



2021

Recruiting Report

Building future talent
pipelines and ensuring
post-hire success.

The Coronavirus Pandemic and its after-effects will drive an HR transformation.

COVID-19 has had a dramatic impact on talent trends. At the start of 2020, the talent shortage was a key concern among all hiring organizations. Record unemployment hovered at 3.7% and the average time to fill most jobs was 43 days — and higher (50-63 days) for technical and specialty roles.

Following a broad market study conducted in 2019, SkillSurvey has continued to monitor the talent acquisition challenges facing buyers and what strategies they're using to meet those challenges. We're following how organizations are changing their sourcing and candidate screening practices to meet the current talent gap and how they're adjusting hiring, onboarding and engagement strategies for new remote workforces.

The dramatic shifts that have taken place following quarantine shutdowns, essential industry ramp-ups, the shift to virtual workplaces, demands for social changes and equality are all driving even more reliance on new recruiting automation.

According to a [new report](#) by IBM's Institute for Business Value, HR must radically redefine itself along the following values: Personalization, skills at the core, data-driven decision-making, transparency, and agility. These pillars are at the center of the journey to HR 3.0.

7 of 10

HR executives say
the function is ripe
for reinvention



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COVID impact: Work goes remote



Virtual recruiting is here to stay. In LinkedIn's October [The Future of Recruiting](#) study of 1,500-plus talent professionals:

81% said virtual recruiting will continue after the Covid-19 pandemic subsides.

70% said virtual recruiting will be “the new standard”.



Remote work, too, will be the norm for at least the first half of 2021, says PwC's Bhushan Sethi, in a December [Human Resource Executive](#) outlook piece.

PwC research shows **78%** of global CEOs say remote collaboration is here to stay.



In a December, 2020 Gartner survey of 130 HR leaders getting ready to reopen closed offices:

90% intended to permit remote workers to continue at home—at least some of the time.

Recommended content for COVID-19

Blogs:

[Remote Workers: The New Normal Post-Coronavirus?](#)

[Importance of Hiring for the Right Soft Skills](#)

[Employment Verification vs. Reference Checks](#)

Webinar:

[Elevate Your Hiring with Online Reference Checking & Sourcing](#)

Infographic:

[The Value of Post-Hire Engagement](#)

In 2021, HR professionals will equip remote workers with technologies to do business post-pandemic.

Planned technology investments:

34%

Remote collaboration tools

25%

Automation tools (self-service)

25%

Recruiting and onboarding programs

August-September 2020 study by Oxford Economics and SHRM (with SAP SuccessFactors) of HR professionals in 10 countries.

Post-pandemic workplaces demand new skills.

80%

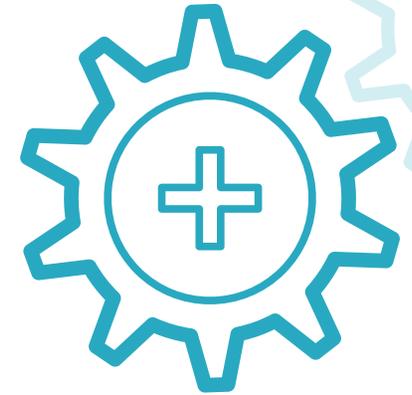
CHROs are already planning for competition for talent as economic recovery gets underway.

(PwC's November CHRO Pulse survey)

71%

said more than 40% of their employees needed new work skills due to pandemic-related changes and digital transformation.

(Gartner poll of 113 learning and development leaders)



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Attracting talent is a key priority.

66%

recruiting and
hiring will be
somewhat or very
challenging.

59%

predicted
workforce
planning would
be challenging.

53%

consider
managing a
remote workforce
challenging.

Attracting talent is a priority.

For enterprises of every size

Across multiple industries

From key functional roles

What are your most critical initiatives?

