



2020
**RECRUITING
TRENDS**

REPORT

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entelo

INTRODUCTION

Today, the opportunity in front of recruiters is greater than ever before. Armed with the necessary tools and insight, recruiters can refine their process, eliminate inefficiencies, mitigate biases, and engage with top talent at the optimal time.

However, without an understanding of the new rules and ideals for business and HR, talent teams will be ill-equipped to discover, engage and retain the 21st century workforce.

To understand today's competitive hiring landscape, Entelo's 2020 Recruiting Trends Report examines the slight, but pivotal changes in the world of talent acquisition. The findings in this report point to shifting trends, emerging technologies and redefined team functions, to help organizations anticipate what lies ahead and maintain a competitive advantage into the future.

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ABOUT ENTELO

COVID-19 TRENDS SURVEY ADDENDUM

The findings in Entelo's 2020 Recruiting Trends Report are based on survey data collected between December 2019 and January 2020 – well before the global spread of COVID-19 and its subsequent transformation of today's workforce.

It is clear that the challenges and priorities outlined in this report have shifted in response to today's pandemic. For this reason, we have revised the 2020 Trends Report to include survey data collected throughout March and April 2020 which paints a more accurate picture of the current Talent Acquisition landscape.

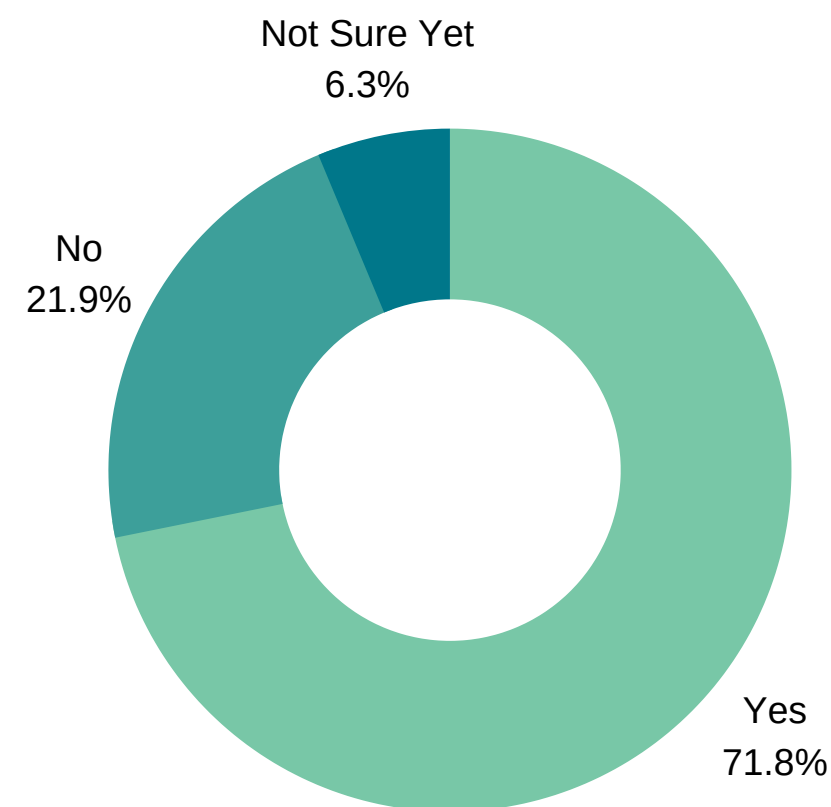
The next couple of pages detail the findings from our COVID-19 Addendum Survey, including top priorities for recruiting teams amidst the crisis and the action plans being put into place as a response.

Recommended Content For **Talent Acquisition During COVID-19**

- [WEBINAR: Talent Pipelining - Why It's Critical Now](#)
- [ARTICLE: How To Be Proactive During Hiring Slowdowns - Market Mapping](#)
- [ARTICLE: Digital Interviewing As A Solution To COVID-19 Hiring Disruptions](#)
- [PODCAST: Using The Economic Downturn As An Opportunity To Change Talent Acquisition At Your Org](#)
- [VIDEO: Digital Interviewing - On Demand Vs. Live](#)

COVID-19 TRENDS SURVEY ADDENDUM

It is no surprise that COVID-19 has impacted hiring at over 70% of organizations surveyed. What's interesting is that while hiring has come to a complete stop for some, the majority of employers are still continuing to hire in some capacity (78%).



Has the COVID-19 crisis impacted hiring at your organization?

We can also see a shift in focus for recruiting teams in response to the current pandemic. Most notably, building candidate pipeline has risen to the top, while diversity & inclusion remains a focus for just 15% – a dramatic drop from earlier this year (65%).

What are your current top priorities?

