Spring 2016

HR Industry Data Trends Report

This report was put together by the People Data Labs' data science team, leveraging machine learning to analyze hundreds of millions of candidate resumes. The People Data Labs' marketing team also polled over 1,200 sourcers, recruiters, and other HR professionals on their use of candidate data.

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The dependency on candidate data in the HR industry is rapidly increasing, making data management a major issue.

78% of the candidate data in the average ATS/CRM is not correct information.

Overview:

Recruiting teams are aggregating vast quantities of candidate data into their ATS/ CRM databases. Such data is acquired through candidate applications, sourcing platforms, social media, and referrals.

This year's study examines trends and challenges that recruiting teams face nationwide. It reveals industry wide statistics on how HR teams manage, track, refresh, and perform analysis on their candidate data.

What you need to know:

1. Recruiting Teams are now, more than ever, utilizing substantial amounts of data per hire.

2. Despite candidate data being a crucial component in any HR team workflow, the manner in which candidate data is aggregated, updated, enriched, and analyzed is primarily a tedious and manual process.

3. Many HR teams have dedicated teams of full-time employees to manage data by hand. Others simply have their sourcers and recruiters update candidate data as part of each hire.

4. Recruiting teams spend an average of 8 hours of data research per single hire.

5. The average candidate in an ATS or CRM has not been updated in 17 months and contains multiple pieces of obsolete and inaccurate information.

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The Positive:

Applicant tracking systems were first introduced to the HR industry in the late 1990's and nearly every recruiting team now uses an ATS in addition to a CRM as a central system of record.

98% of recruiters use an ATS or CRM to store, track, and manage candidates.

96% of candidates a recruiter talks to is stored in their ATS/CRM.

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The Negative:

Candidate information within ATS/CRM systems is largely inaccurate, old information. As a result, the industry researches and updates candidate information by hand.

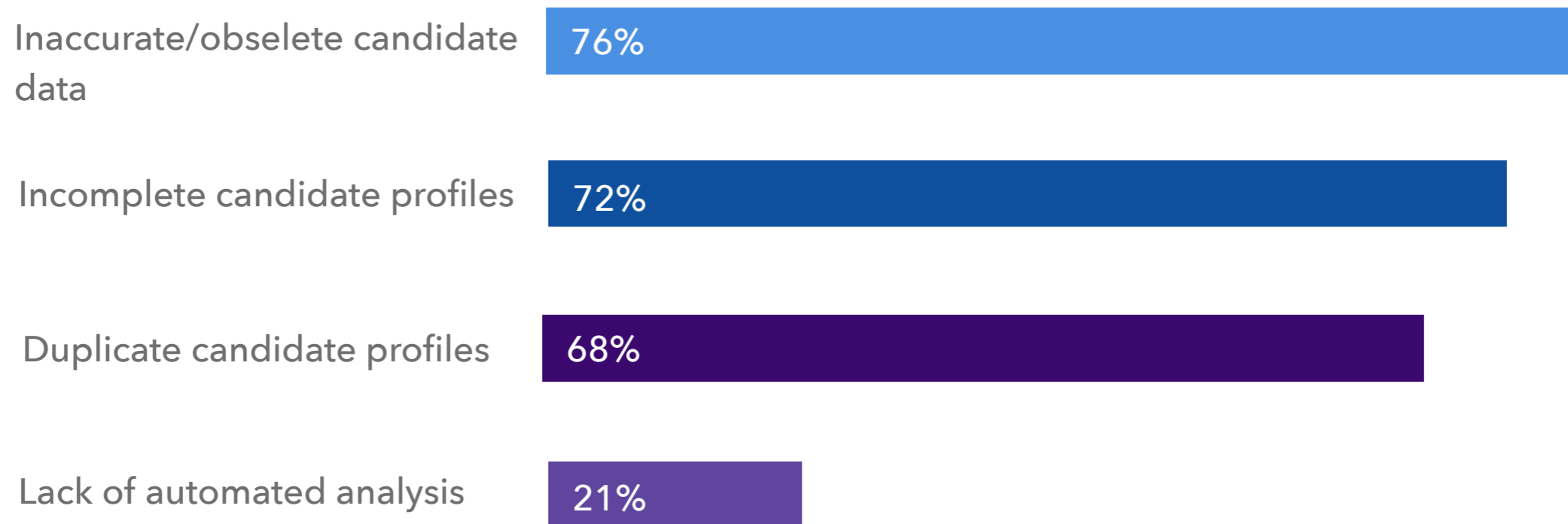78% of data in the average ATS/CRM is incorrect or dated information.

