



The State of Hiring in 2020



A quick note from Indeed for Employers about COVID-19

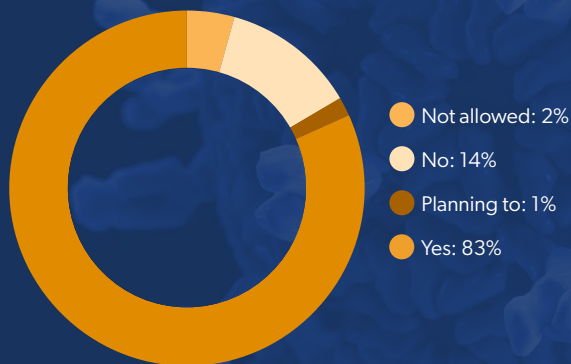
The data for this report was collected throughout March 2020. At the time, the full effects of the COVID-19 pandemic hadn't made themselves known. While many of our survey respondents were seeing social distancing and lockdown measures being put into place, they likely won't have experienced the full force of its impact at the time of writing.

The working landscape has changed dramatically since, creating new challenges as a result of the

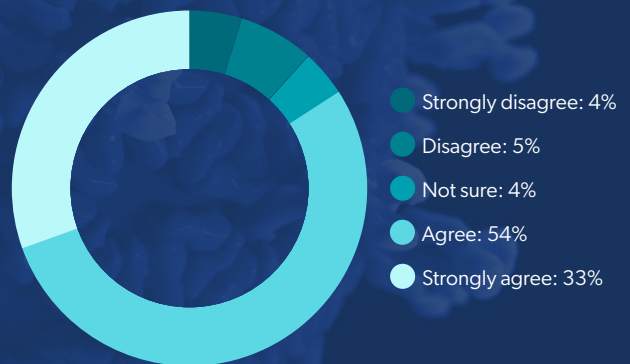
additional safety measures implemented by governments around the world. Only time will tell how this will shape a 'new normal', while technology becomes even more important in enabling organizations to adapt to a rapidly changing environment.

Additional research conducted in April 2020 looked at how professionals in all areas of business are adapting to this new working environment, with 83% now working from home.

Are you working from home due to the Coronavirus outbreak?



I have access to the tool I need to work from home



Encouragingly, 87% of professionals have access to the tools they need and 77% believe their organization has adapted well to the outbreak. Yet, while 67% are seeing a delay with their active projects, only 30% feel less productive.

During this uncertain time, communication is critical for keeping employees connected with each other and maintaining 'business as usual'. The data shines a positive light on a less-than-positive situation with 61% of professionals enjoying working from home. While business leaders may be worried about the future of their organization and the mental wellbeing of their staff, only 31% reported feeling lonely.