Building Candidate Pipeline **66%**

Filling Current Requisitions **53%**

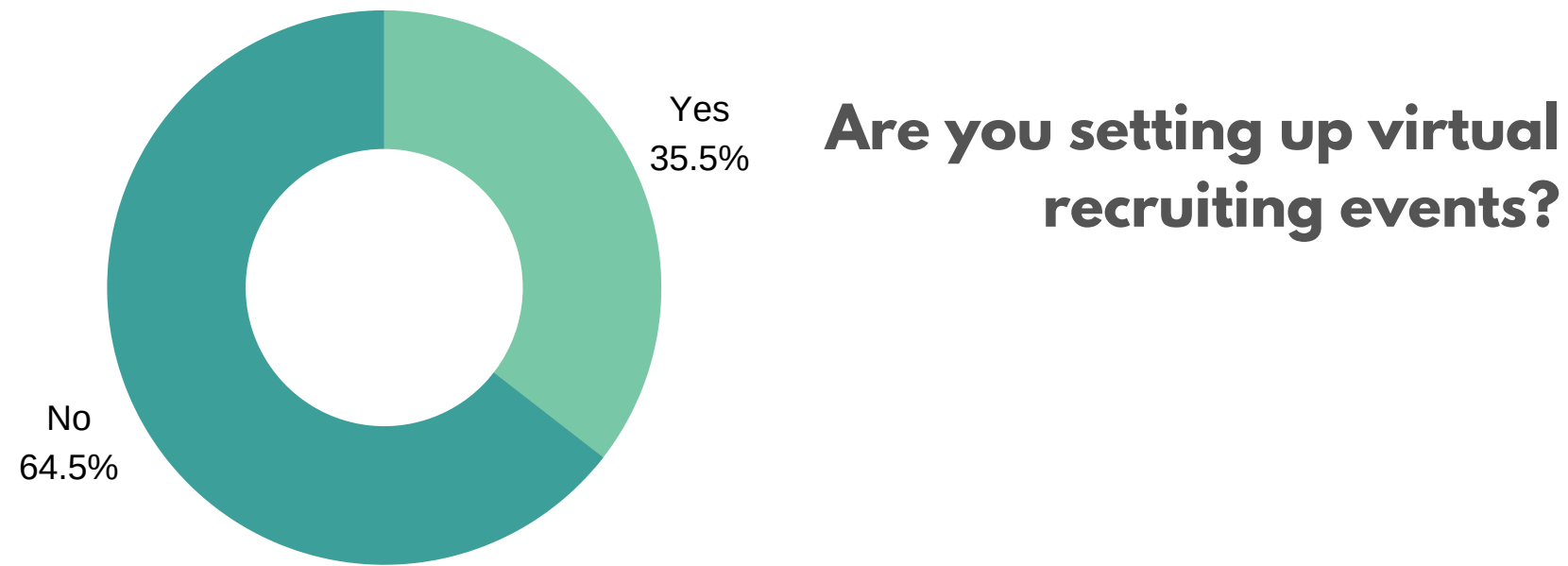
Employee Engagement **47%**

Maintaining Employee Health and Wellness **47%**

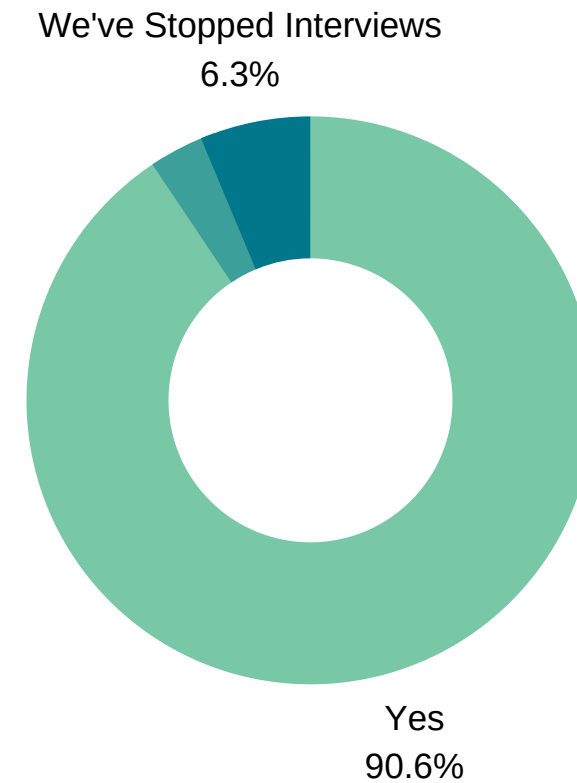
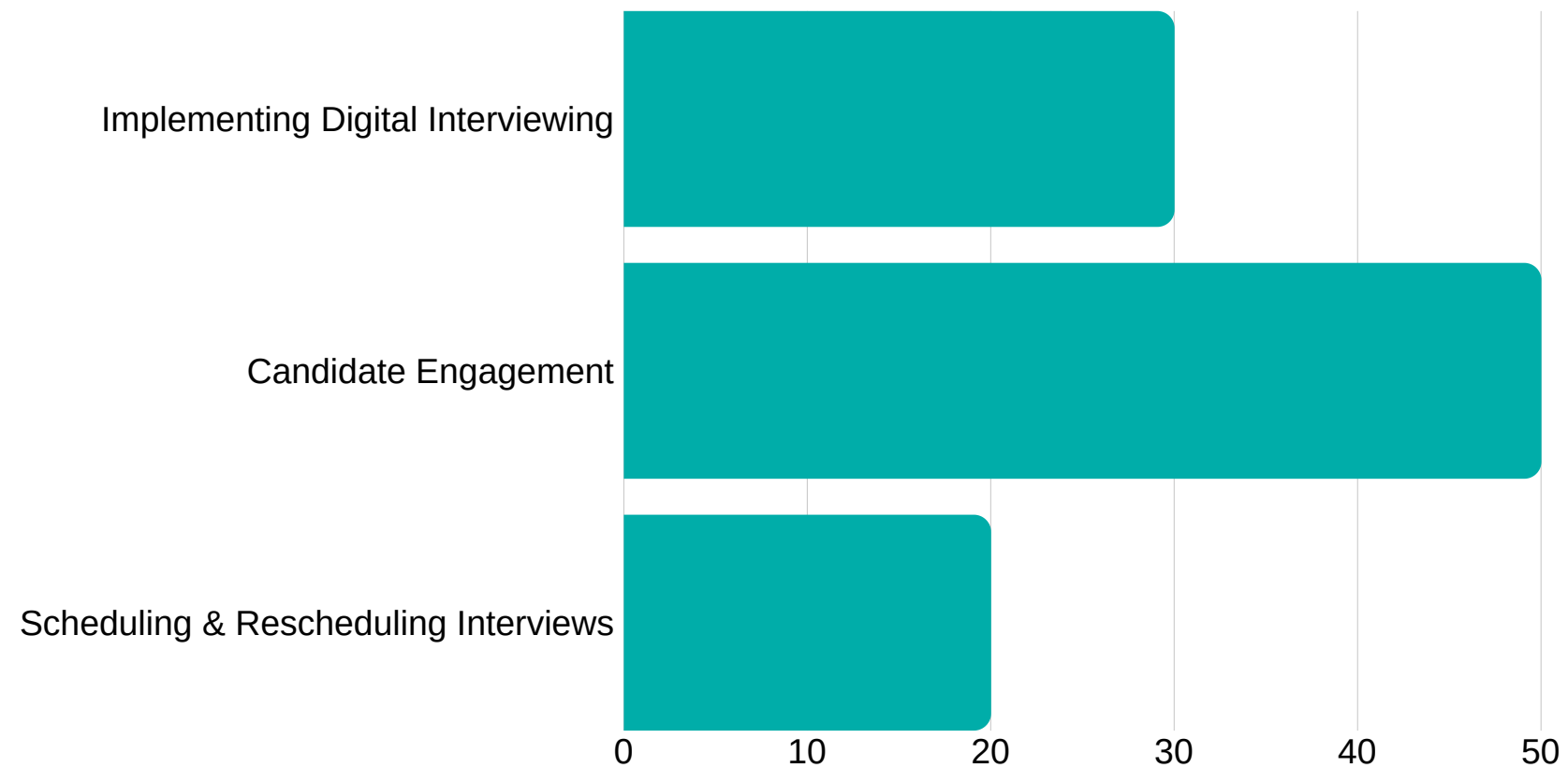
Scaling Back Open Roles **31%**

Diversity & Inclusion **15%**

COVID-19 TRENDS SURVEY ADDENDUM



So what adaptations are recruiting teams making to their recruiting strategies in light of a changing workforce? With WFH as the new normal, 90% of employers are now scheduling virtual interviews. In addition, 35% plan to set up virtual recruiting events or career fairs in an effort to stay connected with candidates.



