Candidate experience survey email

Two to five days after the candidate hears the outcome, never before. For new hires, send within the first two weeks while the hiring process is still fresh.

AFTER A REJECTION

Subject: Two minutes on your experience with [Company]?

Hi [First Name],

Thanks again for interviewing for the [Job Title] role. I know the outcome wasn't what you hoped for, and I'd value your honest view of how we handled the process.

The survey has four questions and takes about two minutes: [Survey Link]

It's anonymous unless you choose to leave your name, and nothing you say affects future applications. We read every response and use them to fix what isn't working.

Thanks,
[Your Name]
[Title], [Company]

NEW HIRE

Subject: How was our hiring process, honestly?

Hi [First Name],

Now that you've been with us for a week, I'd love your view of the hiring process from the other side: what was clear, what was slow, what we should stop doing.

The survey takes about two minutes: [Survey Link]

Your answers go to the recruiting team only, not your manager, and are reported in aggregate.

Thanks, and welcome again.
[Your Name]
[Title], [Company]

HIGH-VOLUME, EARLY STAGE

Subject: Quick question about applying to [Company]

Hi [First Name],

You recently applied for [Job Title] at our [Location] site. One question: how likely are you to recommend applying here to a friend?

[0-10 rating link]

That's it. If you want to add a comment, there's a box on the next screen.

Thanks,
[Company] Recruiting Team

SUBJECT LINE IDEAS

- Two minutes on your experience with [Company]?
- How did we do?
- Your feedback on our hiring process
- One question about applying to [Company]
- Help us improve how we hire
- How was our hiring process, honestly?
- Rate your interview experience

SMS / WHATSAPP VERSION

Hi [First Name], thanks for applying for [Job Title] at [Company]. How likely are you to recommend applying here to a friend, 0 to 10? Reply with a number or use [Survey Link]. Reply STOP to opt out.

Placeholders to replace: [First Name], [Job Title], [Company], [Location], [Survey Link], [0-10 rating link], [Your Name], [Title]