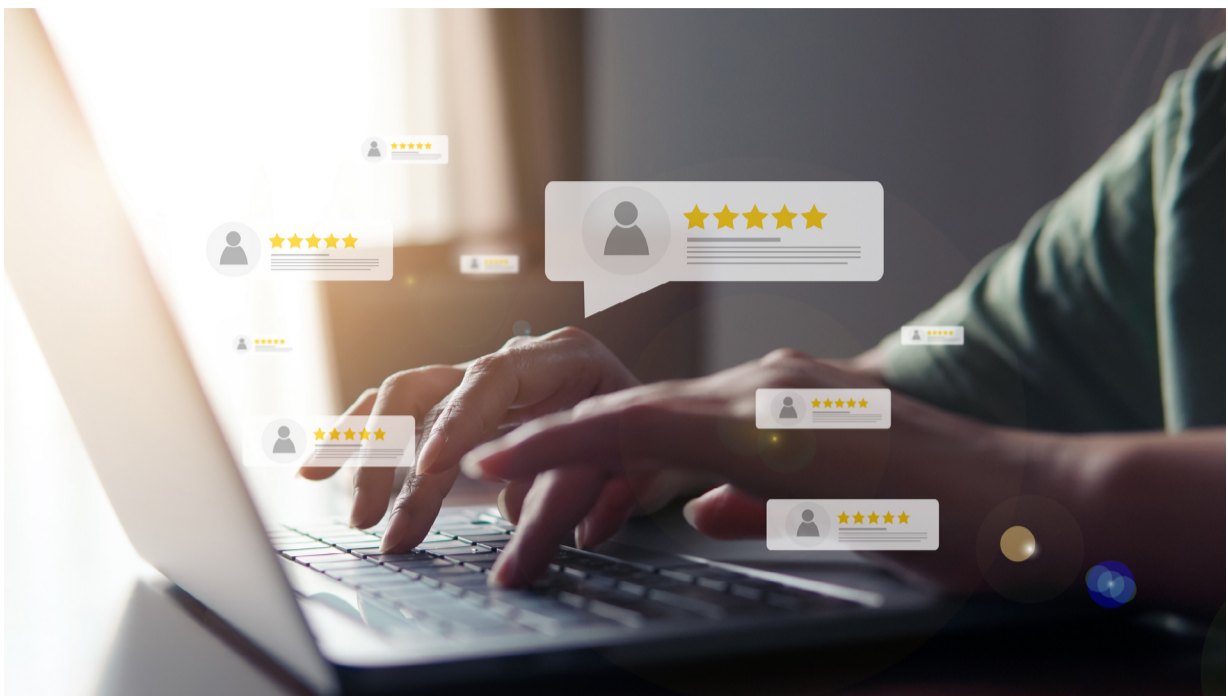


# Why Candidates Trust Employee Reviews More Than Ever: Insights for Employers



**M**eet Sarah, a seasoned customer service professional exploring new opportunities in the call center industry. Excited about a particular company, she began her research but quickly grew disheartened when she found no reviews from current or past employees. Lacking insights into the company's culture and work environment, Sarah decided to look elsewhere, eventually finding a company with numerous associate testimonials.

This scenario really happens more than you would think, and it highlights a growing trend among job seekers: the reliance on employee reviews to guide career decisions.

## GROWING IMPORTANCE OF EMPLOYEE COMMENTARY

Employee reviews have become a cornerstone of the job search process. In an era where transparency is highly valued, candidates seek firsthand accounts of what it's like to work at a company. The desire for genuine insights drives job seekers to platforms like Glassdoor and Google Reviews, where they can find detailed feedback from employees. According to [Staffing Hub](#), the more reviews you have, the higher you'll rank in prospective employees' online searches. Earning more feedback on sites such as Google, Facebook, and Glassdoor helps companies rank higher in search results.

Search engines interpret a higher volume of reviews as a sign of authority, resulting in increased visibility and traffic. For employers, this means that a notable presence on review sites can attract more potential talent by boosting online credibility.

## INFLUENCING TALENT PERCEPTION

Reviews offer candidates a glimpse into a company's culture, management style, and work environment. Positive testimonials can reinforce a company's strengths, while negative reviews can highlight areas for improvement. This feedback loop is essential for both attracting and retaining talent. Staffing Hub emphasizes that the most valuable feedback is going to come from former and current employees on websites like Glassdoor and Google Reviews.

Therefore, encouraging employees to leave honest feedback can provide valuable insights for potential hires — helping companies identify recurring themes that may need to be addressed to improve the workplace environment.

## NEED FOR TRANSPARENCY AND FIRSTHAND INSIGHTS

Today's candidates crave authenticity. They want to know what it's truly like to work at a company before committing to a new role. Employee reviews provide this opportunity, offering a window into the day-to-day experiences of current and former employees. [Indeed](#) encourages candidates to look for repeated patterns in complaints and praise by examining negative and positive reviews for patterns in wording and topics discussed to get an idea of what a company is like.

This detailed examination helps job seekers make informed decisions based on the collective experiences of others. For employers, this highlights the importance of maintaining a positive online reputation by encouraging satisfied employees to share their experiences.

## MANAGING ONLINE REPUTATION

Managing online reviews is not just about gaining positive feedback; it's also about addressing negative experiences constructively. Employers should view negative feedback as an opportunity to improve and show potential talent that they are committed to making positive changes. Engaging with reviews—both positive and negative—demonstrates a company's dedication to continuous improvement.

## LEVERAGING AND COLLECTING FEEDBACK FOR SUCCESS

To leverage employee reviews effectively, employers should actively encourage feedback from their workforce. This can be done through regular surveys, exit interviews, and by creating a culture that values open communication. Positive reviews should be highlighted on company websites and social media platforms to showcase a supportive work environment. Additionally, addressing and resolving issues raised can turn dissatisfied employees into advocates.

Excel Partners understands the importance of a strong online presence and is committed to helping businesses build their reputation through strategic staffing solutions. We work to connect our clients with the right talent the first time, so they continue to thrive long-term. Let's take your talent acquisition to new heights, [connect with us](#) today!