Are You Ready for the Future of Talent Acquisition?

Why the Status Quo Won’t Allow You to Compete in the War for Top Talent

Based upon Hire Expectations Institute™ research including a survey of 600 recruiters and analysis of more than 88,000 USA-based company career sites
Organizations Have Big Plans to Improve Their Recruitment Operations!

What Aspects of Talent Acquisition Do You Plan to Improve or Implement in the Coming Year?

- Effectively use social media for recruitment: 60%
- Improve reporting and metrics tracking: 53%
- Build a talent pipeline to improve sourcing and reduce time-to-fill: 33%
- Improve career site search engine optimization: 33%
- Create more engaging, fully-branded, and/or mobile career sites/portal: 30%
- Automate and improve the new hire onboarding processes: 27%
- Streamline interviews (scheduling, feedback): 23%
- Automate compliance initiatives, such as I-9 or E-Verify: 20%
- Provide a completely mobile application process: 20%
- Improve the use of job board posting: 17%
- Launch an effective employee referral program: 10%
- Incorporate video into the screening or interviewing process: 3%

Source: iCIMS Hire Expectations Institute Proprietary Research
These plans are not surprising, considering the importance of talent acquisition to an organization’s success.

80% of hiring managers and 84% of recruiters agree that talent acquisition is the key to a company’s overall success and profitability.

Source: iCIMS Hire Expectations Institute Proprietary Research
But are companies really ready for the future of talent acquisition?

Let’s see if organizations have the technological infrastructure to support their talent acquisition goals.
Global CEO Survey 2014

Change isn’t easy. According to a recent PwC survey:

93% of CEOs find that they need to change their strategy for attracting and retaining talent.

BUT

61% don’t know where to start.

These CEOs are not alone. For example...

Source: PwC 17th Annual Global CEO Survey 2014
The Applicant Tracking System Has Become More than an Afterthought

Having the best Applicant Tracking System (ATS) is vital in today’s competitive hiring environment. A great ATS not only manages resumés, it manages the entire application process by providing a career portal through which job seekers can apply, managing compliance initiatives, and producing valuable reports to monitor effectiveness and improve processes.

Unfortunately, while approximately 66% of organizations surveyed state that they are using some type of ATS, 64% of those companies are not completely satisfied with features and functionalities of their ATS.

This is really not surprising since homegrown and ERP-delivered HR modules are typically not designed with talent acquisition’s needs at the forefront.

Source: iCIMS Hire Expectations Institute Proprietary Research
Social Recruiting Tools Have Become Standard

And, what good is talent acquisition technology if it cannot accommodate social recruiting? Considering that 74% of all Internet users have at least one active social media account, it is clear that social recruiting is the best way to reach the largest audience for the lowest cost.

What Talent Acquisition Tactics Do You Plan to Implement or Improve in 2015?

Surprisingly, only 21% of companies are using social recruiting technology and enterprise-level organizations have the lowest adoption rates of any business segment.

Though 60% of companies claim that they plan to implement social recruiting strategies within the next year, very few are technologically prepared to support that strategy.

Source: iCIMS Hire Expectations Institute Proprietary Research
Mobile Recruiting Has Gone from Nice-to-Have to Must-Have

Let’s not forget mobile! Over the past year, iCIMS has been monitoring the traffic of more than 200 million job seekers visiting iCIMS-hosted, mobile-responsive career portals to observe job seekers’ mobile behavior. Mobile and tablet usage among job seekers has shown a staggering 60% increase. Additionally, we’ve seen a 238% increase in job seekers’ conversion from “just looking” to actually applying for a job via mobile device.

Candidate Desktop & Mobile Usage

Conversion to apply via mobile* has increased 238% in 2014 vs. 2013

Mobile bounce rate* is down by 62%

Only 19% of businesses have implemented a mobile-friendly career portal.

With candidates increasingly applying for jobs from their mobile phone or tablet, businesses absolutely must implement mobile-responsive career portals if they want want to maximize candidate volume and minimize drop-off.

Source: iCIMS Hire Expectations Institute Proprietary Research
Companies Are Screening with Video and Saving Time, Money, and Eliminating Unnecessary Travel

Beyond the basics, the best talent acquisition departments incorporate cutting-edge technology, such as video screening tools, to streamline processes and maximize recruitment results. Video technology helps businesses reduce recruitment costs while making it faster and easier to identify good-fit talent.

As a Result of Using Video Screening, Recruiters Report:

- Decrease in time required for effective screening: 80%
- Decrease in time-to-fill: 57%

Surprisingly, only about 14% of businesses report that their talent acquisition technology vendors provide video capabilities.

Considering these significant operational and financial benefits, Video Screening tools are critical for important companies that want to win the war for talent.
Talent Pools Bring a Steady Stream of Qualified Candidates

Building talent pools is top priority for many companies. But, once you have people interested in your company, you need to nurture their interest with marketing tactics. Unfortunately, so few companies are using the appropriate technology to support such efforts.

Only about 20% of businesses report actively using a software dedicated to building and nurturing talent pools, such as a Talent CRM (Candidate Relationship Management) or recruitment marketing automation tool.

For organizations to win the war for top talent, they have to turn passive interest into active interest by nurturing candidates with automated recruitment marketing campaigns!