Attract the talent / Recruit the talent / Qualified employee / Adding more case managers



On-going training / Employee development / Drive for company goals / Develop a good team



Focus on expanding the company / Grow the business



Retain the talent



New technology solutions for work flow and data validation / Implement latest technology



Being more profitable



Focus on employee benefits



Established efficient work team



Diversity and inclusion



Increased productivity / Increase efficiency



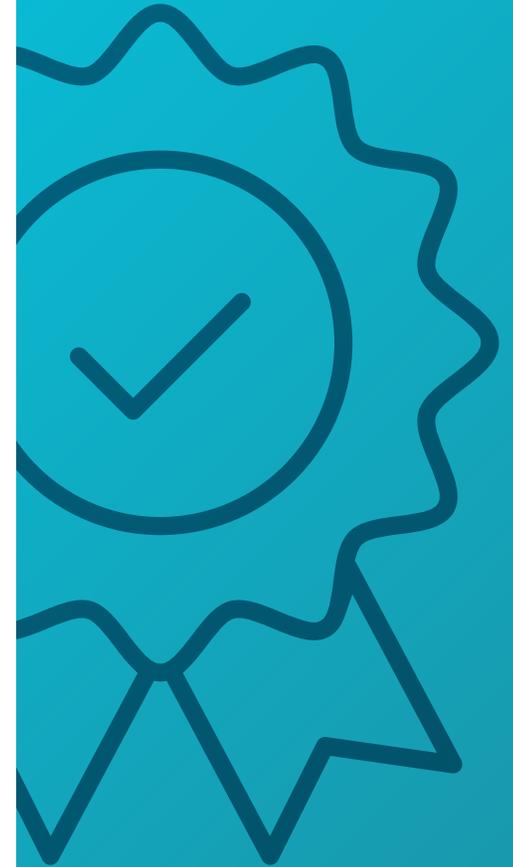
A focus on quality of hire.

80%

Most respondents believe improving the quality of hire is “extremely important.”

86%

And most believe their organization is ready or very ready to improve quality of hire in the coming year.



Post-hire results are not effectively measured.

In another survey of customers, only half indicated that they obtain feedback during the critical first year or early tenure of employment.

56%

of employers gather post-hire feedback today to measure candidate experience, or employee engagement following onboarding.*

40%

of employees who leave voluntarily do so in the first 6 months, and another 10-20% occurs in the first year.**

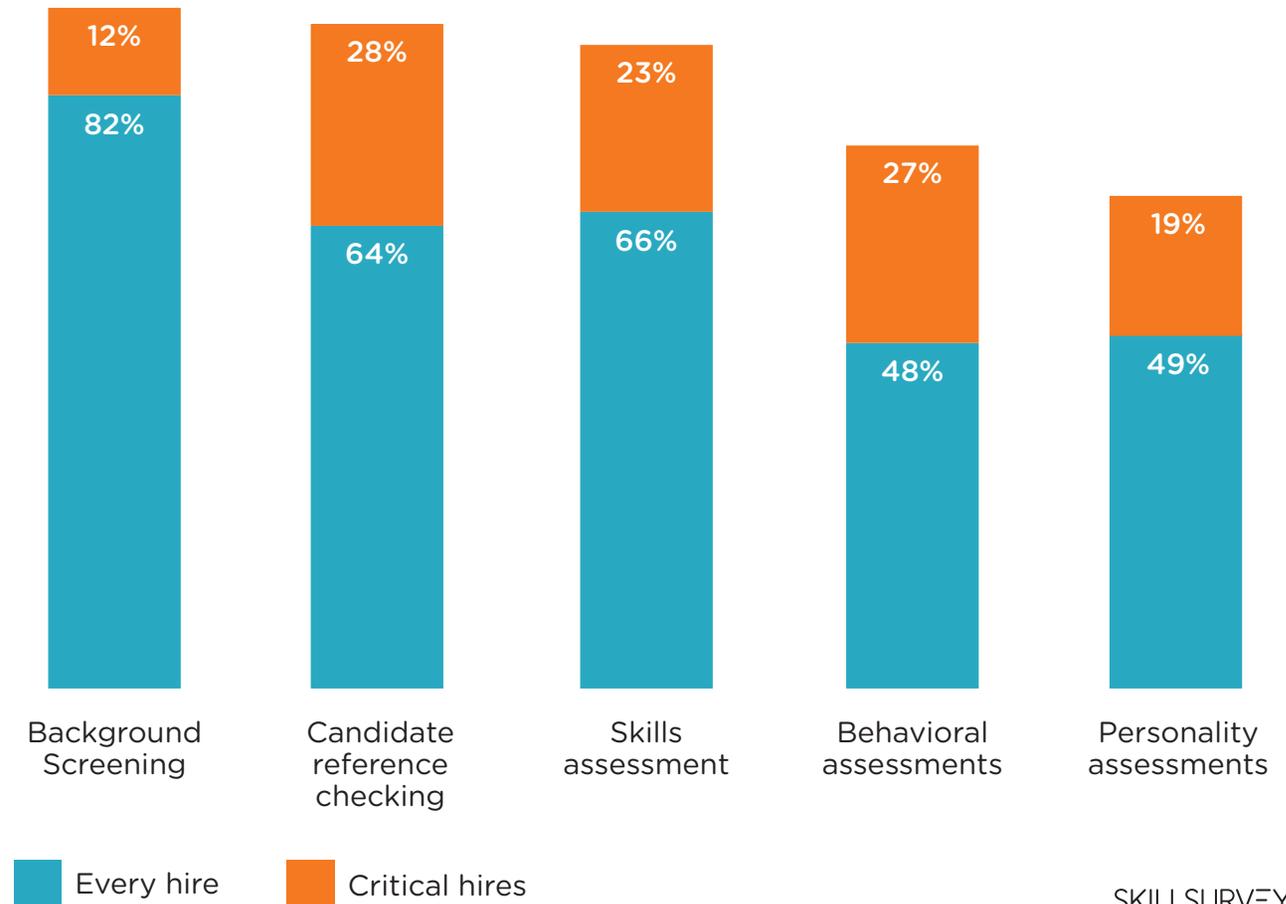
*SkillSurvey general industry customer survey, January 2020, 145 responses (81/145)