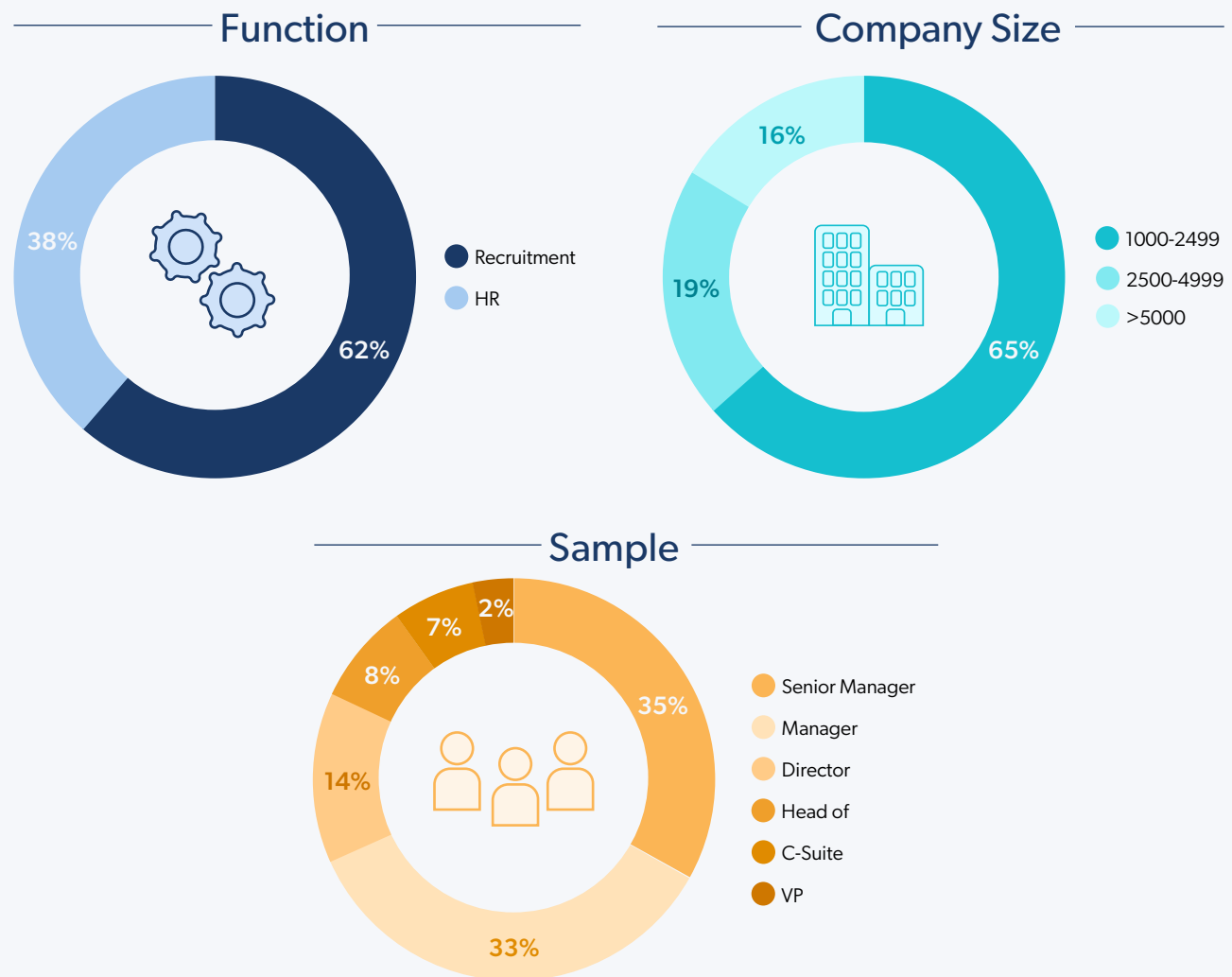
Here at Indeed for Employers, we're doing all we can to support businesses during this difficult time. Our [COVID-19 employer resources](#) are on hand to help to keep your business running, and navigate critical communications with employees and customers, while hiring the right professionals safely and remotely.

The State of Hiring in 2020

Over the last decade, the landscape of recruitment has evolved. The age of technology has transformed the hiring process - from traditional paper resumes and in-person meetings to automated sourcing technology and video interviews. And while this has certainly simplified some aspects of the hiring process, recruiters and HR professionals are always looking for ways to streamline their recruiting strategies.

With many organizations facing both time-old challenges and modern issues that have emerged as a result of new technologies and a shift in candidate power, we wanted to take a closer look at how hiring professionals can overcome these challenges. In doing so, we'll get a better understanding of the current state of hiring and what this could mean in 2020.

To do this, we surveyed 202 senior decision makers in HR or recruitment roles, in companies of more than 1,000 employees.



This report highlights the challenges organizations are facing, how they manage their hiring needs and what components make up their recruitment strategy.