Of course, adapting to the new world of work has its challenges. The biggest of these challenges are the change management required to successfully implement a virtual hiring process and keeping candidates engaged.

TALENT DISCOVERY & ATTRACTION

Gone are the days of posting a job and waiting for applicants to flood in. Today's talent market requires employers to be proactive in order to find, attract, and retain the best talent for their organization.

This need for proactivity can be seen in the rise of sourcing for passive candidates. According to our survey findings, over 87% of Talent Acquisition teams build their talent pipeline through sourcing and 73% report higher-quality candidates through passive sourcing compared to any other source.

Interestingly, sourcing seems to be more pervasive within specific industries. While on average recruiters reported spending 14.5 hrs/week sourcing candidates for just one req, those in the tech industry dedicated more of their week to sourcing (16.5 hrs) and those in healthcare and finance spent far fewer hours per week (12.5 and 11 hrs/week, respectively).



Definition:

Passive candidates

Professionals identified by recruiters as a good fit candidate, who have not yet applied to the role.

73% of talent acquisition teams find higher-quality candidates through

PASSIVE SOURCING

compared to other sources

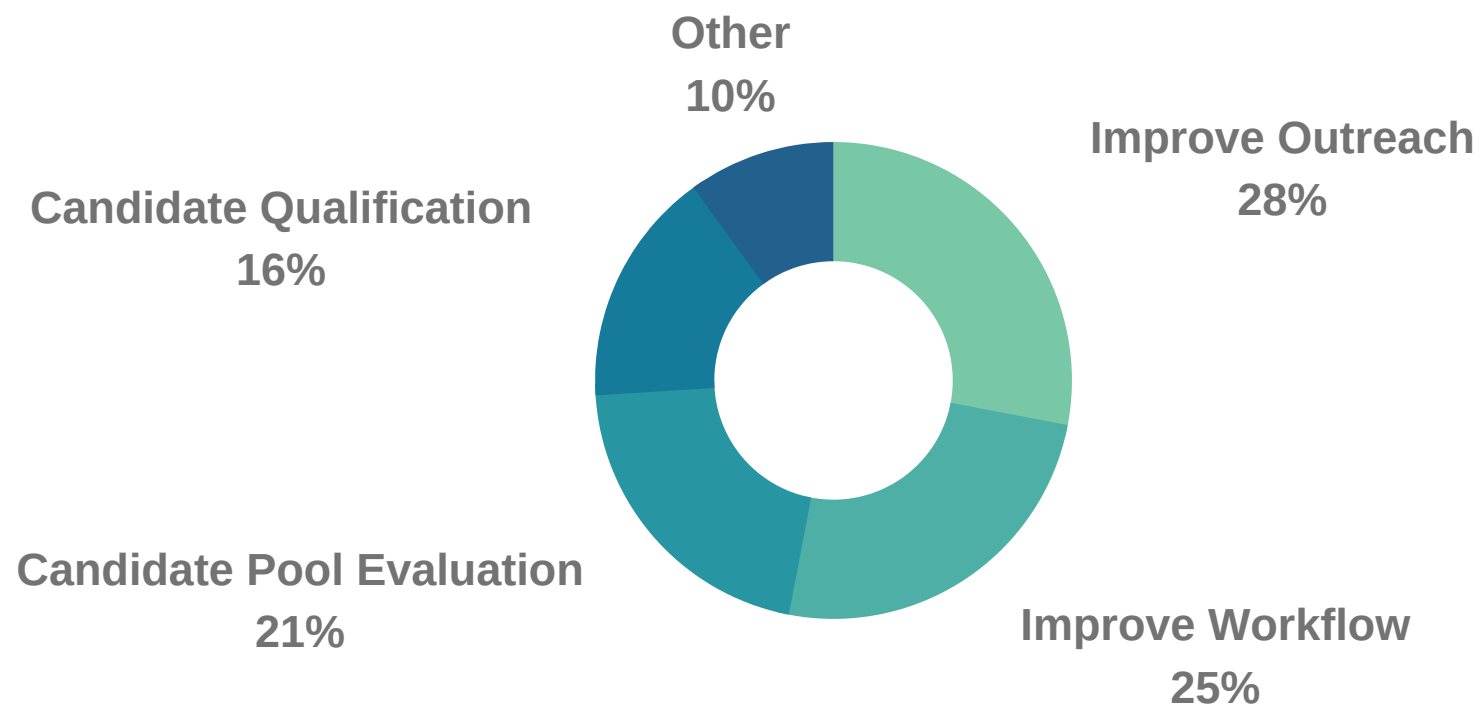
87% of talent acquisition professionals build their

TALENT PIPELINE

through sourcing

TALENT ATTRACTION & DISCOVERY

Where data is most useful



Industry Spotlight

Key barriers to leveraging data in recruiting, by industry:

Financial Services	Data quality and acquisition costs
Healthcare	Data accessibility and quality
Technology	Data quality and lack of time to process it
Automotive	Acquisition cost and lack of time to process it
Consumer Goods	Data quality and lack of time to process it

71% of recruiters say they need **Intelligent tools** to process data for them

40% of recruiters say they **DON'T HAVE ENOUGH DATA** to make fair & unbiased decisions

TALENT DISCOVERY & ATTRACTION

On average, recruiters are actively sourcing for 65% of the open roles in their organization.

