



aptitude
research

2019 Talent Acquisition: Early Findings

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Research Methodology

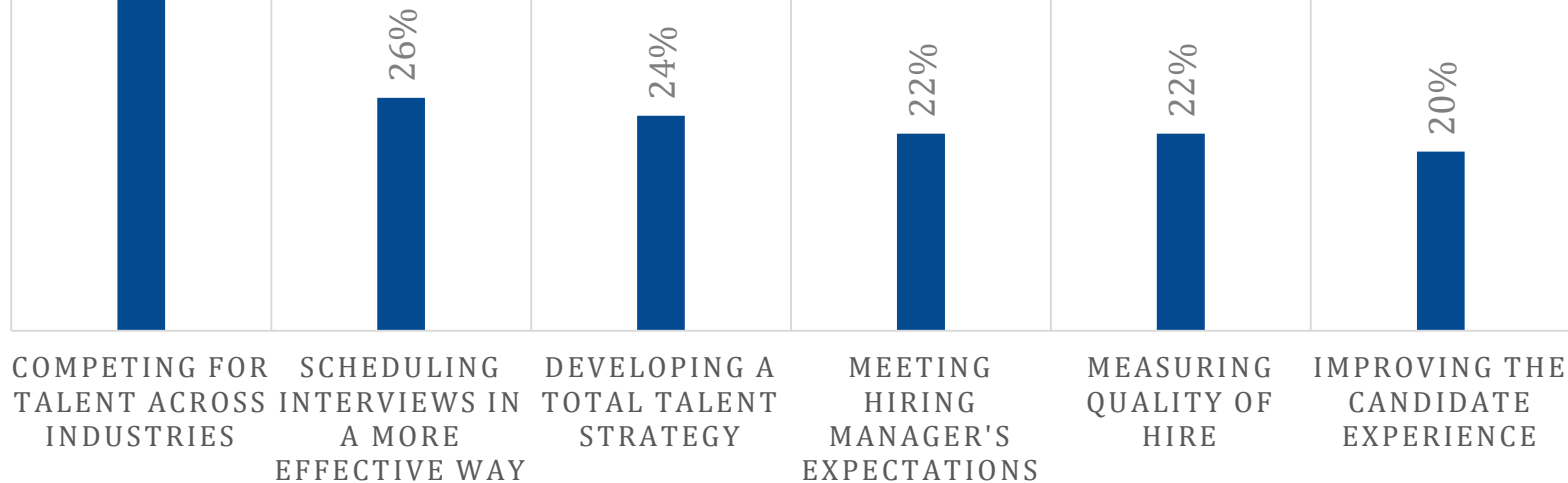
- **Topics:** Talent Acquisition, Internal Mobility, Engagement
- **Responses:** 250 Qualified Responses
- **Job Titles:** HR and Talent Acquisition Director Level and Above
- **Company Sizes:** SMB (250-999ees)=13%; Midmarket (1000-4999ees) =41%; Enterprise (10,000ees+) = 46%



Current State of Talent Acquisition

Top Challenges

In 2017 and 2018, Over 60% of companies stated that improving the candidate experience was their top priority.