**<https://www.inc.com/adam-vaccaro/voluntary-turnover-six-months.html>



How are candidates being vetted?

While background checks are used more widely for every hire, reference checking is used most often for critical hires followed by behavioral assessments.



Top three practices with dedicated budget



77%

Background
checks



55%

Skills
assessments



53%

Reference
checking

Digging deeper: What steps in the hiring process are most important?

Proactively sourcing candidates for future recruitment



Completing reference checks before extending a job offer



Using scientifically valid tools to gain insight into fit for the role



Interviewing candidates



Obtaining objective candidate information prior to the interview process



 Important  Very important

Digging deeper: Reference checking

6 in 10

A majority of respondents felt that reference checking should be mandatory.

An almost similar proportion believe that reference checking helps them hire better candidates and reduce the risk of bad recruits.



Compliance risk:

42%

of individuals at enterprise organizations say their reference checking practices are not standardized.



Digging deeper: Reference checking

94%

Best in Class and Automation

Respondents who use online reference checking value their process — significantly more than those who do not use online solutions.

The use of online reference checking solutions has continued to grow - now representing 30% of respondents.

Increased process efficiency:

“... The value of reference solutions is in their ability to improve the speed at which the reference checks can be made, and at a reduced cost, which allows for the candidate to be processed onboard much quicker ...”

—
Director, Talent Sourcing, Large Healthcare Entity

Improved quality:

“... The standardization of reference software allows for the consistency of the questions and ultimately the information we are collecting. Manually, it is difficult to account for the variability of local HR managers asking questions directly. This allows us to more easily manage the quality of our reference checking process ...”

—
Head of Human Resources, Mid-sized Higher Education Institution

See more of what our customers have to say about using an online reference checking solution at skillsurvey.com/customers.

Online
reference
checking
boosts
efficiency
and
quality.



Digging deeper: Candidate sourcing

It's all about skills, especially soft skills.

46%

Struggle to find “right-fit” candidates (soft skills)