This number varies by industry:

80% Financial Services

59% Healthcare

68% Technology

72% Automotive

73% Retail

65% Media & Entertainment

Inbound applications in decline

20% of recruiters are actively sourcing for

ALL OPEN ROLES

in their organization

Problem: Scalability

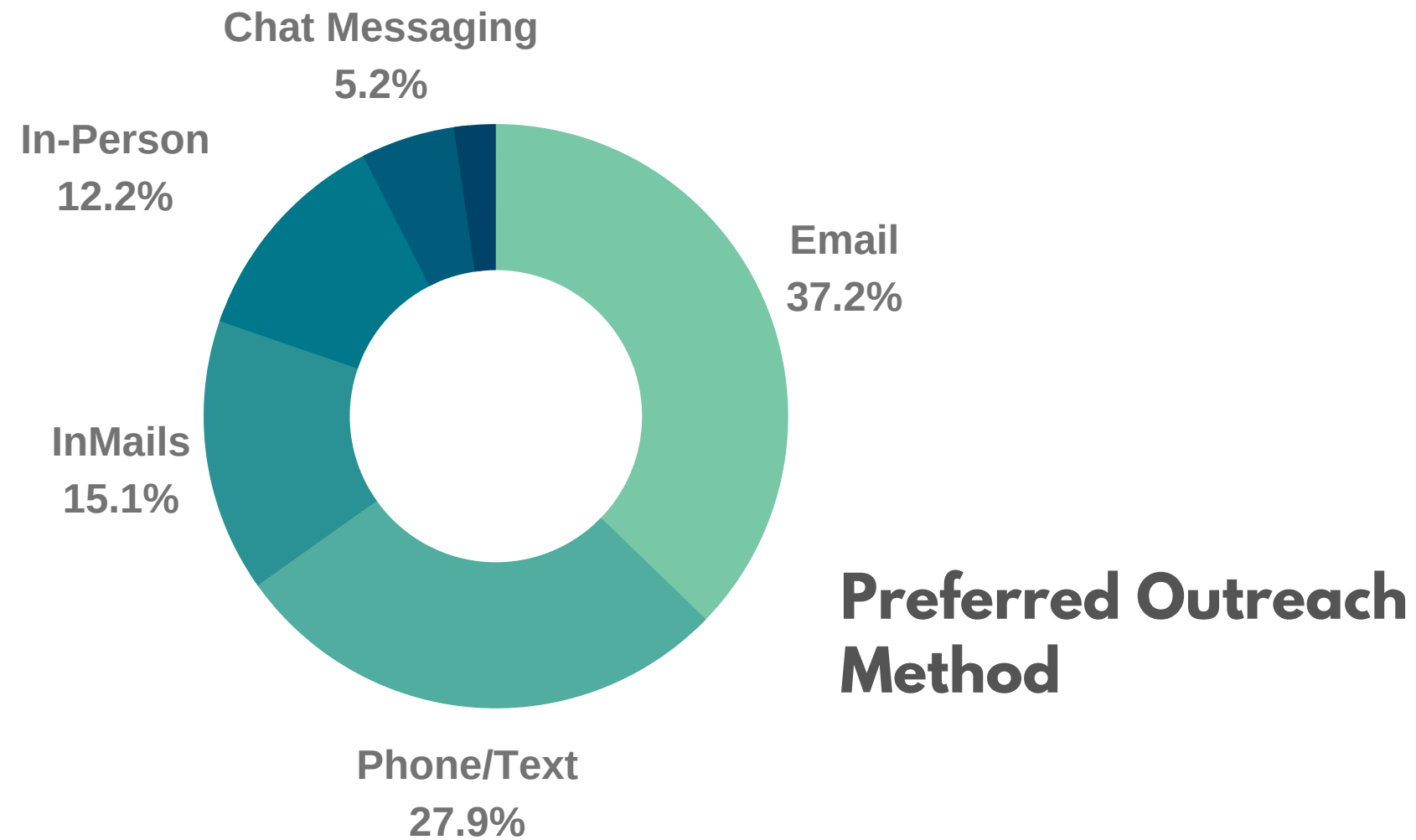
83% of recruiters rank **Passive Sourcing** as an important source of hire

55% of recruiters rank their **ATS/CRM** as an important source of hire

78% of recruiters believe that **Data intelligence** would make them more successful at their job

CANDIDATE OUTREACH AND ENGAGEMENT STRATEGY

For all the claims that email is dead - our findings suggest otherwise. As we've seen over the last few years, email continues to be the leading method of outreach with 37% of recruiters ranking it as most effective, followed by phone/text (28%), while LinkedIn inMail (15%) stays in 3rd place.



Recommended Content:
[Using Open, Click, And Reply Rates To Tailor Your Outreach Strategy.](#)

Our survey findings also point to an uptick in email metric usage. Whereas 55% of recruiters surveyed in last year's report tracked response rates as an engagement KPI, this year just under 60% of recruiters use response rates as their north star.

However, response rates can only tell you the "What" and not the "Why." Tracking open rates and click-through rates can give you key information about where candidate engagement is dropping off and the insight to better tailor your messaging for higher response rates. While this strategy hasn't quite caught on, you can set yourself apart in 2020 by using all of the data in front of you (open, click, AND reply rates) to get in front of candidates with the right message at the right time.

51% of recruiters **DO NOT TRACK**
OPEN RATES

59% of recruiters **DO NOT TRACK**
CLICK-THROUGH RATES

CANDIDATE OUTREACH AND ENGAGEMENT STRATEGY

59% of recruiters Track **REPLY RATES** as a key performance indicator for candidate outreach

77% of recruiters say it takes over **TWO EMAILS** to get candidates to engage



Recruiters spend up to **10 HOURS/WEEK** on outreach to passive candidates

28% of recruiters say **DATA IS MOST HELPFUL** in improving candidate outreach

"The challenge is no longer finding candidates, it's convincing them to make a change. When talking to candidates, don't just list off soundbites of why your company is so great. It's important to convey why that is important to you, as it will translate to why it should be important to them."

Jim D'Amico

Global Head Of Talent Acquisition



CANDIDATE EXPERIENCE

Candidate Experience is a term we have heard quite a lot of buzz about over the last few years. Its rise in prominence is a direct result of today's competitive talent market - with more open reqs than candidates to fill them, employers are vying for the same talent and simply cannot afford a poor candidate experience.

58% of recruiters measure **candidate experience**

If we can all agree on the importance of Candidate Experience, what's keeping us from delivering? According to our survey respondents, the biggest roadblock facing recruiting teams is poor or inconsistent communication with candidates throughout the hiring process, followed by challenges with scheduling and rescheduling interviews, and finally a lack of consistent and timely feedback from hiring managers. All three of these roadblocks lead to delays in the hiring process and uninformed candidates who are left to consider their other options.

What is the biggest challenge your team faces when it comes to candidate experience?

47%

Communication With Candidates Throughout The Hiring Process

37%

Interview Scheduling and Rescheduling

5%

Timely Feedback From Hiring Managers

CANDIDATE EXPERIENCE

With so many factors at play, how can we accurately measure and assess candidate experience?

For the overwhelming majority of recruiting teams surveyed, the answer is candidate satisfaction surveys – which measure a candidate's perception of your company's hiring process.

77% of recruiters say they use **candidate satisfaction surveys** to measure candidate experience

By providing a survey or asking for feedback from candidates during and after the interview process, your company can measure how talent feels about your candidate experience.