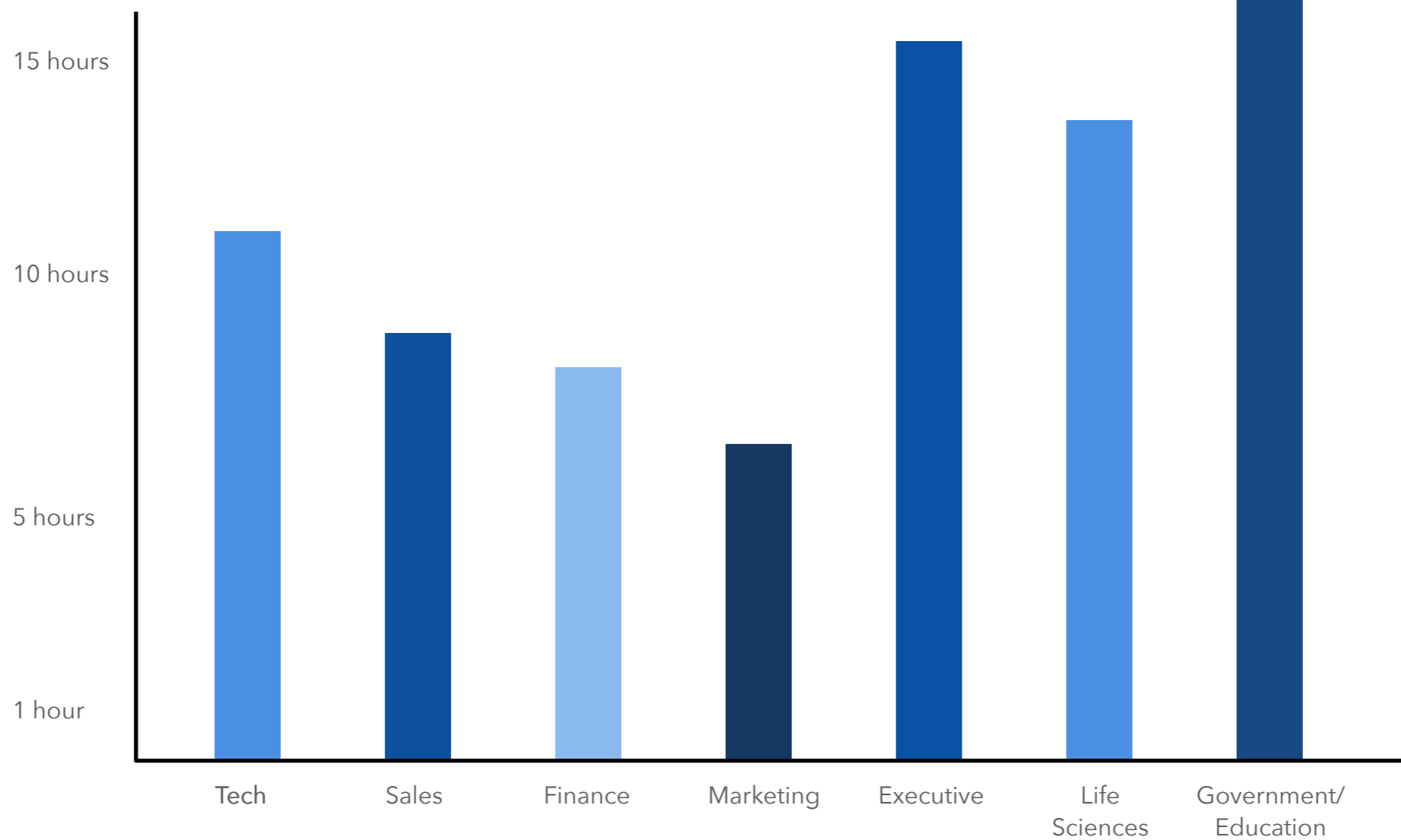97% of recruiters update candidate information in their ATS/CRM by hand.

The **Problem** with ATS/CRM data quality

Over 90% of recruiters believe that with higher quality candidate data in their database, they would spend 70% less time seeking out viable candidates per hire. Here are the top 5 issues recruiters have with their current candidate data:

Inaccurate/obselete candidate data

76%

Incomplete candidate profiles

72%

Duplicate candidate profiles

68%

Lack of automated analysis

21%

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Time spent on data upkeep, acquisition, and analysis manually per job position.

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The average time spent on data upkeep, aggregation, and analysis by hand, per job, is 8.87 hours.

| Number of hires made per year by company:	Time spent on data upkeep or analysis by hand per year:
10	88.7 hours (11 days)
100	887 hours (111 days)
1,000	8,870 hours (1,109 days)

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sa**91%** of sourcers, recruiters, and other HR professionals are unsatisfied with their existing ATS/CRM candidate data.

People Data for the Enterprise

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7 out of 10 data-driven decisions recruiters make are based on incorrect data in their ATS/CRM
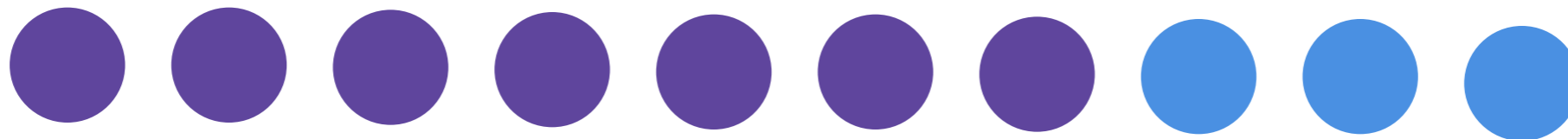
3.8% of the candidates recruiters contact are dead

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9.1% of the candidates recruiters contact are retired

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Average data field inaccuracies

Contact

Email: 71% (of emails in the average ATS are wrong)

Phone: 43.5% incorrect

Employment

Current title: 89% incorrect

Current Employer: 74% incorrect

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17% of the candidates recruiters contact no longer live in a city the employer has an office in

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About People Data Labs

People Data Labs' API enables developers & enterprises to build rich search experiences, automate sign up flows, standardize person profiles, automate data cleaning, and much more.

Enrichment API - Enrich your existing person profiles with 44+ fields of contact, social, employment, education and skill set data.

Standardization API - Standardize millions of profiles at once including skills, job titles, companies, locations, names, and 17 other data fields.

Deduplication API - Instantly deduplicate person profiles, leveraging our entity resolution technology.

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