Ghosting isn't Unsolvable:
4 Real Solutions to Increase Candidate Consistency

INTRODUCTION

For a business to be sustainable, its sales need to be predictable. However, a company's hiring also has that same requirement. Predictability in hiring can mean the difference in frustrating failure and sustained success, which is why candidate ghosting is such a big pain point for employers today.

In the 2023 Lighthouse Research & Advisory Talent Acquisition Trends Study, we surveyed 1,000+ employers and 1,000 candidates to understand the landscape of hiring today. As you will see, ghosting isn't a puzzle with no solution–it's an opportunity to stand out, create stronger candidate relationships, and deliver a more valuable candidate experience at the same time.
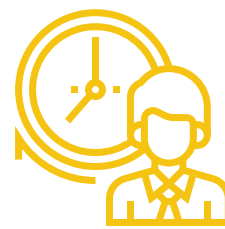
Types of Candidate Ghosting

APPLY GHOSTING
When a candidate applies and then doesn't respond to outreach.

INTERVIEW GHOSTING
When a candidate is scheduled for an interview and doesn't appear.

FIRST-DAY GHOSTING
When a candidate accepts a job and doesn't show up.

Projected Costs of Ghosting

	Apply Ghosting estimated at $10/occurance	Interview Ghosting estimated at $100/occurance	First Day Ghosting estimated at $250 10% incidence rate	Total Annual estimated Ghosting Costs
10 hires a year	$100/year	$1,000/year	$250/year	$1,350/year
100 hires a year	$1,000/year	$10,000/year	$2,500/year	$13,500/year
1,000 hires a year	$10,000/year	$100,000/year	$25,000/year	$135,000/year
10,000 hires a year	$100,000/year	$1,000,000/year	$250,000/year	$1,350,000/year

4 Reasons Why Candidates Ghost Employers

2X
Workers ages 18-24 are twice as likely to say they ghost employers because the hiring process is too long & complicated.

Top Four reasons candidates ghost employers:

- I took another job
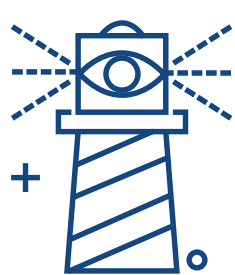- The job or company didn't interest me after I learned more about it
- The hiring process was too long and complicated
- I didn't see advancement opportunities or career growth at the company
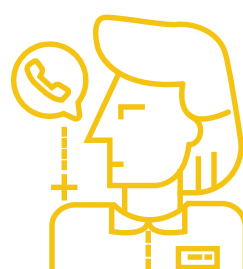
5 Practices to Minimize Ghosting

STOP GHOSTING CANDIDATES

GIVE THEM CONSISTENT UPDATES

OFFER ACCEPTANCE ISN'T THE FINISH LINE

BE HELPFUL: EDUCATE AND INFORM

TEXT MESSAGING HAS BEEN SHOWN TO INCREASE RESPONSIVENESS AND ACCELERATE THE PACE OF DIGITAL CONVERSATIONS. TEXTING CANDIDATES IS A BEST PRACTICE WITH REAL RESULTS AND IMPACT.

Learn more about how to apply these practices in the report
Candidate Ghosting: Costs, Drivers, and Solutions
grayscaleapp.com/lighthouse

CONCLUSION

In a world of competitive hiring needs, especially for frontline and high volume hiring, **employers can't take candidates for granted**. Taking an intentional and strategic approach to communications can reduce ghosting, increase candidate satisfaction, and drive higher predictability in hiring outcomes.