Typically, companies focus on areas like strength of communication, how informed candidates felt about the company's culture and benefits, and how well they were prepared ahead of their interviews. This data can be compiled, weighted, and analyzed to produce your Candidate Satisfaction Score. It's similar to how a Net Promoter Score is calculated.



Definition:

Candidate Satisfaction

A candidate's perception of your company's hiring process

CANDIDATE EXPERIENCE



Industry Spotlight

Does your team measure candidate experience?

67%

Financial Services

50%

Healthcare

60%

Technology

33%

Automotive

62%

Manufacturing

"Over the years, candidate experience has evolved from a theory to a best practice, to a requirement. Long gone are the days of spamming candidates, not delivering proper feedback, and treating candidates like a number. In a candidate-driven market, our behavior towards applicants is just as imperative as our behavior towards our colleagues. Candidates no longer request a red-carpet experience, they expect it. The influence of a candidate is formidable, and it will only flourish over the years. If you aren't measuring the impact of candidate experience today, then you are setting yourself up for an indeterminate future."

Shannon Pritchett

Managing Director, CareerXroads

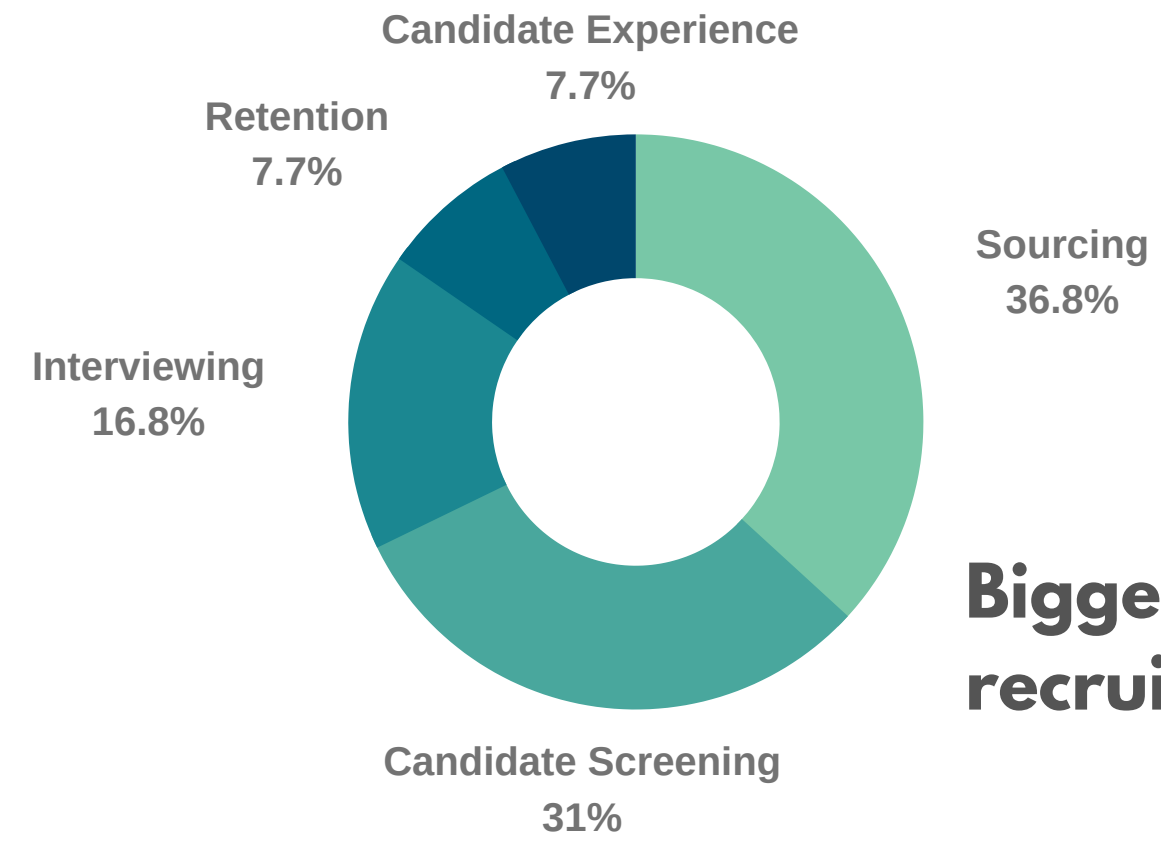


DIVERSITY AND INCLUSION

While the majority of organizations have embraced diversity and inclusion as an initiative core to their business strategy, few are driving the change needed to see the desired results.

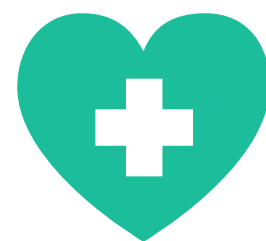
While 65% of recruiting teams surveyed reported having diversity & inclusion goals in place, only 30% reported these initiatives to be successful. At the same time, only 25% of recruiters surveyed believed they had the tools in place to ensure their sourcing process is fair and unbiased.

Diving deeper, we found a correlation between the perceived commitment of executive level staff to diversity initiatives and overall initiative success. Recruiters in finance reported the least confidence in their CEO as a champion of diversity and, unsurprisingly, reported lower than average success rates for diversity initiatives.



Biggest barriers to recruiting diverse talent

25% of recruiters believe they have the **TOOLS** in place to ensure their sourcing process is **FAIR AND UNBIASED**



Industry spotlight: Financial Services

Only 49% of finance recruiters believe that their CEO is a champion of diversity. They also reported lower than average success for diversity initiatives.

DIVERSITY AND INCLUSION

"I believe my CEO is a champion of diversity."

The number varies when we look at specific industries:

66% Healthcare

75% Manufacturing

49% Financial Services

"I believe my company's diversity & inclusion initiatives to be successful."

