

CORE PRINCIPLE

Employer brand is built in interactions, more than messages.

Messaging and marketing execute brand strategy, but it's the **interactions a candidate has with your company** that shape brand perception most. Survale's framework gives talent acquisition teams a structured way to **understand candidate motivators, benchmark perception against competitors, gauge brand execution at each hiring stage, and use feedback data to systematically improve brand sentiment** — turning every step in the funnel into a measurable brand touchpoint.

1 CAREER SITE

2 APPLICATION

3 PHONE SCREEN

4 INTERVIEW

5 OFFER

**STAGE 1
Career Site**

BRAND GOALS

Research Motivators

What candidates are looking for?

Understand Competitive Positioning

How do you compare?

Gauge Execution

Was the site useful and compelling?

Benchmark Perception

Would they recommend you?

QUESTION STRATEGIES

Which of the following describes your primary reason for visiting our career site?

How would you compare our career site to others?

NPS Based on my experience with this career site, I would recommend [Company] to a colleague.

**STAGE 2
Application**

BRAND GOALS

Benchmark Experience

How the process compares to competitors?

Reduce Friction

Uncover issues and fix them.

Gauge Process Impact on Brand

Would they recommend?

QUESTION STRATEGIES

How did our application process compare to other jobs you've applied for?

How can we improve this process?

NPS Based on my experience with this application process, I would recommend [Company] to a colleague.

**STAGE 3
Phone Screen**

BRAND GOALS

Align People With Brand

How did the recruiter perform?

Reduce Friction

Uncover issues and fix them.

Gauge Process Impact on Brand

Would they recommend?

QUESTION STRATEGIES

Was your recruiter prepared, punctual, and knowledgeable?

How can we improve this process?

NPS Based on this interaction, I would recommend [Company] to a colleague.

**STAGE 4
Interview**

BRAND GOALS

Align People With Brand

How did the interviewer perform?

Reduce Friction

Uncover issues and fix them.

Gauge Process Impact on Brand

Would they recommend?

QUESTION STRATEGIES

Was your interviewer prepared, punctual, and knowledgeable?

Was pre- and post-interview communication satisfying and impactful?

How can we improve this process?

NPS Based on this interaction, I would recommend [Company] to a colleague.

**STAGE 5
Offer**

BRAND GOALS

Align offer with brand — did outcome match expectations.

Understand competitive landscape — did they accept elsewhere?

Reduce friction — surface comp and benefits messaging issues.

Gauge process impact on brand — would they recommend?

QUESTION STRATEGIES

Accepted: *Why did you accept?*

Declined: *Why did you decline? Did you accept another offer, and why?*

How can we improve this process?

NPS Based on this interaction, I would recommend [Company] to a colleague.