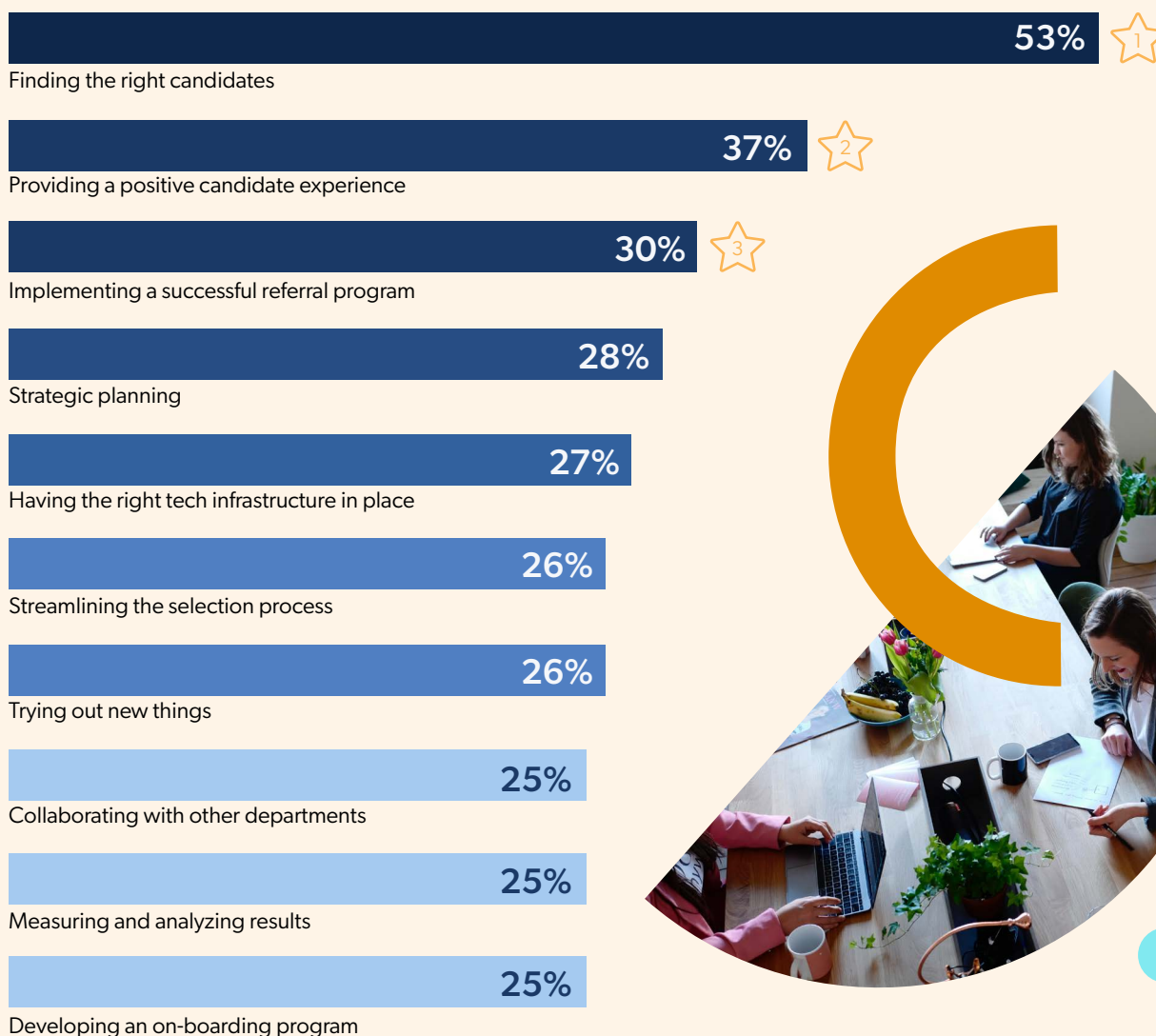
What are the key challenges hiring professionals are facing?

