

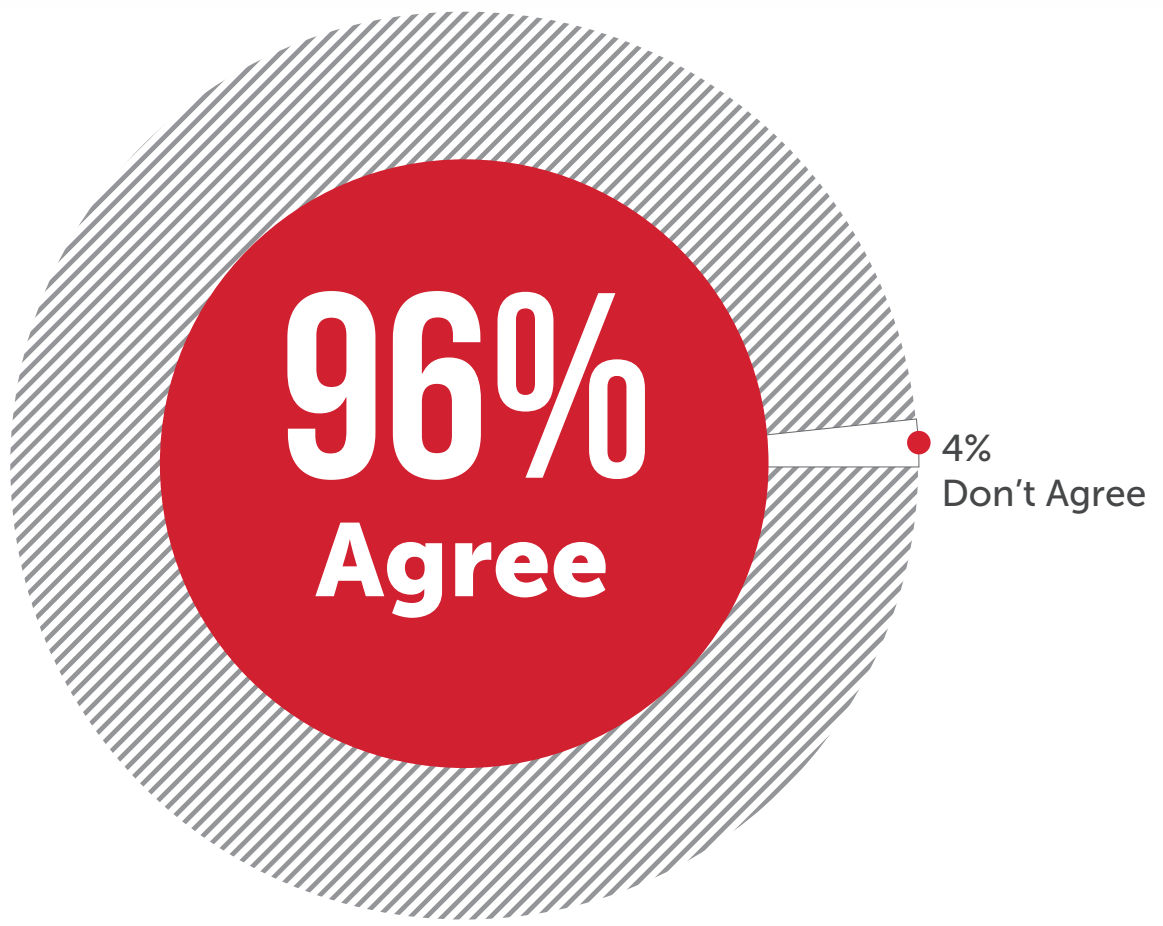


TRANSFORM YOUR TALENT ACQUISITION

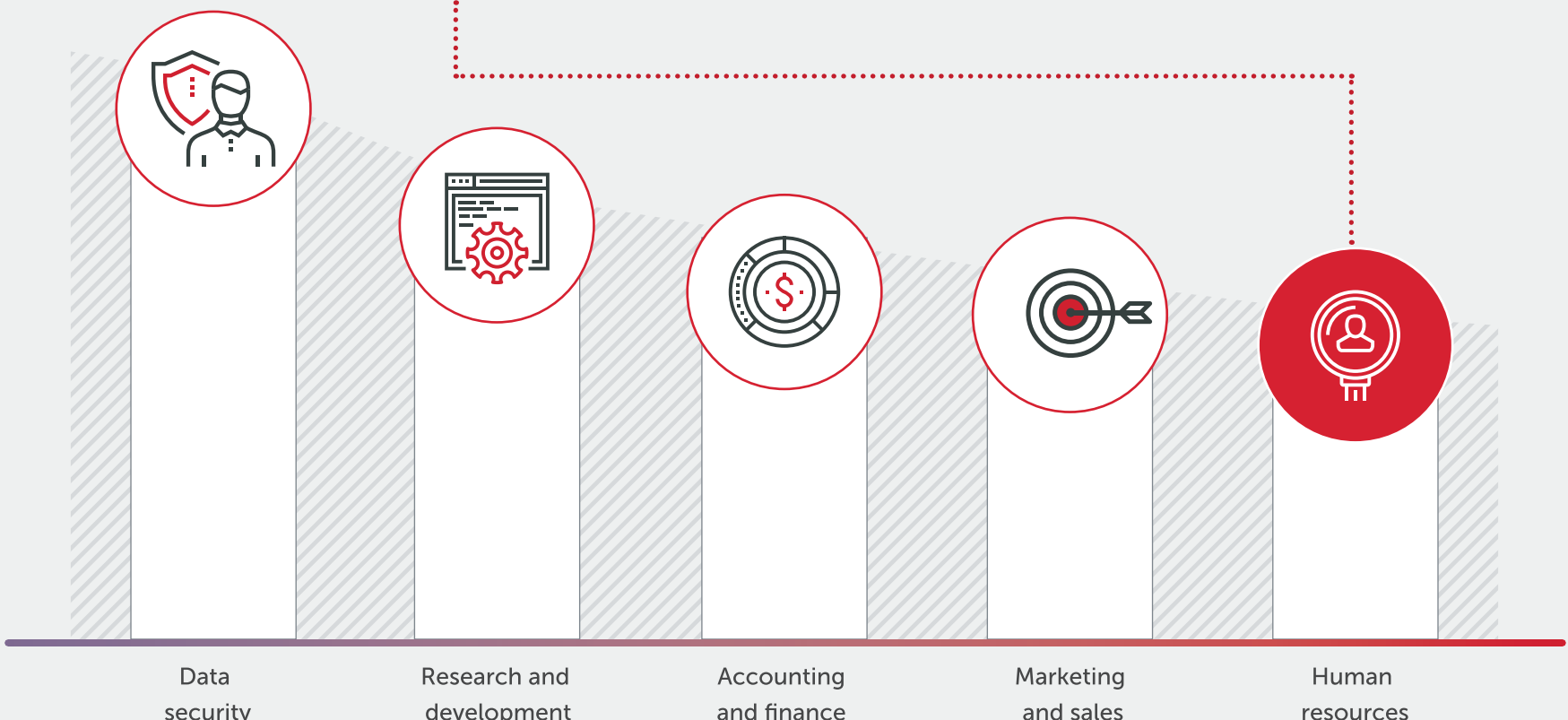
People are the lifeblood of every organization. Business success depends on having a skilled workforce. But there is a gap between intention and reality. While a vast majority of surveyed HR and IT leaders agree that finding and hiring qualified talent is of vital importance, employers are struggling to fill open roles. To successfully attract and retain talented people, HR departments must partner with IT to invest and implement the right talent acquisition technology and processes.

THE PROBLEM

96% of HR operations and IT executives believe that it's **critical to their organization's success** to be on target with their hiring goals.



But... HR **RANKS LAST** among IT's investment priorities.



