

2014 Talent Acquisition Survey

2014



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Introduction



Every day, millions of Americans are searching for work. And in today's tech-enabled world, it should be easier than ever for them to identify, apply for, and follow up on positions that interest them.

Jibe recently conducted a survey of more than 1,000 job seekers to find out how deep their dissatisfaction with the current state of the online application runs. We also asked more than 300 HR and recruitment professionals how they feel about their online application processes, and what they are (or aren't) doing to address candidate dissatisfaction.

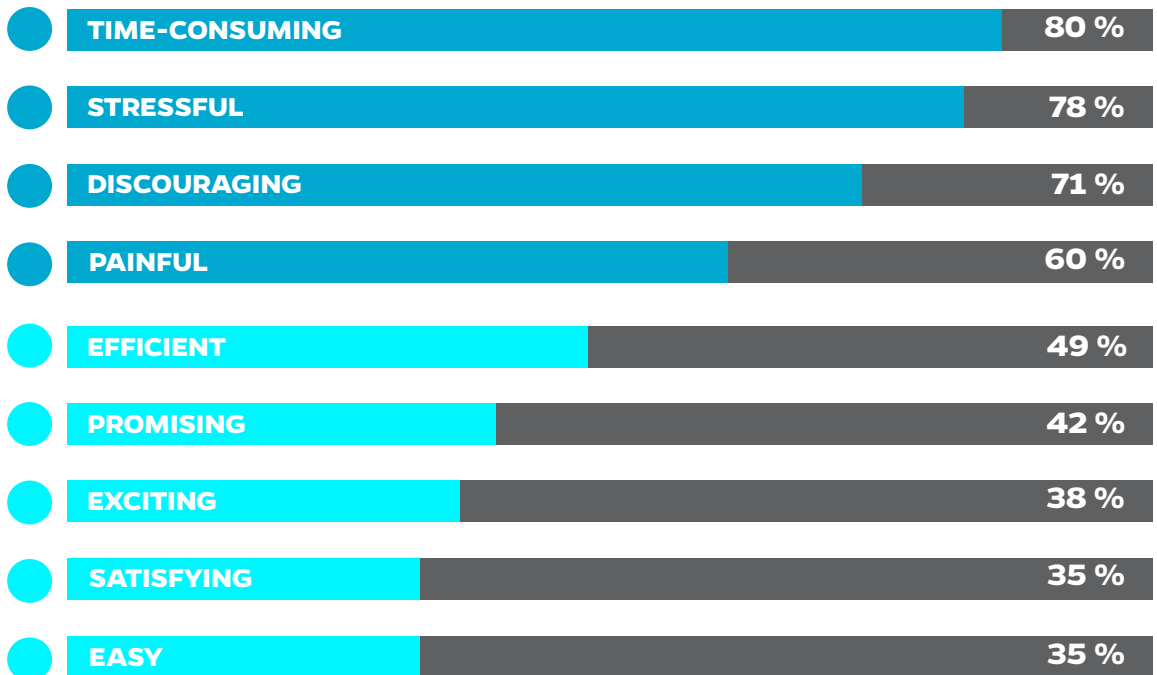
Our survey showed that today's job seeker wants to use the latest technology – mobile and otherwise – and be provided with a seamless and consistent application experience. The survey also revealed that employers today realize this, but only to a degree. More importantly, realization is not adoption, and significant barriers still stand in the way of providing the experience necessary for employers to attract the best candidates, maintain brand integrity and grow their business.

It's Painful Out There: Inside the Mind of Job Seekers



Unsurprisingly, a majority of job seekers surveyed have negative feelings about the current state of the online search and apply process.

Up to this point, my job search has been...