In order to understand how organizations are streamlining their hiring processes, we must first look at the key issues that they're facing and the steps they're taking to try and mitigate these challenges.

When asked to share the biggest challenges they're faced with, HR and recruitment professionals revealed that finding the right candidates (53%), providing a positive candidate experience (37%) and implementing a successful referral program (30%) were at the top of their list.

As the skills gap continues to widen, it's no surprise that finding the right candidates is one of the biggest challenges for hiring professionals. We've observed that today's younger workforce is more decisive about what they want from a job, and are often less willing to compromise. This means providing a positive candidate experience has become a key priority for many organizations.

What are your top 3 biggest hiring challenges right now?



Chapter one: Staff planning

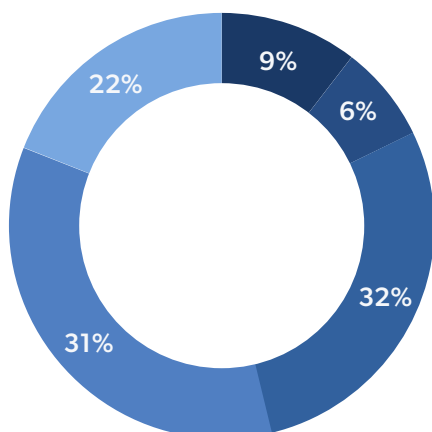
As well as the key challenges we've touched upon in the first section of this report, there are also some additional issues hiring professionals are facing when it comes to staff planning and resources. The good news is, there are several ways organizations can help alleviate some of this pressure.

Additional challenges facing hiring professionals

By understanding the challenges their teams are facing in 2020, organizations can begin to implement solutions that will help streamline the recruiting process and reduce time and cost per hire. Some of the key issues professionals face when it comes to staff planning are managing workloads, reducing time-to-hire, and having enough time to complete other tasks.

How heavy is the average workload of your recruiting team?

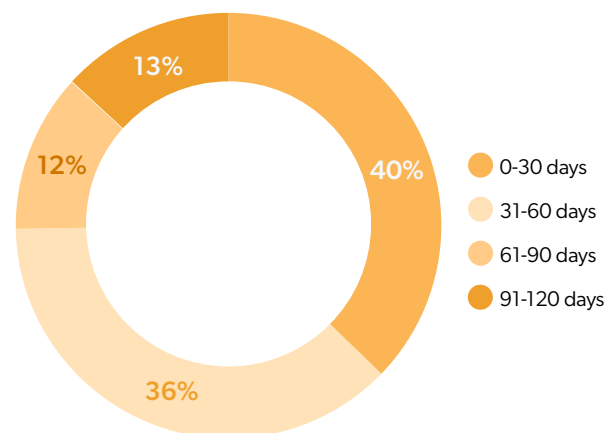
- We receive far fewer requests than we can manage
- We receive fewer requests than we can manage
- We receive the right amount of requests
- We receive more requests than we can manage
- We receive far more requests than we can manage



While it's positive to see that one in three (32%) organizations are receiving the right amount of requests for candidates, these results also show that over half (53%) are receiving more than they can manage.

Additionally, 60% of hiring professionals revealed that it takes them more than a month to hire a candidate after posting their jobs online. One in 10 (13%) have stated it can take as long as three months.

How long does it take from posting a job to hiring?



What impact does this have on the organization?

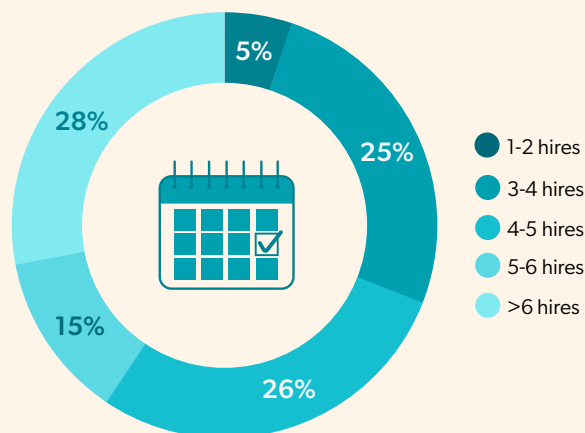
It's clear the majority of today's recruiting or HR professionals are becoming overwhelmed by the number of new hire requests they receive. Not only this, but many are having to juggle excessive workloads while balancing other administrative tasks, which in turn could be causing a higher turnover of staff and increased stress levels.