83% Healthcare

86% Manufacturing

66% Financial Services

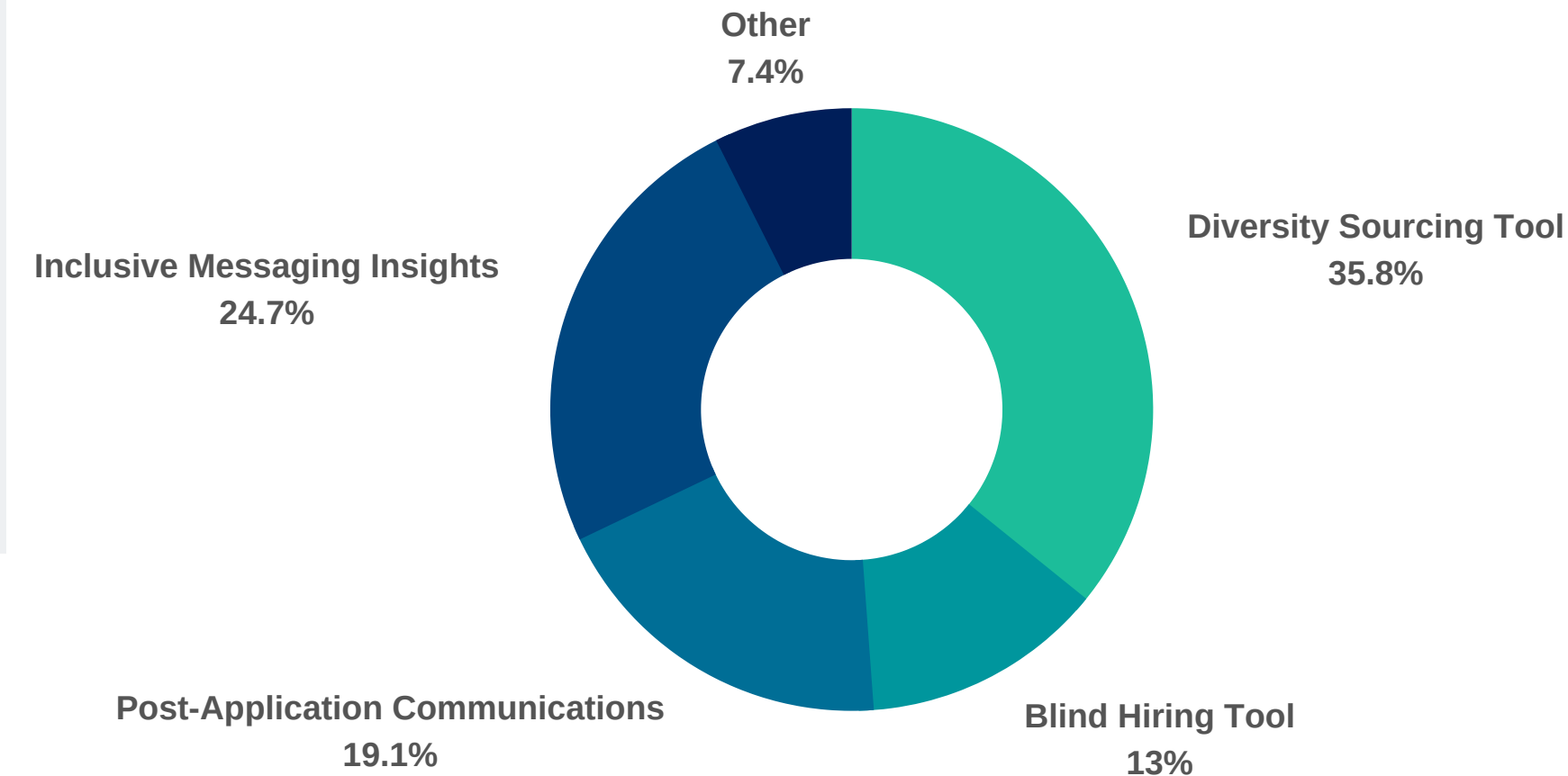
DIVERSITY AND INCLUSION

20% of companies are leveraging **RECRUITING AUTOMATION**

to support their diversity initiatives and optimize candidate discovery and qualification.

61% of Talent Acquisition professionals believe recruiting automation can help reduce **UNCONSCIOUS BIAS** within their hiring process

What tools does your team use to support D&I goals?



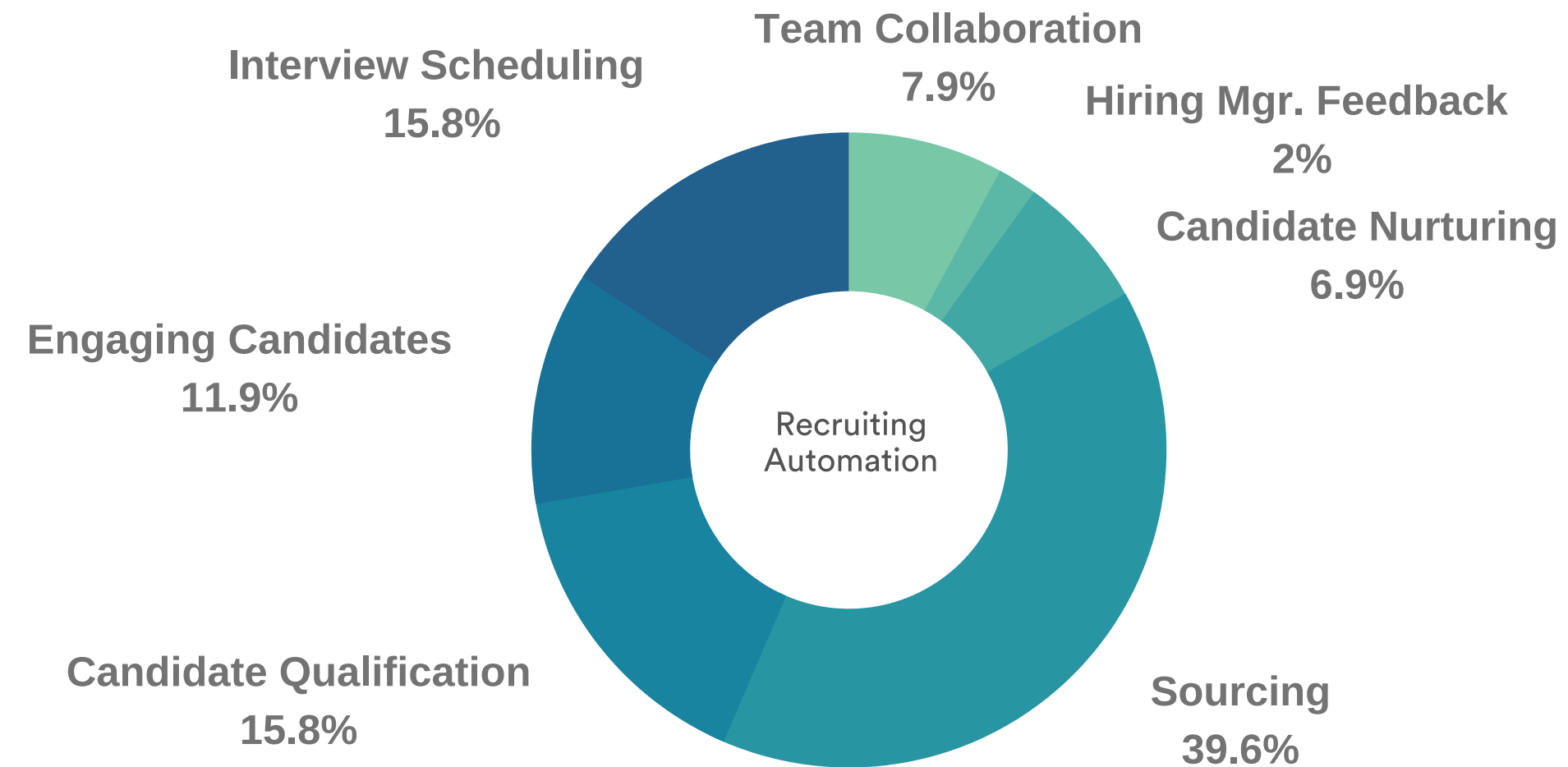
56% of recruiters think their **COMPANIES** could be doing **MORE** to ensure their hiring process is **FAIR AND UNBIASED**