● NEGATIVE RESPONSE ● POSITIVE RESPONSE

“I’d Rather Have a Root Canal”

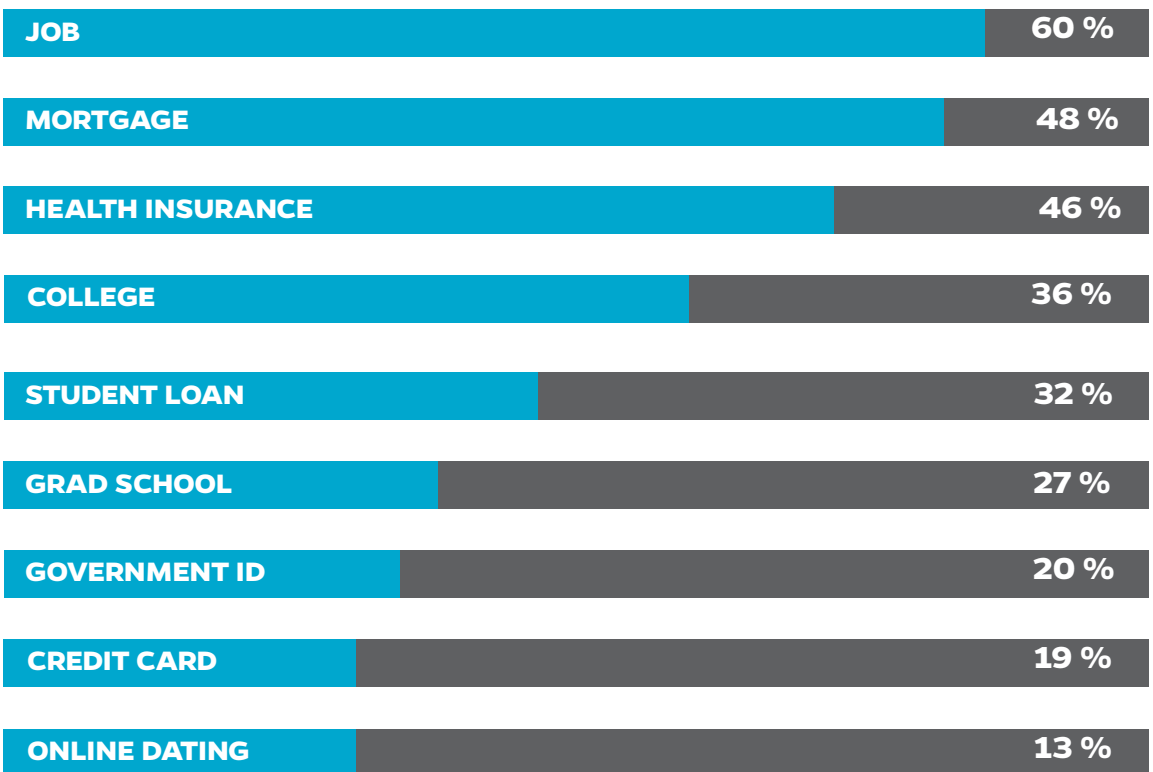
The process is so broken, there are a number of activities commonly perceived as painful that job seekers said they would rather do.