Competing for Talent

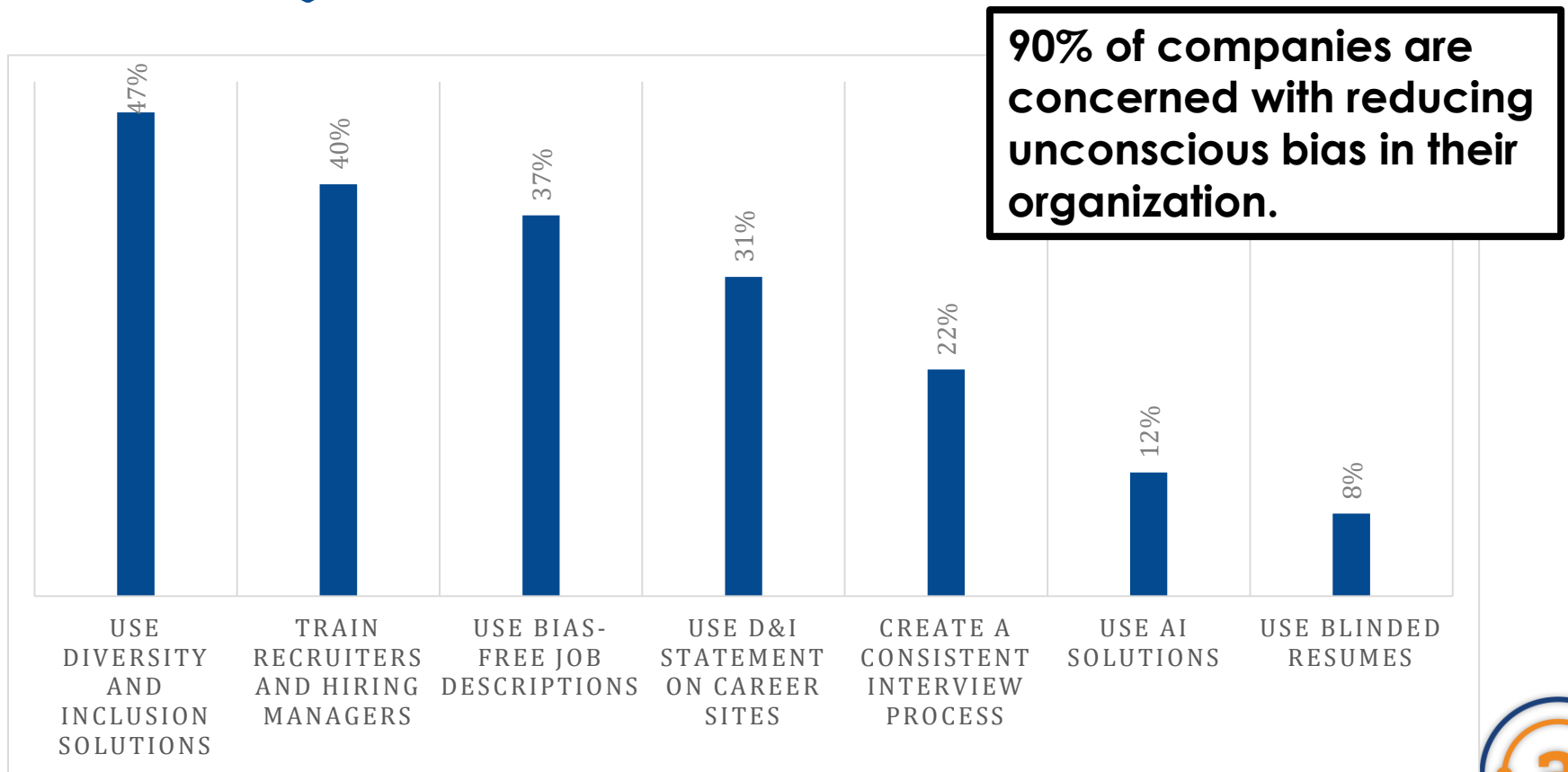
- ✓ 1 in 2 companies state that engineering roles are the hardest to fill across all industries.
- ✓ 41% of companies are eliminating degree requirements for some roles.
- ✓ Only 1 in 5 companies have a dedicated role for the candidate experience.
- ✓ 1 in 3 companies have stopped screening for every role at their organization.