Issues with staff planning, combined with the ongoing skills shortages, appears to be

negatively impacting hiring teams and their recruiting efforts, with some taking as long as 120 days to place a candidate after posting the job description. With many organizations looking keen to streamline their processes and cut hiring costs, more needs to be done to support these recruiting and HR professionals in 2020.

That said, it's positive to see 40% can find and place a candidate within 30 days. Not to mention, 15% revealed they are able to place between 5-6 candidates a month, while the majority (28%) can place more than six candidates during this time.

How many hires does each recruiter make each month on average?



How can businesses alleviate the pressure?

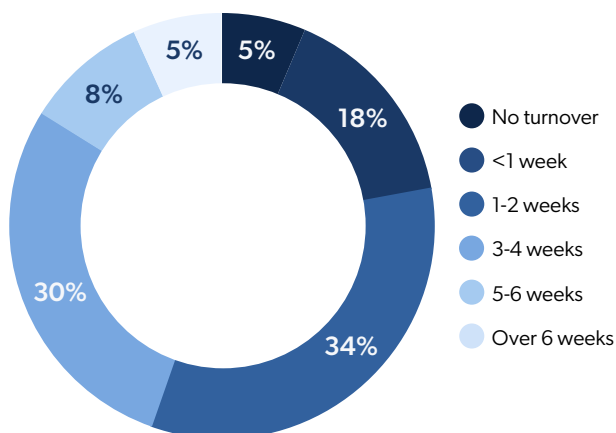
There are several ways in which organizations can support their teams and help alleviate some of this pressure. By following a recruiting strategy and investing in the right tools, they can make the hiring process easier and free up more time for other priorities. Below is just some of the best ways to do this:

- Outsource your recruitment
- Invest in the right technology, such as ATS, video technology and job boards
- Establish a strong hiring process, including aspects like job description templates and a set structure for interviews
- Staff trainings on how to provide a great candidate experience without adding to their workload
- Invest more in advertising for your open jobs

Why outsourcing could be the key

Outsourcing could be the most effective way to extend your hiring efforts in 2020 and support your HR team and the business as a whole. Why? Because external recruitment agencies will have access to bigger, more diverse talent pools as well as already having the necessary tools and technology to streamline and speed up the recruitment process. This allows your business to focus on its overall goals and reach targets. It can also be more time-efficient, with 34% of respondents revealing that staffing agencies begin sending them candidates in as little as 1-2 weeks.

On average, how long does it take an agency to start sending you candidates?



Outsourcing can also be particularly beneficial for those who find themselves struggling to juggle their hiring efforts with all their other administrative responsibilities. Using an agency helps to relieve some of the pressure, reducing the team's stress levels and allowing them to remain focused and boost their productivity. Finally, it could be more cost-effective than having to invest in new technologies, and expand the team to keep up with hiring demands. Instead, you can share the workload with an external agency.



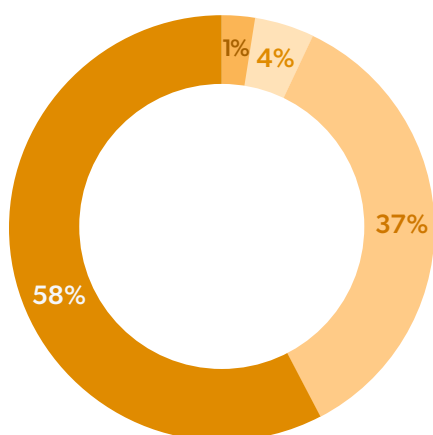
Chapter two: Candidates experience

Candidate experience may be a term you've heard used a lot in the recruiting world. It refers quite literally to the experience that a candidate has with your company during the hiring process and ultimately, how they feel about your business after that. A negative candidate experience can damage your hiring process and make it harder to find and place candidates.