The Job Application Stands Out as the Toughest

Which applications are the most challenging to fill out?*

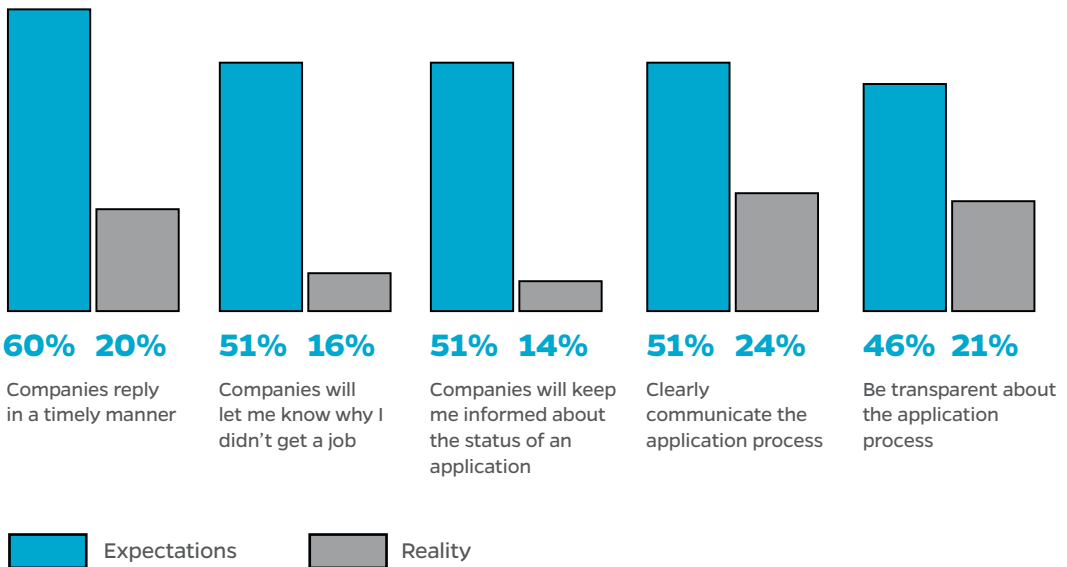


*Respondents were asked to choose their top three answers.

Minding the Gap: Job Seeker Expectations vs. Reality



Job seekers expect employers to respond in a timely manner, keep them updated on the status of their applications, and provide transparency around the process. But their real-world experience in these areas fails to meet these expectations.



Simple Demands Left Unfulfilled

Job seekers have some pretty simple demands from the online application process...



... but the majority of HR professionals surveyed feel their current processes are not meeting these demands.

The Application Experience

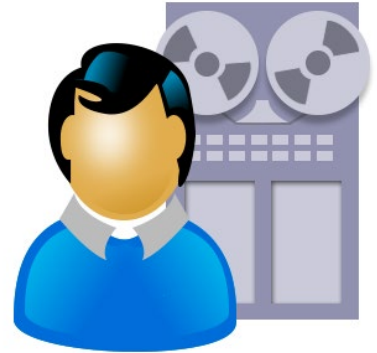
If you were applying for a job at your own company right now, how likely do you think you would be to describe the application experience as...



Lasting Impact: The Effects of a Poor Candidate Experience

The best candidates will take their talents elsewhere if they encounter outdated technology or cumbersome processes.

If an online job application was outdated or not advanced enough, I would...



- Put off applying or not apply at all **(44%)**

Job seekers are most likely to give up on an application if...

- ...they encountered tech hurdles **(60%)**
- ...they couldn't upload their resumes **(55%)**
- ...they weren't able to follow up on their application's status **(44%)**

The effect of a poor experience even extends beyond deterring good candidates.

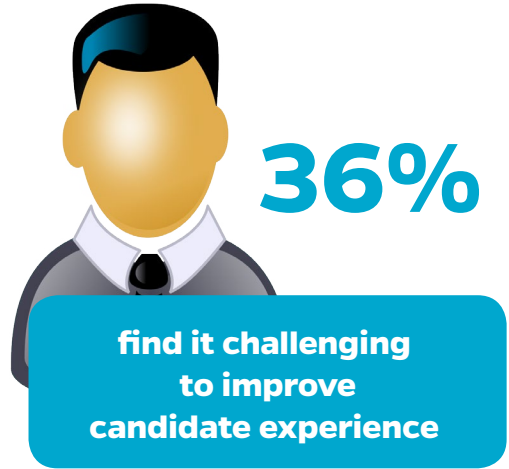
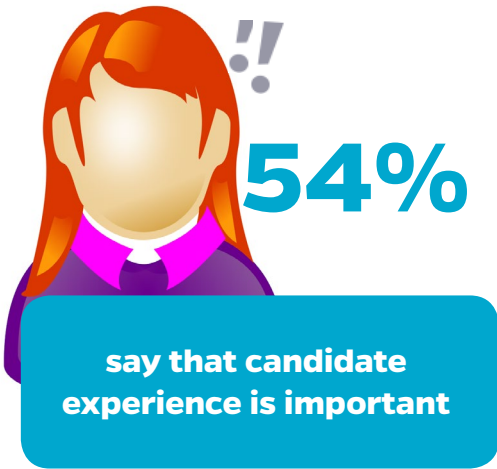
Over a third of job seekers confirm that if they had issues filling out an online application, they would...

