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.
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

Industry Spotlight
Key barriers to leveraging data in recruiting, by industry:

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<th>Industry</th>
<th>Key Barriers</th>
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<td>Consumer Goods</td>
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Where data is most useful

- Improve Outreach: 28%
- Improve Workflow: 25%
- Candidate Pool Evaluation: 21%
- Candidate Qualification: 16%
- Other: 10%

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
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
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.

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.

**Preferred Outreach Method**

- **Email**: 37.2%
- **Phone/Text**: 27.9%
- **InMails**: 15.1%
- **In-Person**: 12.2%
- **Chat Messaging**: 5.2%

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

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

**Recommended Content:**

*Using Open, Click, And Reply Rates To Tailor Your Outreach Strategy*
28% of recruiters say **DATA IS MOST HELPFUL** in improving 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.

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

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.

58% of recruiters measure candidate experience

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.
"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
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.

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.
"I believe my CEO is a champion of diversity."
The number varies when we look at specific industries:

- **Healthcare**: 66%
- **Manufacturing**: 75%
- **Financial Services**: 49%

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

- **Healthcare**: 83%
- **Manufacturing**: 86%
- **Financial Services**: 66%
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.

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

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

- **Diversity Sourcing Tool** 35.8%
- **Inclusive Messaging Insights** 24.7%
- **Post-Application Communications** 19.1%
- **Blind Hiring Tool** 13%
- Other 7.4%
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.
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:  
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
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.
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

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