That said, the data shows that this is something that most recruiters/HR professionals take into consideration, with 37% saying candidate experience is important to them when hiring and a further 58% saying it is extremely important when hiring. Despite these figures, many organizations are falling short when it comes to putting a positive candidate experience in place.

How important is candidate experience to you when hiring?

- Not at all important
- Neither important nor unimportant
- Important
- Extremely important



Why is candidate experience so important in 2020?

Candidate experience affects whether a talented job seeker wants to apply to work at your company. It affects whether they choose to engage with your company in the future and most importantly, it affects what they tell other people about your organization. In today's digital world, a candidate can share a negative experience online in a matter of seconds, which in turn can damage your brand and deter others from applying to your open roles.

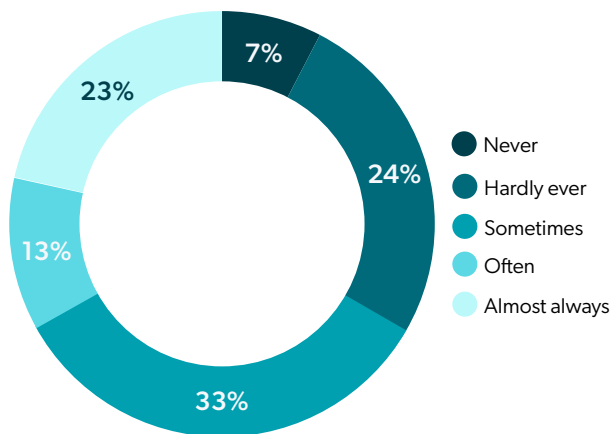
What exactly constitutes a negative candidate experience? There are a number of aspects that can contribute towards a poor candidate experience for today's job seekers. The most common issues include:

- Vague or unclear job descriptions
- Lengthy recruitment processes
- Lack of communication from the recruiter
- No confirmation emails after submitting an application
- Never hearing back about an application (often referred to as being 'ghosted')
- Lack of information before an interview
- A poor onboarding process

There are several reasons that organizations need to think about candidate experience as part of their hiring process. Even though our data showed that many hiring professionals do take this into consideration, we also learned that over one in 10 (13%) confessed that they're unlikely to reply to a candidate's application if they don't plan on interviewing them.

What's more, when asked how often they have a good candidate drop out of the hiring process mid-way through, 13% said this happens often and 23% said this almost always happens.

How often does a good candidate drop out of your hiring process before you've made a decision?



Of course, this data doesn't prove that all strong candidates are dropping out as a direct result of a bad candidate experience, but it could be a contributing factor in many cases. By not acknowledging applications or communicating effectively with candidates whether you plan to interview them or not, you could be damaging your hiring process and reputation.

7 ways to create a positive candidate experience

There are several ways you can improve your hiring process this year and boost your overall candidate experience. These include:

- 1. Writing clear job descriptions** - include as much information as possible, such as salary, daily responsibilities, and qualifications to be considered for the position.
- 2. Improving your careers page** - you should have a page on your website that sells your company and advertises your open roles. Make sure it's easy to find, well-designed, and up to date.
- 3. Making the application process shorter** - keep it as simple as possible.
- 4. Communicating with candidates early on** - update them at every stage of the process, even if it's just to tell them you need more time to make the decision.
- 5. Preparing successful applicants for the interview** - give them details on how to find the office, who they'll be meeting, and any pre-interview tasks they might be asked to complete.
- 6. Maintaining candidate relationships** - even if you don't hire them, you can keep them in mind for any roles you're hiring for in the future.
- 7. Preparing a strong onboarding process** - the hiring process isn't over as soon as they accept the job. You need a solid onboarding plan that will make them feel welcome right away.