Fast Facts

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



Fast Fact



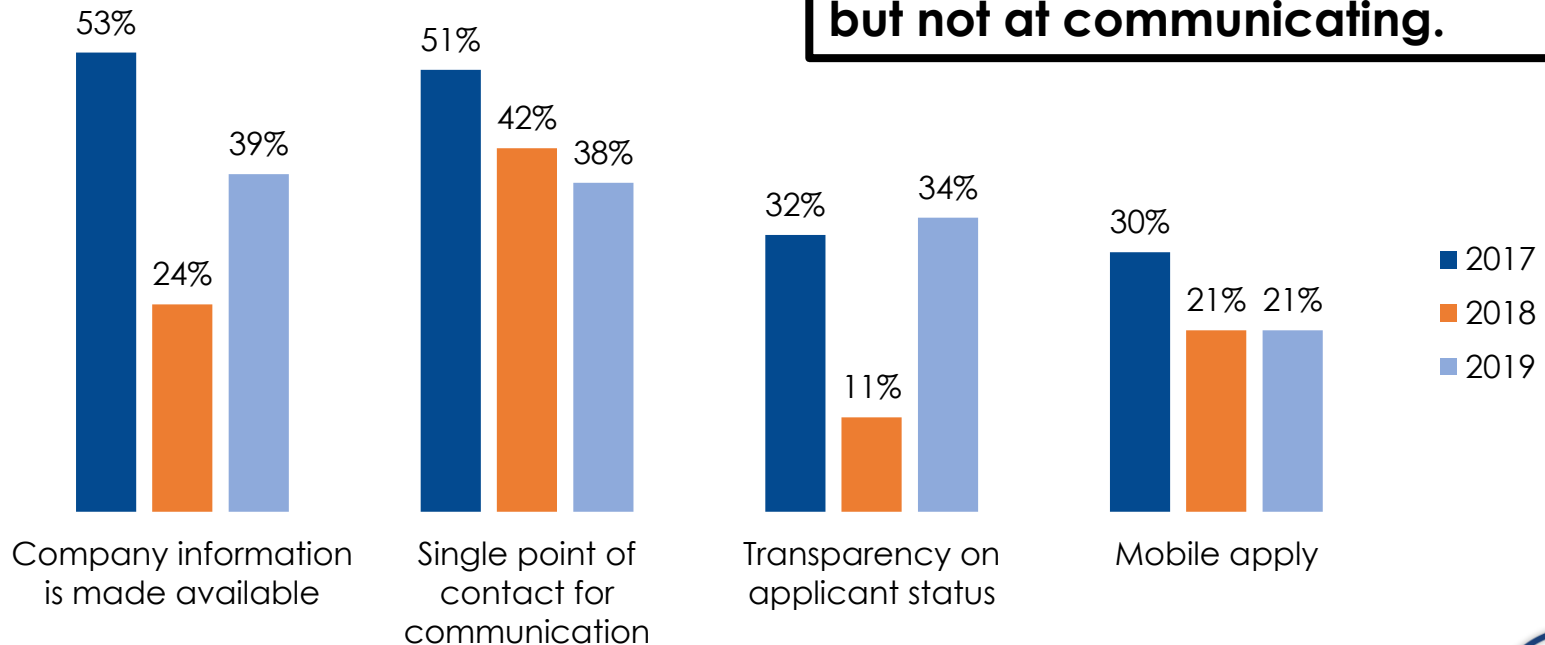
1 in 2

companies believe that
candidates make the decision to
join an organization before or
during the apply process.

Candidate Communication

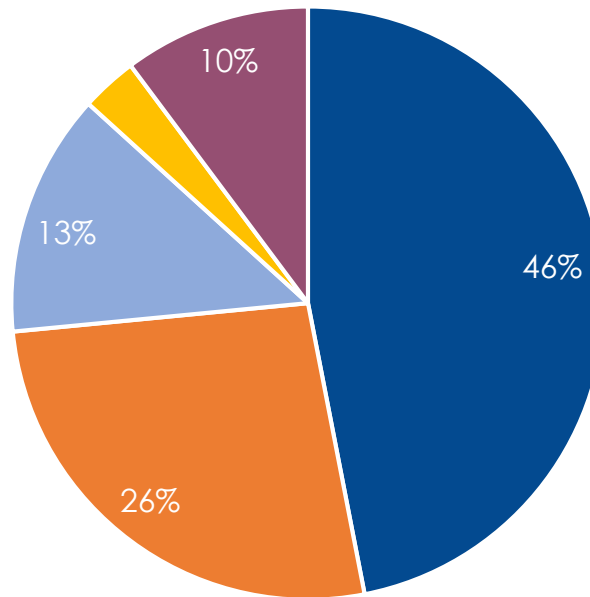
Candidate Communication

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.

