

Recruiting & Hiring

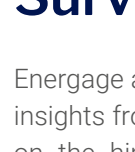
Survey Insights from Energage and the Top Workplaces Research Lab



80% of employers vs **30%** of job seekers say:

“The company culture is clearly communicated during the hiring process.”

A recent study conducted by Energage and its Top Workplaces Research Lab study revealed that employers and job seekers alike are struggling with the recruiting and hiring process. One thing stood out to our people science team: While **80% of employers** believe they effectively convey their company culture to job seekers, only **30% of candidates** share the same perception.



What an employer told us

“I wish our organization would place more emphasis on culture and getting the right person, not hiring the candidate with experience.”

The Top Workplaces Research Lab: Survey Insights

Energage and the Top Workplaces Research Lab recently conducted a comprehensive survey, gathering insights from both hiring organizations (246 responders) and job seekers (302 responders) to shed light on the hiring process. While there were some commonalities in their views, there were also significant disparities. Here are the key findings from our research:

- **Challenging times:** Both organizations and job seekers reported an increased level of difficulty in the hiring and job-hunting processes compared to the pre-pandemic era.
- **Perception gap:** Job seeker responses indicated a more negative interview process than what hiring organizations believed candidates at their own organizations would experience.
- **Dissatisfaction with time-to-fill positions:** Nearly half of hiring organizations (47%) expressed dissatisfaction with the time it takes to fill vacant positions within their organizations.
- **Effective recruitment channels:** Hiring organizations reported that they find most candidates through employee referrals and job boards.
- **Effectiveness of hiring efforts:** Surprisingly, only 56% of hiring organizations rated their hiring and recruiting efforts as highly effective.

These findings offer valuable insights into the perspectives of both job seekers and organizations, highlighting the areas where improvements can be made in the hiring process to close gaps and create a more positive experience for all.



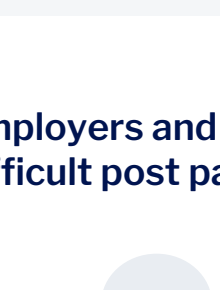
What an employer told us

“We need better communication with the applicants we do not interview, more automation in pre-screening candidates and scheduling interviews.”

What a job seeker told us

“It is nice to know if a company has decided to pass me up, and it’s even better if they let me know why. I am more likely to hold a better opinion of said company if they do so.”

The state of recruiting, hiring, and onboarding



53% consider time taken to fill vacancies satisfactory
56% believe hiring and recruiting efforts are effective
75% satisfied with onboarding process

Employers and job seekers agree recruiting and job hunting are more difficult post pandemic



	Job Seekers	Hiring Organizations
Less difficult	9%	8%
Similarly difficult	36%	32%
More difficult	55%	60%



Interesting survey insight

Both hiring organizations and job seekers agree that hiring, recruiting, and finding a job are more difficult than in past years.

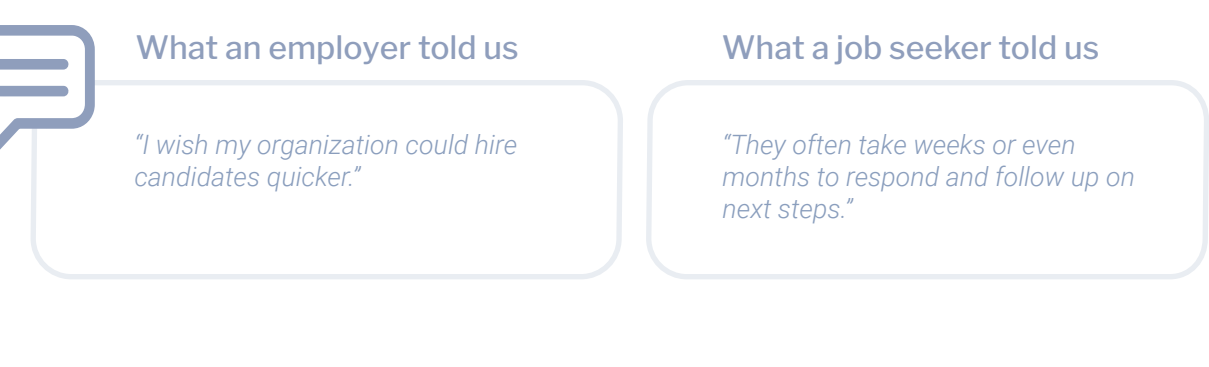
How employers are finding top talent



Interesting survey insight

Nearly one in four hiring organizations also cited “boomerang” employees as some of their best job candidates.