Chapter three: Recruitment technology

So far we've looked at a number of different challenges facing today's hiring professionals and why candidate experience is such a vital part of the hiring process. In this next chapter, we're going to look at the role that technology plays in the recruitment process in 2020 after more than one in four (27%) agreed that not having the right tech infrastructure in place is one of their biggest problems.

Is technology critical for the hiring function in 2020?

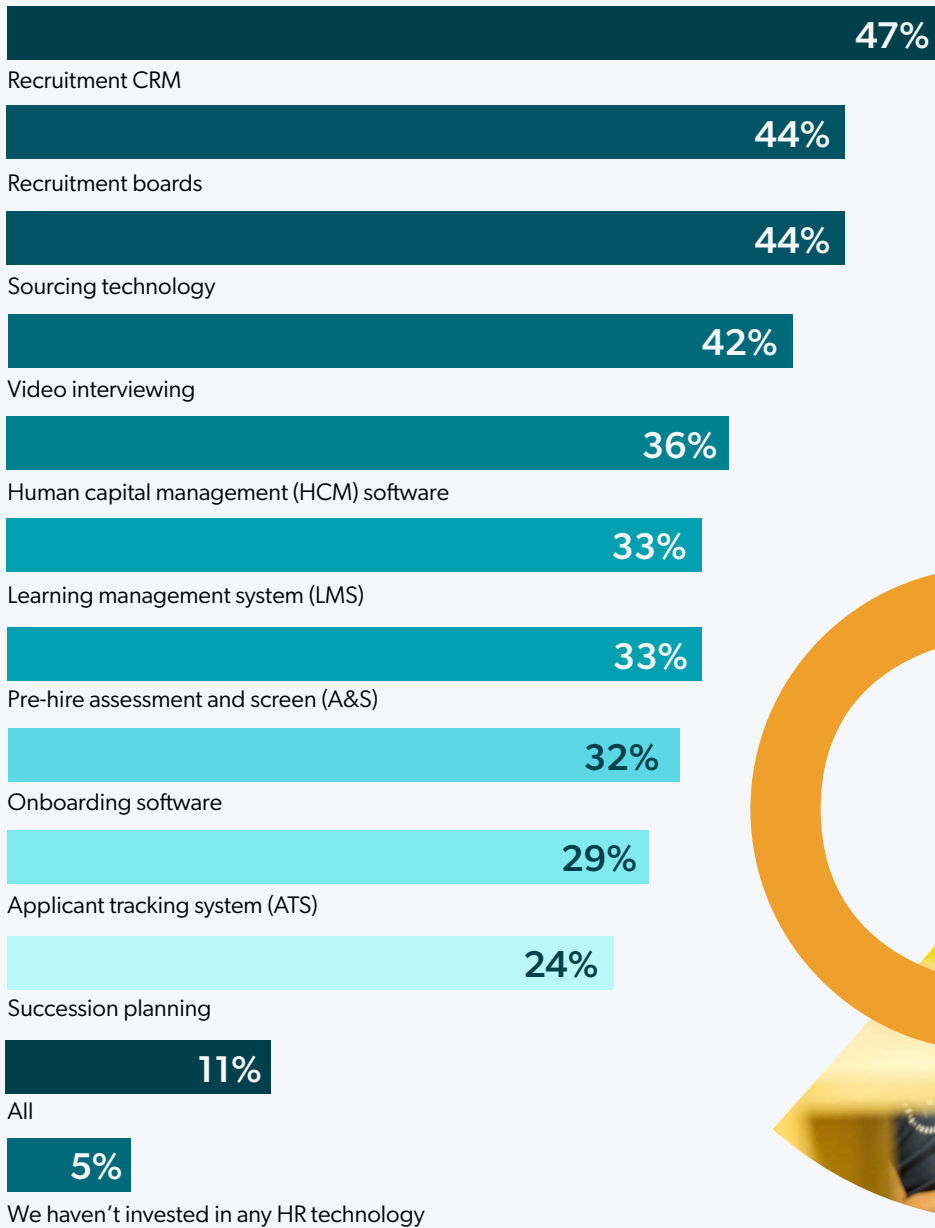
There was once a time when technology played little to no role in the hiring process. But over the last decade, these systems have revolutionized the way we find, recruit and onboard new candidates, and technology has become a critical part of this process.