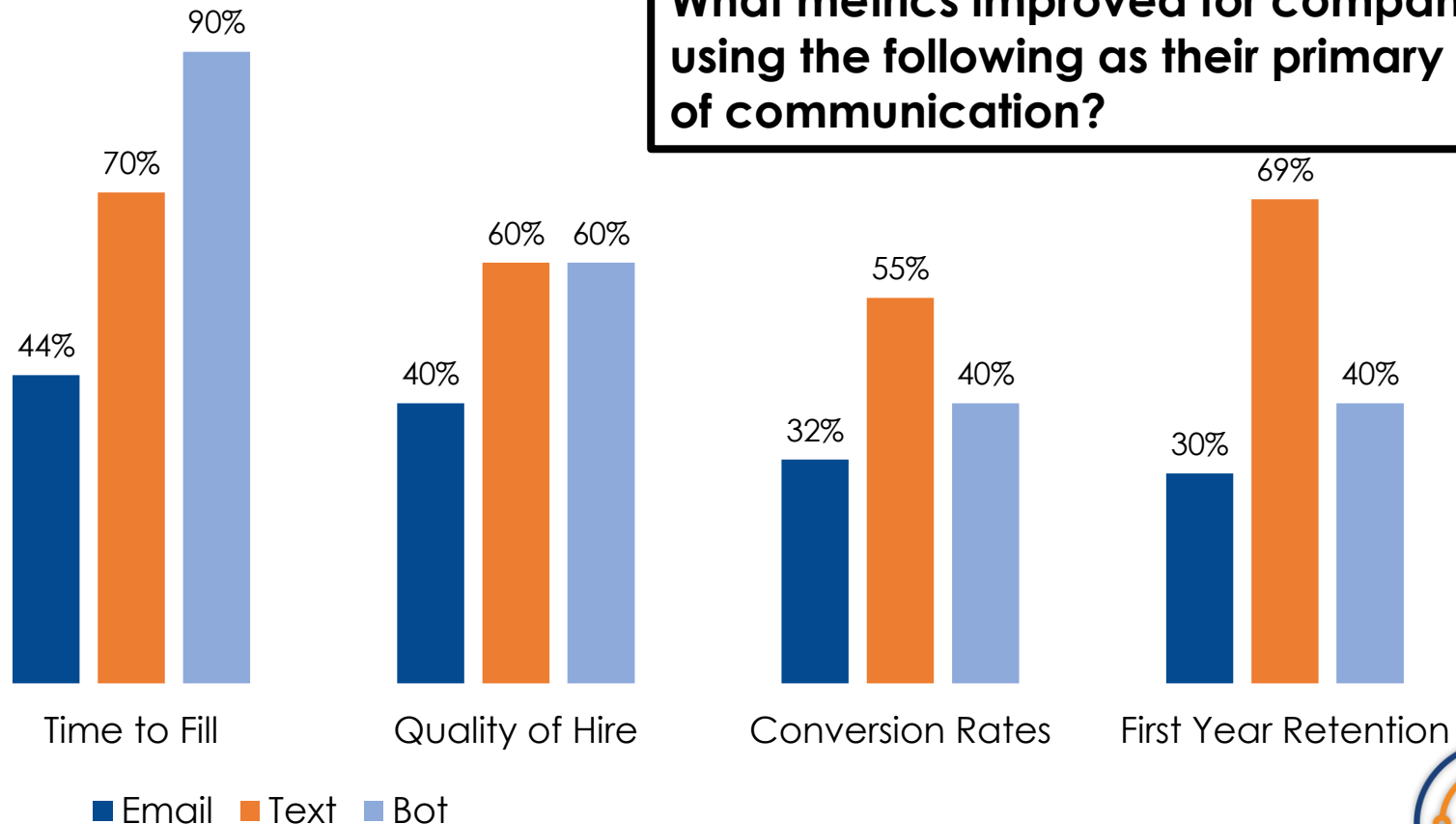


- Email
- Phone
- Text
- Bot
- Video



Most Effective Communication

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



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