- Never apply to the company again
- Tell others not to apply to the company
- Not support the company with their time or money



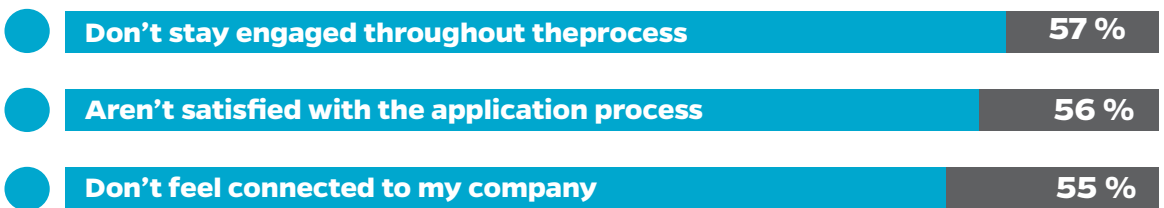
Recognition? Yes. Problem Solved? Not Yet.

Despite recognition that current application processes are frustrating for candidates, a relatively low number (**54%**) of hiring professionals recognize the importance of improving the experience. That said, many identify making improvements to the candidate experience as one of their greatest challenges.



Even in today’s ‘always-connected’ world, HR professionals struggle to keep candidates engaged and communication lines open throughout the application process.

Most people who apply for jobs at my company...

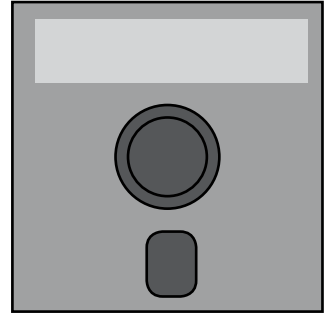


Additionally, nearly two in five feel it’s hard to keep candidates engaged throughout the application process (**35%**) and communicate effectively with them at each step (**34%**).

Therein Lies the Problem: Outdated Technology to Blame?

Frustration and deep dissatisfaction with current tools and technology are a major factor in overcoming challenges to improve the candidate experience.

A majority of HR professionals say that their current technology doesn't deliver what they need.



The recruiting tools I use today are not...



27%

In fact, nearly three in ten (**27%**) HR professionals agree that the tools they have right now **get in the way** of their ability to do their jobs instead of actually making them better at what they do.

Tracking Poorly

The applicant tracking system (ATS) typically lies at the heart of a hiring organization's recruitment technology stack. As such, it's one of the most important tools in the recruitment arsenal, yet professionals' feelings toward this crucial piece of technology cannot be described as positive.

Almost two in three (64%) express some dissatisfaction with or plan to replace their current applicant tracking system (ATS).

HERE'S WHY...