RECRUITING TECHNOLOGY

With the current state of the labor market, recruiters must dedicate an increasing amount of their day to sourcing in order to stay competitive. This is a clear area in which automation can be leveraged to increase efficiency, offload tedious, manual tasks, and as a result reduce time-to-fill and cost-per-hire. It's not surprising then that when asked where recruiting automation would be most helpful, the majority of recruiters point to sourcing.

Additionally, recruiting automation will play a larger role in planning for tomorrow's workforce. In 2020, 22% of talent organizations will increase their spend in recruiting automation tools (up 30% YoY), leaning more heavily on predictive analytics to provide actionable insights for talent acquisition, workforce mapping and planning.

Where Recruiting automation is most useful

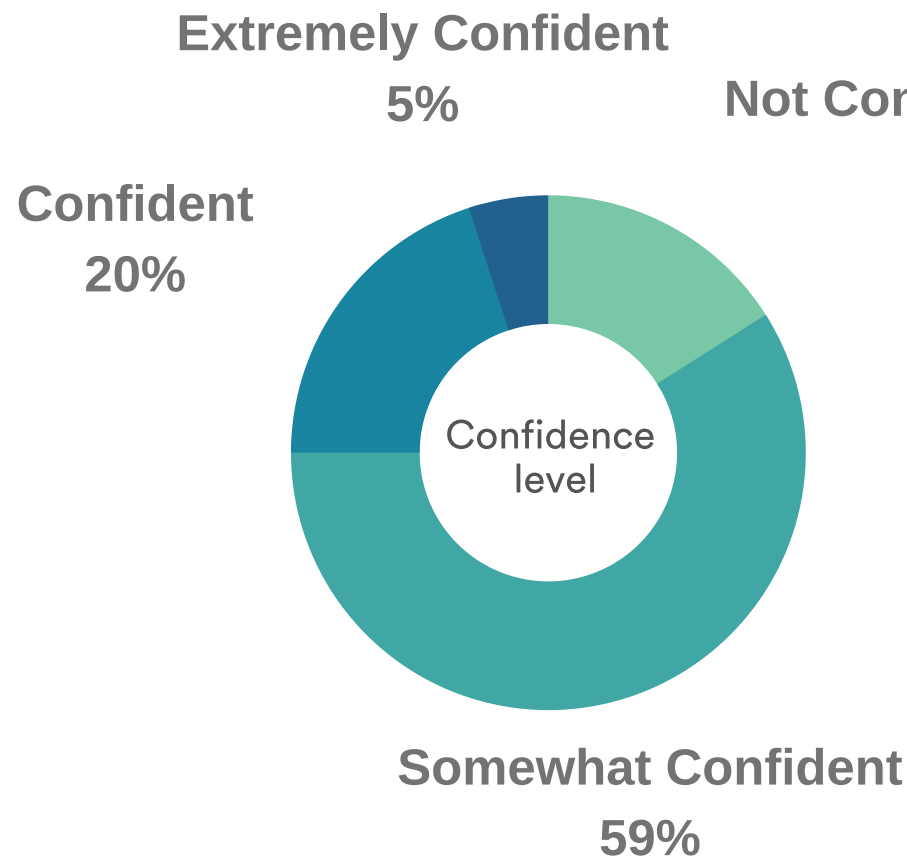


71% of Talent Acquisition professionals say **TECHNOLOGY** will play a larger role in their companies hiring process in 2020

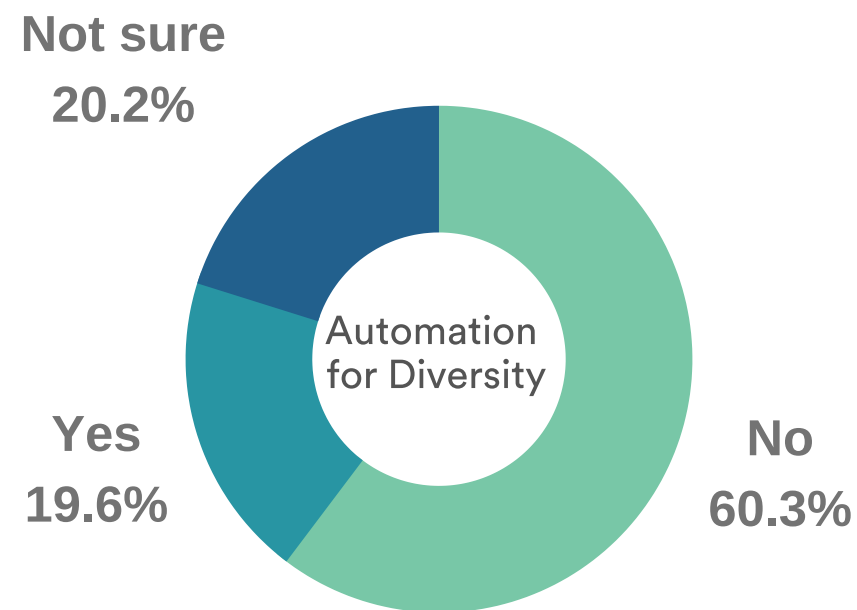
79% of recruiters recommend **NEW TECHNOLOGIES** they would like to use to their managers

Over 47% of recruiters use **MORE THAN FOUR** technology tools in their daily workflow

RECRUITING TECHNOLOGY



Recruiters confidence level in their ability to use AI & Machine Learning in their day-to-day recruiting workflow



% of organizations leveraging Recruiting Automation technology to advance diversity hiring initiatives

"Nearly 40% of companies are planning to invest in automation in the next year according to Aptitude Research. When considering recruitment automation, the benefits to the recruiter and talent acquisition team seems obvious. Yet, the benefits to the candidate too often go ignored. Companies need to think about automation beyond just efficiency and start to think about the impact automation can have on the experience."