23%

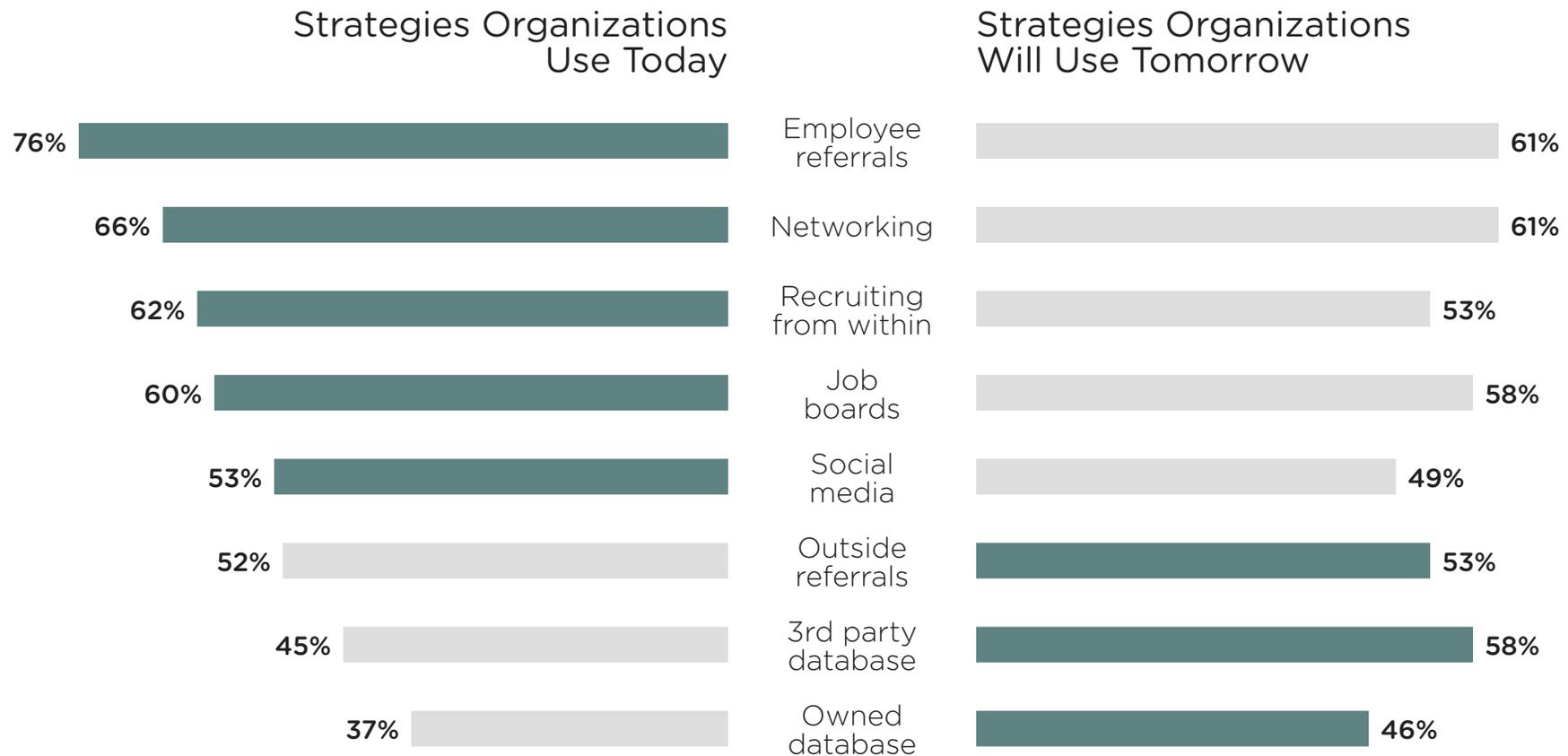
Struggle to find skilled candidates (hard skills)

14% struggle to get more insights on their candidates, references, and background.

Get the guide:
[Seven tips
to hire for
soft skills](#)

Digging deeper: candidate sourcing

Talent leaders realize they need to get beyond sourcing on an “as needed” basis and establish automated referral databases that help them continuously access talent pools.



A new talent source

Online reference checking and sourcing solutions

are helping organizations maximize the use of the technology to find new candidates through references and referrals. Online solutions automate the ability to build current up-to-date talent databases and to nurture those talent prospects using digital tools.

“... It’s a great way to capture potential talent. And in my experience, I’ve found that hiring from a reference tends to work pretty well. ...”

—
Head of Human Resources, Mid-sized Higher Education Institution

Conclusion: Meeting talent challenges

Enterprises tend to look to adopt new HR technologies when faced with issues in the quality of hired talent or difficulty in managing hiring volumes with current staff and resources.

The new normal ushered in by the pandemic will continue to drive employers to adopt new solutions that help leverage more data to help them hire and engage a highly skilled workforce.



SKILLSURVEY®

At SkillSurvey, we believe talent determines the success or failure of every organization. With the best people in the right positions, your company or institution can achieve amazing things. That's why we make it quick and easy to get meaningful, predictive insights on a candidate's soft skills and past performance from their references — and continue to leverage feedback across the employee lifecycle. See how SkillSurvey can help you find and retain the best talent for your organization.

Visit us today at skillsurvey.com



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