A