Source: iCIMS Hire Expectations Institute Proprietary Research
Talent Acquisition Doesn’t Stop When the Hire is Made

Finally, studies by Aberdeen Group have shown that there is a correlation between effective onboarding and employee engagement/retention. Considering the importance and complexity of coordinating a new hire’s onboarding, organizations must maximize onboarding efficiency and productivity with technology.

Which Statement Best Describes Your Use of Onboarding Technology Today?

- **9%** Stand-alone onboarding software
- **23%** Onboarding program integrated with our ATS
- **14%** Organized onboarding process using features within our ERP / HRIS
- **54%** We do not leverage any technology to support new hire onboarding

Even though approximately 46% of organizations surveyed state that they are using some type of onboarding software, **63%** of those companies are not completely satisfied with the features and functionalities of their onboarding technology.

Clearly, onboarding is vital to protect your organization’s recruiting investments and reduce risk. You need to have the best technology supporting it!

Source: iCIMS Hire Expectations Institute Proprietary Research
Even the most well-considered corporate growth plans will fall flat without the right solutions in place to support executing against your company’s recruitment goals.
Integrated Software

Purchasing the wrong talent acquisition technology can seriously hamper organizational productivity. The most strategic businesses choose a wholly integrated software for their talent acquisition teams to avoid redundant data entry and loss of data integrity.

Do You Currently Have Integrations Established Between Your ATS and Your Other Talent Acquisition Software Systems That Facilitates the Exchange/Sharing of Data Between Systems?

Additionally, 30% of recruiters say disparate systems resulting in redundant data entry and loss of data integrity is their biggest talent acquisition technology challenge.

Recruiters report spending an average of 5+ hours per week related to manual and/or redundant data entry.

Source: iCIMS Hire Expectations Institute Proprietary Research
The Solution is Simple

Talent acquisition needs a dedicated suite of technology solutions made up of wholly integrated technologies that leverage social, mobile, and video in a way that extends your employment brand and helps you make best-fit hires more quickly.

Would You Value a Software Suite Focused Solely on Talent Acquisition?

68% of recruiters agree that a fully integrated Talent Acquisition Suite is the ideal solution.

Source: iCIMS Hire Expectations Institute Proprietary Research
Why Does Talent Acquisition Need a Suite of Its Own Technology Solutions?

Many organizations report the largest hurdle to meeting corporate objectives is difficulty finding best-fit talent. But when it comes to making technology investments, talent acquisition initiatives fail to get the priority they need in order for organizations to maintain a competitive advantage.

Considering the importance of the talent acquisition team as a strategic business partner, recruiters need dedicated tools to succeed. Unlike post-hire employee data management solutions – which ‘live’ in the relatively controlled confines of a company’s existing culture and operations – truly effective pre-hire solutions need to leverage the latest social, mobile, and video functionality to compete in what is an extremely vast, fast-paced, and uncontrollable external candidate landscape. And the technologies used in the external candidate world evolve at a rate that most ERP (Enterprise Resource Planning) and full HRIS (Human Resources Information Systems) providers simply can’t keep up with. By comparison, a talent acquisition suite focuses on the candidate, recruiter, and hiring manager experiences ensuring that customers have the right tools to attract, communicate with, engage, and hire the best talent.
The Costs of Maintaining the Status-Quo

Companies have identified that their current processes will not be enough to carry them through the 21st century. We live in a fast-paced global economy where technological innovation has made nearly constant change inevitable. When we talk about talent acquisition today, we use phrases and concepts that weren't part of our industry's lexicon just a few years ago: mobile, Search Engine Optimization (SEO), video interviewing, social media, and talent networks. Needless to say, the status-quo is unsustainable in order for companies to meet their hiring objectives.

Some HR executives know this and have begun piecing together their own talent acquisition solutions with individual technologies and systems. This patchwork approach is costly, time consuming, and also risky, as companies may suffer significant data loss and reporting and workflow limitations. This approach is also unnecessary, as a complete Talent Acquisition Software Suite already exists!

“For years analysts speculated that this market will become dominated by the ERP providers. Not true.”
- Bersin by Deloitte
What is a Talent Acquisition Suite?

A Talent Acquisition Suite is a fully integrated set of software products that empowers talent acquisition teams with talent pool building, recruitment marketing automation, applicant tracking, and onboarding capabilities. Of course, a Talent Acquisition Suite does not stop there. Beyond the basics, a Talent Acquisition Suite offers features that facilitate employment branding and consistent internal and external communications while streamlining overall talent acquisition processes. A Talent Acquisition Suite will also provide access to automated, tried-and-true talent acquisition methods, such as automated job board posting, as well as facilitate new and innovative recruitment approaches like mobile-responsive career portals, video capabilities, career microsites, and social media recruitment.
Final Thoughts

iCIMS helps thousands of companies of all industries and sizes gain a competitive edge in recruiting talent into their organizations. iCIMS’ Talent Acquisition Software Suite enables organizations to leverage mobile, social, and video technologies to manage their entire talent acquisition lifecycle from building talent pools, to recruitment marketing automation, to applicant screening, to onboarding all within a single web-based application. The software is easy to use, scalable, and backed by award-winning iCARE™ Support. iCIMS, founded in 1999 and dedicated to the talent acquisition space, understands the recent upheaval in technology and candidate behavior and we offer the tools to succeed in this new environment.

To learn more about how iCIMS can help your organization, visit www.icims.com, call us at (800) 889-4422, or view a free online demo of the iCIMS Talent Platform.
Are You Ready for the Future of Talent Acquisition?

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