Madeline Laurano
Founder
Aptitude Research



Recommended Content:
[Entelo's Definitive Guide to Recruiting Automation.](#)

KEY TAKEAWAYS

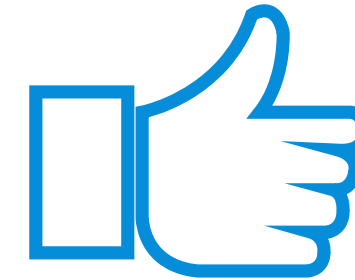
To be successful in 2020, recruiting teams must:



Increase sourcing efforts while decreasing overall time spent sourcing



Continually optimize candidate engagement



Deliver a seamless and thoughtful candidate experience



Adopt tools that support a fair, unbiased sourcing process

METHODOLOGY

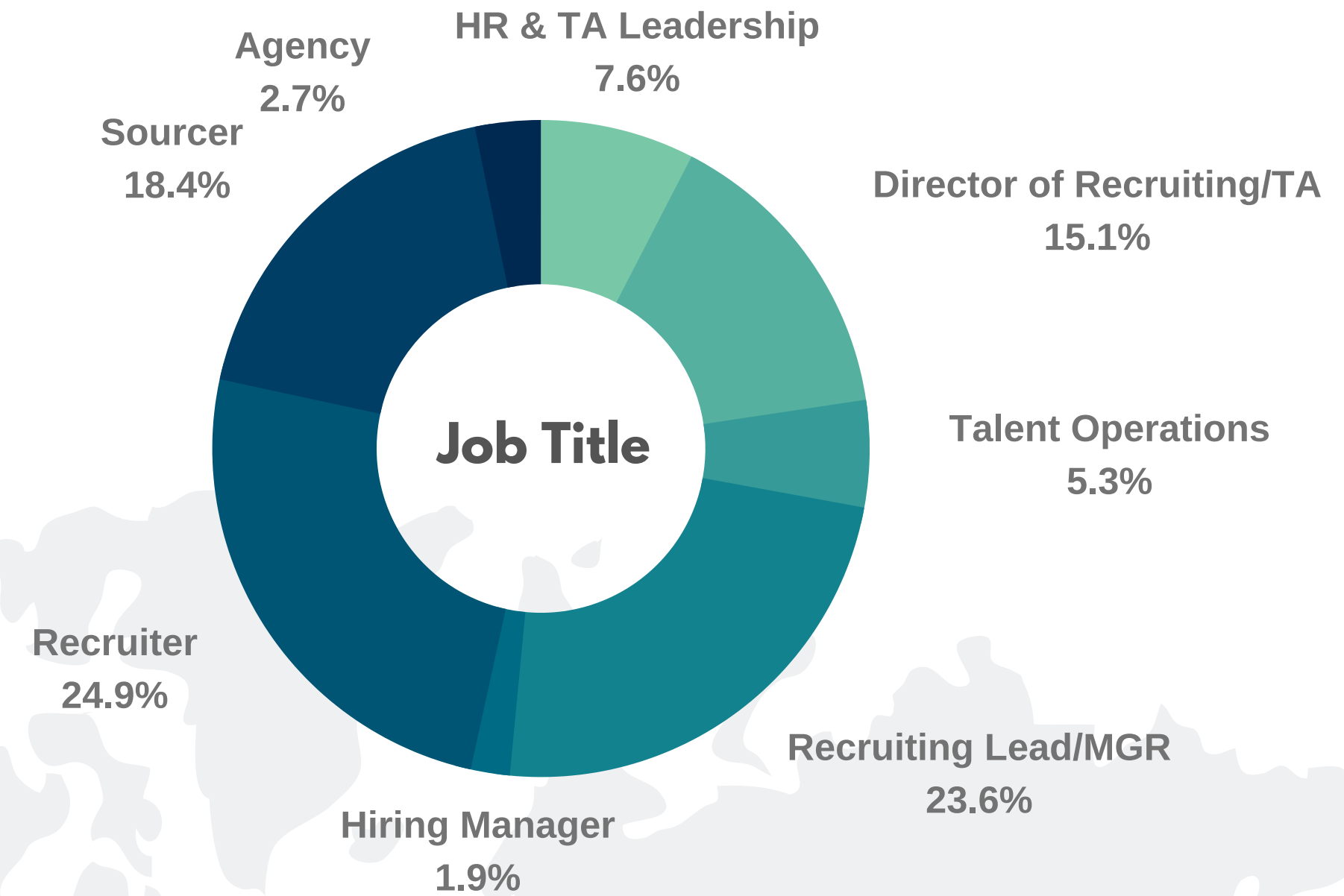
The data presented in this report was obtained from a December 2019 / January 2020 annual survey conducted by Entelo. Results are based on responses from global talent acquisition professionals. Participants were selected based on their human resources or talent acquisition job function. Job roles included chief/head of human resources, heads of talent, recruiting team leads/managers, recruiters, sourcers, hiring managers, agencies and industry practitioners. Respondents represented a variety of industries, company sizes, countries, and professional experience levels. Respondents opted in to participate in this research study and completed a survey containing 33 questions related to their talent acquisition activities and behaviors. This survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

Industries Surveyed

Automotive, Consumer Goods, Financial Services, Food & Beverage, Government or non-profit, Healthcare and Pharma, Manufacturing, Media and Entertainment, Professional Services, Retail, Technology, Telecom and Utilities, Travel and Hospitality.

Countries Surveyed

Canada, United States, United Kingdom, India, Ukraine, Israel, Republic of Korea, Malaysia, Mexico, Netherlands, Thailand, Albania, Aruba, Malta, Nigeria, Philippines, Romania, Serbia, Singapore, Trinidad and Tobago.



ABOUT ENTELO

Entelo is the world's leading AI-driven recruiting automation solution that helps companies identify, engage, and hire top talent through predictive algorithms, data-backed insights, intelligent outreach, and the most comprehensive candidate database in the market. To learn how leading companies such as Target, United, Cisco, Netflix, and Cognizant are building their organizations using Entelo, visit www.entelo.com.

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“The future of a dexterous workforce lies in innovative recruitment. While today’s job seekers are proactive about researching potential employers and acting more like customers, employers are responding by training talent teams to look more like sales professionals or marketers, who have benefited from a decade of influence from automation. Companies that invest in a data-driven approach to hiring now are the ones who will win the war for talent well into the future.”

Jon Bischke, CEO
entelo