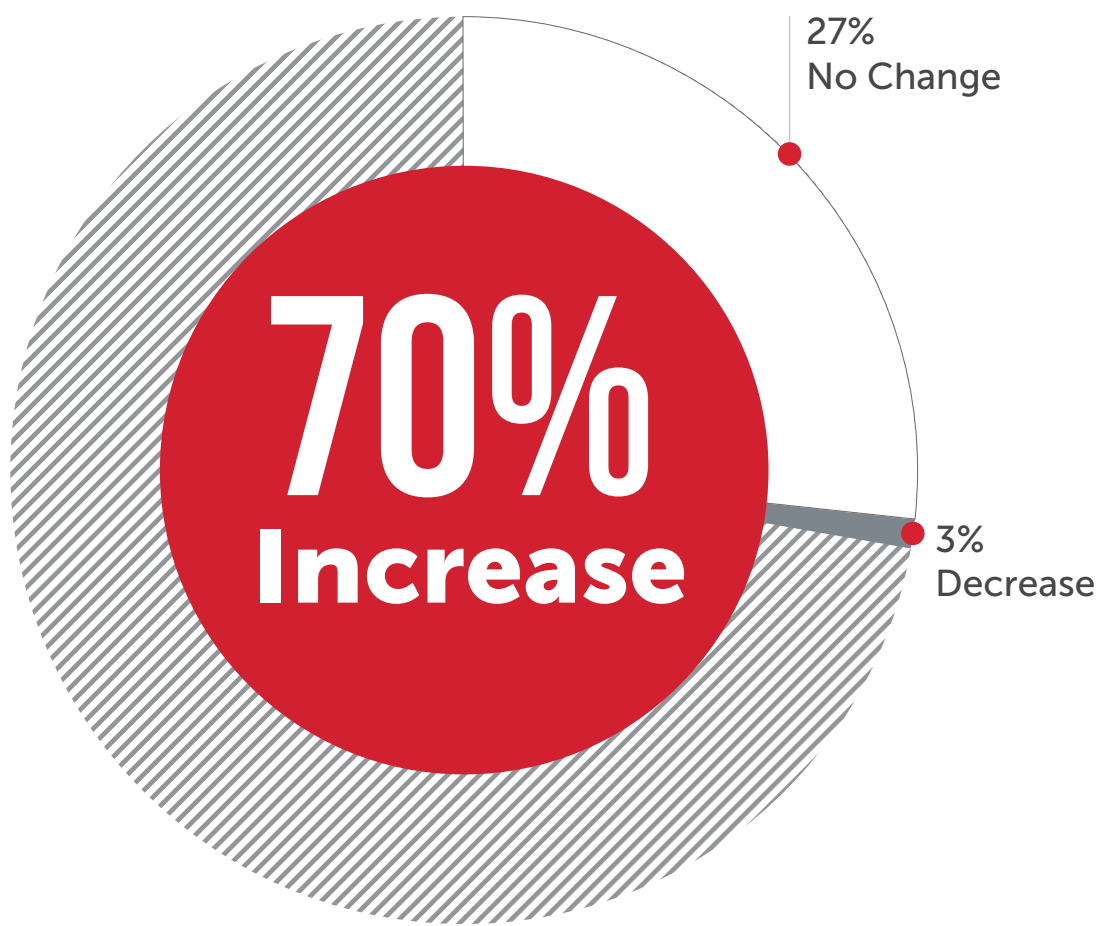
An overwhelming majority (79%) are struggling to stay ahead of tech changes impacting recruiting

Standardizing recruitment technology and processes is the biggest capability gap among employers who recruit across multiple countries.

THE SOLUTION

70% plan to **increase their investment in a recruitment tech solution** in 2020.

These investments in new technology will help employers better source quality candidates and build talent pools, with the goal of automating internal processes and workflows.



How will employers use AI to improve recruiting?

HR operations and IT executives believe the most important AI-driven applications will help them enhance:

- Candidate experience
- Candidate sourcing
- Candidate recommendations
- Candidate pools
- Candidate diversity

#1 criteria when evaluating technology providers will be implementation cost and time. Price of licenses is least important.

TRANSFORM YOUR TALENT ACQUISITION:

- Employers can overcome the common challenge of finding more qualified candidates by evolving from a "post and pray" approach. Proactively build talent pools to engage with top candidates and optimize your career site for Google for Jobs, as candidates are starting their job search on Google and it is the only source amongst major job boards to see a net gain year-over-year in terms of applications, according to iCIMS data.
- Organizations should start with their recruitment needs when evaluating new software solutions, begin with your organization's recruitment needs, based on data-driven metrics, and not the new technology's features.
- If your organization prioritizes its people, find a best-of-breed solution for talent acquisition, not an HCM, as 40% of respondents who use a single HCM solution for recruiting cite the "difficulty of use" as a barrier.
- Demonstrate the value of investing in new technology to meet hiring needs has on overall business success, because today, "recruitment is IT's lowest priority."

METHODOLOGY

This survey was conducted in August 2019 among 500 HR Operations and IT executives (250 each), who have influence over talent acquisition and/or HR software solutions at their company.