Mobile is the Path Towards Evolution

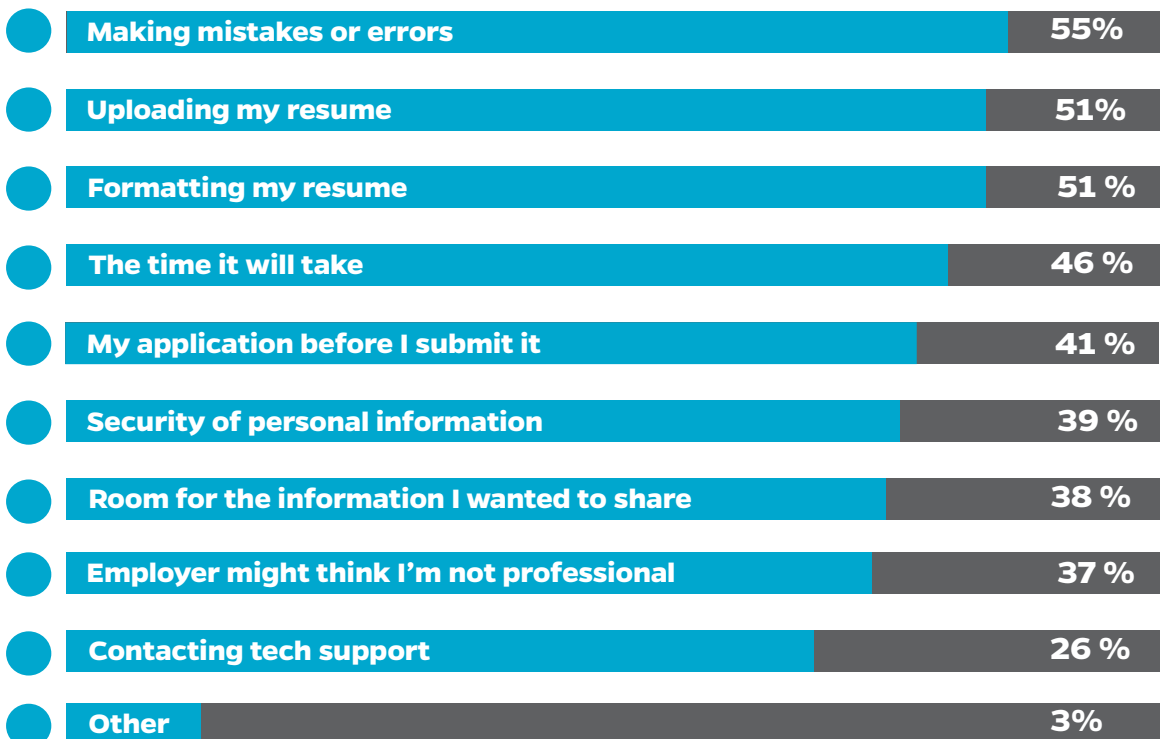
Today's job seekers – no matter their age or discipline – are mobile. To greatly improve the application experience and close the gap between job seeker expectations and reality, employers should start by optimizing their process for mobile devices.



- **80%** of job seekers expect to be able to do part of their job search easily on a smartphone.
- A majority (**70%**) of job seekers would be willing to not just search, but to apply for a job from a smartphone.

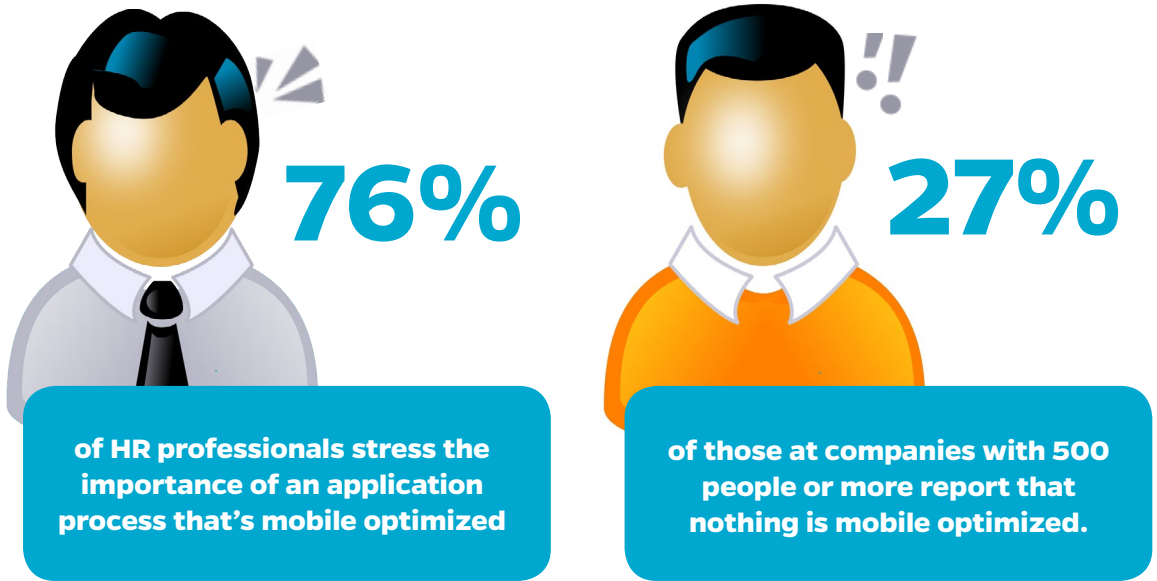
While the desire for a mobile application experience amongst job seekers is there, the reality of previous experiences causes them concern.