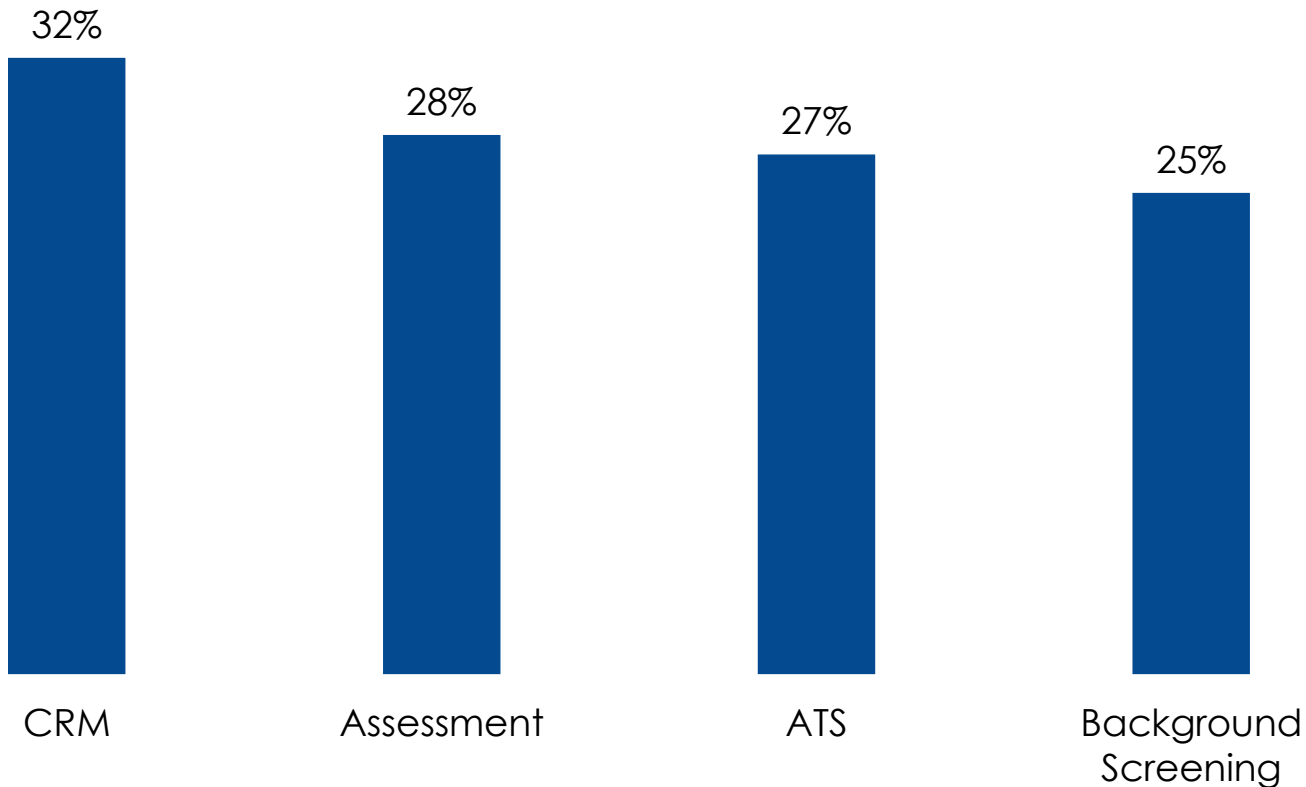
Campus
Recruiting
Solutions

Assessments

Recruitment
Marketing/CRM

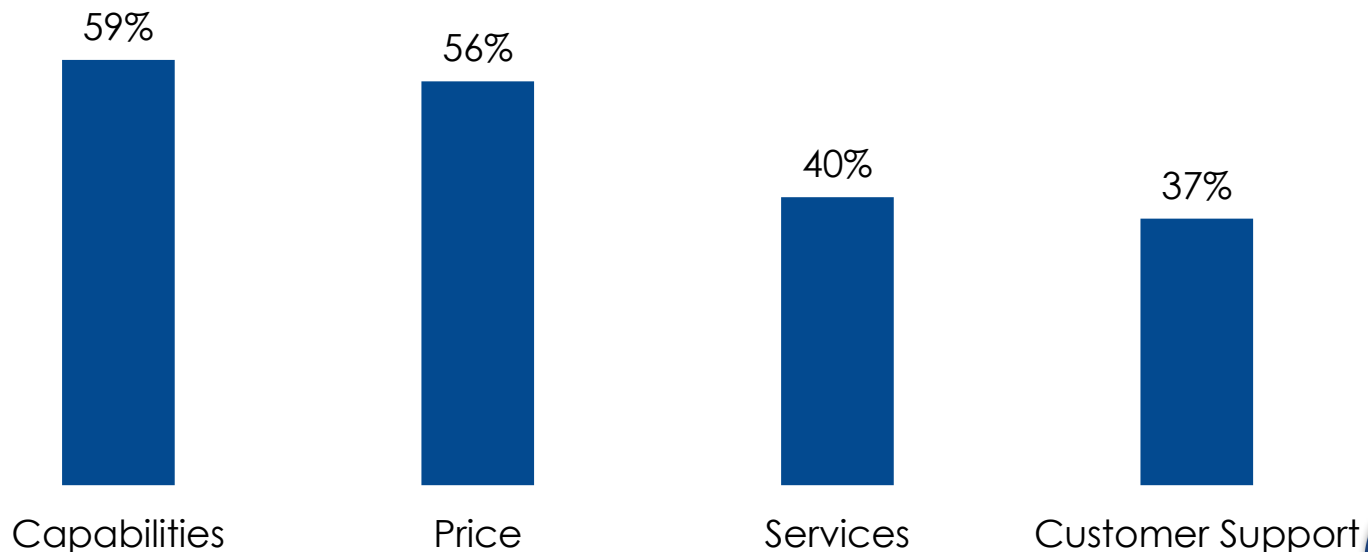


Top Areas of Replacement in 2019



Companies Replacing RMP/CRM

76% of Enterprise companies are using