2019 Talent Acquisition: Early Findings

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Research Methodology

• **Topics:** Talent Acquisition, Internal Mobility, Engagement

• **Responses:** 250 Qualified Responses

• **Job Titles:** HR and Talent Acquisition Director Level and Above

• **Company Sizes:** SMB (250-999ees) = 13%; Midmarket (1000-4999ees) = 41%; Enterprise (10,000ees+) = 46%
Current State of Talent Acquisition
In 2017 and 2018, over 60% of companies stated that improving the candidate experience was their top priority.
1 in 2 companies state that engineering roles are the hardest to fill across all industries.

41% of companies are eliminating degree requirements for some roles.

Only 1 in 5 companies have a dedicated role for the candidate experience.

1 in 3 companies have stopped screening for every role at their organization.
60% of companies have dedicated schedulers on their Talent Acquisition teams.

66% of hiring managers block off their calendars making scheduling interviews a challenge.
Strategies for Reducing Unconscious Bias

90% of companies are concerned with reducing unconscious bias in their organization.
Fast Fact

1 in 2 companies believe that candidates make the decision to join an organization before or during the apply process.
Candidate Communication
Companies are better at making information available but not at communicating.
Most Recent Communication

Question: What was your last tool you used to communicate with a candidate.
Most Effective Communication

What metrics improved for companies using the following as their primary form of communication?

- Time to Fill: Email 44%, Text 70%, Bot 90%
- Quality of Hire: Email 40%, Text 60%, Bot 60%
- Conversion Rates: Email 32%, Text 55%, Bot 40%
- First Year Retention: Email 30%, Text 69%, Bot 40%

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Fast Facts

- Companies using text or bots were 2X more likely to fill positions within 2 weeks.

- 74% of companies using text to communicate believe candidates make the decision to join their company before they apply compared to only 20% of companies that rely on email.
Talent Acquisition Technology
Top Areas of Tech Investment

- Automation
- Job matching/AI
- Campus Recruiting Solutions
- Assessments
- Recruitment Marketing/CRM
Top Areas of Replacement in 2019

- CRM: 32%
- Assessment: 28%
- ATS: 27%
- Background Screening: 25%
76% of Enterprise companies are using or planning to use a CRM this year. Why do some companies replace their provider?

- 59% of companies replace for Capabilities
- 56% of companies replace for Price
- 40% of companies replace for Services
- 37% of companies replace for Customer Support
Fast Fact

Only 2% of companies are using all of the functionality in their Recruitment Marketing Platform/CRM.
Fast Fact

36% of companies are considering game-based assessments this year
Current State of AI

- **Clear Understanding of AI**: 38%
- **We have the necessary data from AI solutions**: 24%
- **We use third-party AI solutions**: 18%
- **We are increasing our AI investment**: 23%
- **We are concerned AI will replace the role of the recruiter**: 11%

Only 4% of companies are using AI in every stage of Talent Acquisition.
Supporting Technology

- Internal resources: 30%
- Third-party consultants: 27%
- RPO provider: 15%
- Technology provider: 23%
- Don't know: 14%
Fast Fact

Only 10% of companies believe that an RFP is critical in making decisions around technology providers.