What concerns do you have about using your phone to apply for jobs?

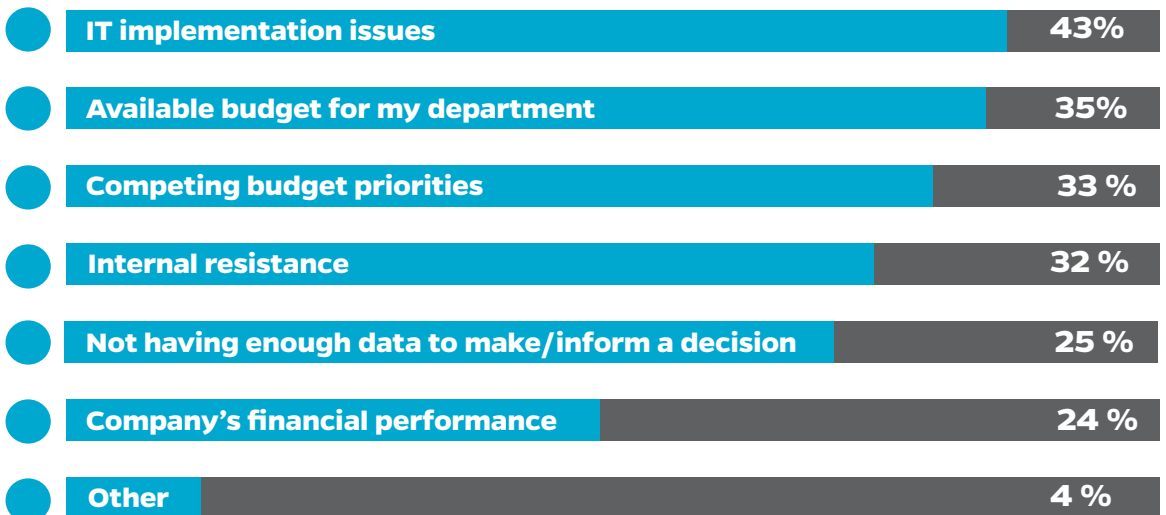


Still Catching Up to the Mobile Generation

Employers realize the importance of enabling mobile applications, but report that there's still much work to be done in this area. In fact, more than a quarter of large organizations **have yet to do a single thing** around mobile optimization.



So what is standing in the way of going 'all in' on mobile?

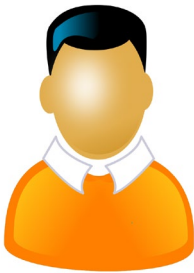




Whatever the roadblocks may be, they must be overcome. The consequences of doing nothing are very real and very severe.



- One in three (**33%**) HR professionals believe that if candidates are not able to apply for jobs on their smartphones, they'll be less interested in working for that company.



- Many HR professionals also imagine that mobile hiring limitations will lead to negative company feedback shared by applicants among their friends and family (**21%**) and publicly on social media (**21%**).
- A quarter (**25%**) of HR professionals think that not being able to apply for jobs using a smartphone might even prevent candidates from buying products or services from that organization.



Two in ten (**20%**) job seekers go so far as to say that they wouldn't fill out an online job application if they couldn't do it on a mobile device.