or planning to use a CRM this year. Why do some companies replace their provider?



Fast Fact

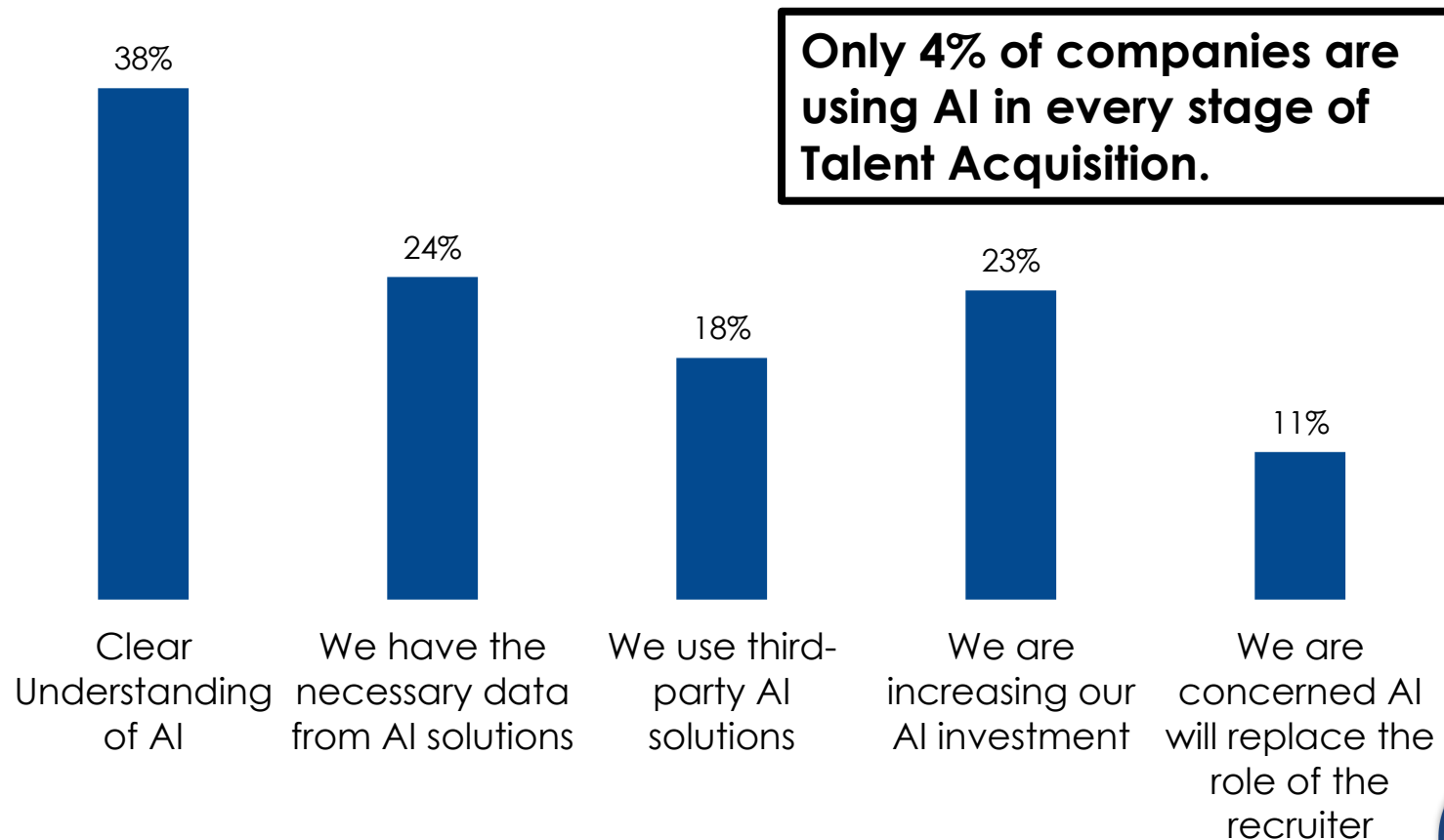
Only **2%** of companies
are using all of the functionality in
their Recruitment Marketing
Platform/CRM