Top 5 obstacles to hiring and recruiting



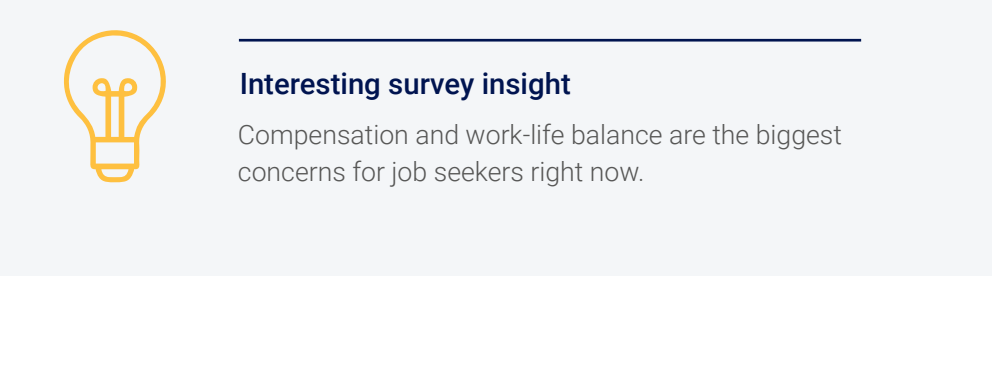
What an employer told us

“I wish my organization could hire candidates quicker.”

What a job seeker told us

“They often take weeks or even months to respond and follow up on next steps.”

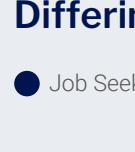
Job seekers value these things most



Interesting survey insight

Compensation and work-life balance are the biggest concerns for job seekers right now.

Job seekers say this will improve the hiring process

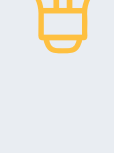


What a job seeker told us

“I wish organizations would not ghost applicants so often. It is annoying to commit time to an interview process and get left hanging.”

Differing Perspectives on Interviews: Job Seekers vs. Employers

● Job Seekers ● Employers



Interesting survey insight

The job seekers were particularly frustrated with the amount of required work, stress, and timely communication. The biggest gaps in perceptions centered on clear communication of company culture and crafting the hiring process to be a positive experience.

Six best practices for improved hiring and recruiting

1 Be more communicative, from start to finish

Candidates expressed considerable frustration about the lack of transparency and proactive communication from organizations. Job seekers wanted to hear if their application was being considered within a reasonable time frame. They also wanted to know where they were in the interview process, and what time frame was expected for a final hiring decision. Most of all, they wanted to hear from organizations when they didn't get the job. Many mentioned that their opinions of organizations took a serious hit when they were “ghosted” after one or more interviews. It's hard to tell candidates they weren't selected, but neglecting to inform them could be burning bridges. Candidates also often appreciate feedback about why they weren't selected for the role.

2 Streamline the hiring process

Candidates were frustrated with the length of the hiring process, but they weren't the only ones. About half of the hiring organizations were dissatisfied with the time it took to fill vacant positions - something that a lengthy hiring process doesn't help with. Reduce the number of interviews and interviewers unless they add clear additional insight. Ensure that any application system works well for candidates, not just for your organization.

3 Now's not the time to ignore pay

Many candidates are struggling to make ends meet with high costs of living and recent inflation, and they can't afford to ignore compensation as a major factor in their job hunt. Be transparent with candidates about pay and benefits packages as early as possible to avoid frustration and wasted time on both ends. If possible, include a pay range in the job posting, ensure it's up to date, and that it isn't unnecessarily broad. You'll find candidates that are a better fit, and they'll appreciate having a clear picture from the start.



What a job seeker told us

“There needs to be more pay transparency during the interview process. It's a waste of everyone's time if the pay they are offering doesn't match the candidate's needs.”

4 Design your hiring process to be more inclusive of diverse candidates

And not just gender and race/ethnicity. Job seekers from a variety of backgrounds felt ignored or undervalued by hiring organizations. Neurodivergent individuals, parents with gaps on their resumes due to taking care of children, candidates with criminal backgrounds, and older job hunters can often match the skillsets of traditional candidates while also offering unique perspectives. If you're struggling to find enough candidates, it may be time to broaden your pool while increasing the diversity of your organization.

5 Measure, set target goals, and improve continuously

Collect data on the most important aspects of your hiring process and use it to improve. Some potential metrics include:

- Time to fill vacancies
- Response time to applications
- Interview count
- Percent candidates responded to
- Candidate ratings of process
- Hiring manager ratings of process
- Completion rate of application
- Candidate drop-off after each stage of process

Work with key stakeholders to determine what matters most in your hiring process and determine ways to measure it accordingly. Assess the current state and set targets for improvement.

6 Strengthen your employer brand

A strong employer brand is essential for attracting talent, streamlining recruitment, and presenting an authentic view of your workplace. Leveraging employee voices to convey the work experience establishes a trustworthy reputation. Here are three steps to get started:

1. Gather employee feedback: Conduct an employee engagement survey to capture honest sentiment. The Energage Employee Survey qualifies you for employer recognition as a Top Workplace and identifies your culture's strengths and areas for improvement. Use this feedback to showcase what makes your company an ideal choice for job seekers.

2. Define your employer value proposition: Exceptional talent seeks authentic brands and realistic job previews. Utilize survey insights, especially data related to recruiting, to refine your brand promise and align it with your culture. Consider how your recruiting efforts fit into the employee lifecycle and ensure they align with your current value proposition.

3. Promote an authentic employer brand: Use the culture strengths found in your employee survey data to showcase what differentiates your culture. Energage Employer Branding offers branding assets such as Culture Clouds and Top Workplaces award badges that can be shared on multiple channels, including careers pages, job postings, Top Workplaces profiles, and social media.



Learn how a strong employer brand will improve talent recruitment. Schedule a no-cost demo at www.energage.com/request-demo/