Of course, you could argue that you don't need to invest in all of these technologies, and go with more traditional methods of hiring. The problem with that is your competitors who have invested in recruiting technology would have a huge advantage when it comes to finding and securing top talent. Using recruiting technology is a critical part of hiring in 2020.

In order to get a better understanding of which technologies are most popular and which systems are deemed most critical for hiring, we asked respondents what technologies they'd been investing in over the last year. The results showed that recruitment CRMs (47%), recruiting boards (44%), and sourcing technology (44%) were some of the most popular.



Has your team invested in any of the following HR tech in the last 12 months?



How are organizations using recruitment technology?

Based on the list of technology they've been investing in, the data suggests that organizations are using different recruiting tools primarily to help them source and manage candidates. They're also using technology to offer a better candidate experience, report on results, and keep on top of other daily administrative tasks.

How can technology help to solve the key challenges?

Below are some of the most critical technologies that hiring professionals are using in more detail, highlighting how these help solve key challenges facing recruiters and HR professionals. We'll also look at how these can be improved and what organizations need to be doing to support their hiring staff in 2020.

Recruiting CRM (used by 47%)

Candidate Relationship Management (CRM) systems allow hiring professionals to stay in touch with candidates, which in turn provides a better candidate experience. A recruiting CRM also helps effectively manage the hiring processes, plan ahead, and boost their productivity.

Recruiting boards (used by 44%)

Recruiting boards (or job boards) are great for advertising your open roles and reaching a wider candidate pool. In terms of key challenges, these can help recruiters find larger numbers of talented candidates and streamline their hiring process.

Sourcing technology (used by 44%)

Sourcing the best candidates can be challenging. Technologies expose hiring professionals to a much bigger talent pool - increasing the chances of them being able to find the right candidates.

Video interviewing (used by 42%)

Conducting video interviews allows recruiters to streamline their hiring process. They allow recruiters to screen candidates before scheduling an in-person interview. This saves time and

resources, especially if the candidate turns out to be a poor fit for the role. It also contributes towards offering a better candidate experience.

Human capital management (HCM) software (used by 36%)

This can be perfect for helping hiring professionals manage, develop, and acquire candidates all from one system, allowing them to streamline their processes and keep on top of other administrative tasks.

Pre-hire assessment and screening (used by 33%)

Hiring professionals can screen and assess candidates to make sure they're going to be a potential fit. This saves them time and money on interviewing, hiring, and onboarding.

Onboarding software (used by 32%)

This helps to provide a smooth onboarding process for new hires. This is a part of offering the best candidate experience and also helps with developing an onboarding program - one of the key challenges facing many hiring professionals.

To better support their staff, organizations should set aside enough of a budget for important recruiting technology, and should regularly review these systems to ensure they have the best possible providers. For example, making sure they're using the best and most up to date CRMs, job boards, and sourcing technology.

The data has also revealed that it could be hugely beneficial for senior managers to ask for feedback on these services from their teams and to find out what's working and what can be improved. With almost one in 10 (8%) hiring professionals saying that they replace or retire a recruiting technology in less than a year, and a further one in four (26%) saying they do this every 1-2 years, it's clear that regular reviews are key.

How long until you replace or retire your recruiting technology on average?