Fast Fact

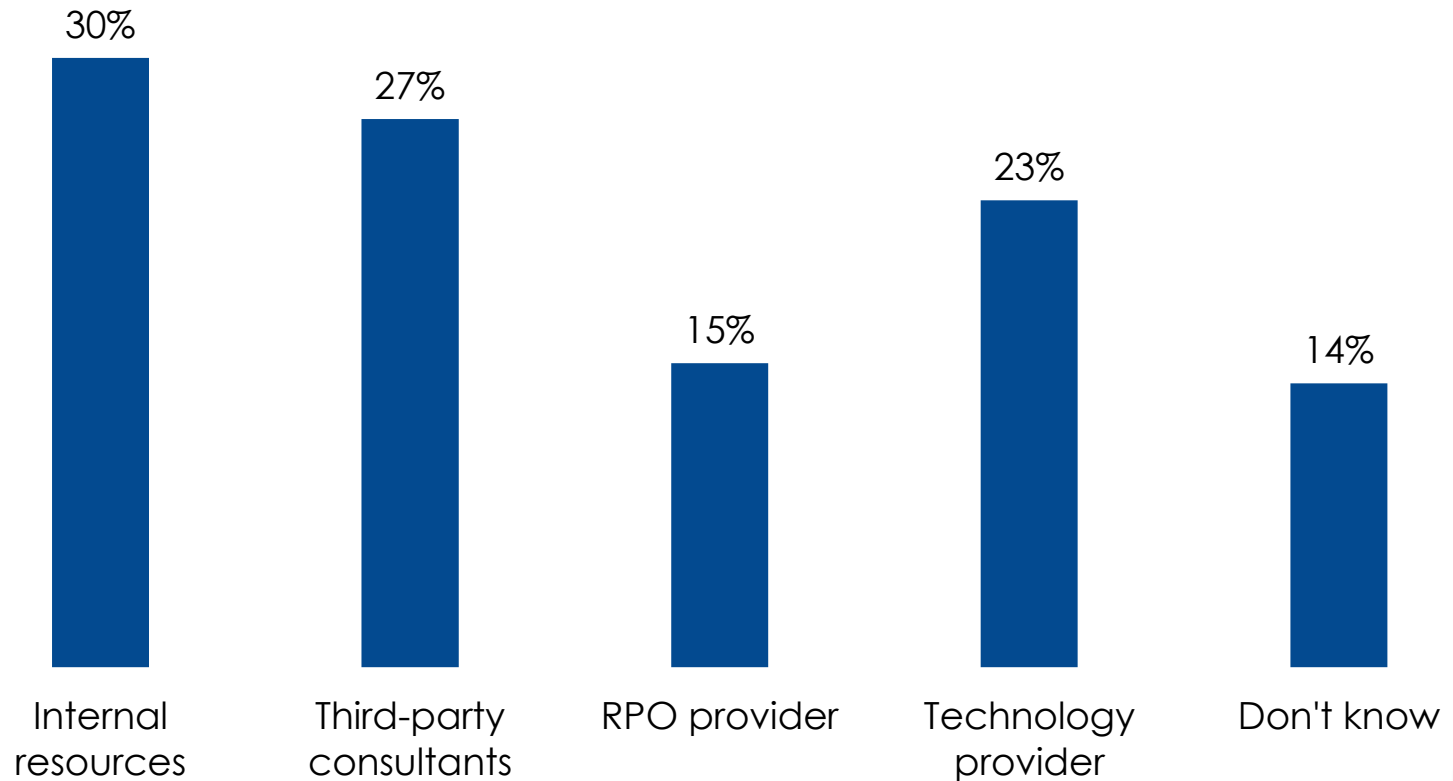
36%

○ of companies are considering
game-based assessments this
year

Current State of AI



Supporting Technology



Fast Fact

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



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