

HireVue Hourly Hiring Guide

Automation is the key to smarter hiring.



HireVue



Hourly workers are the foundation of the global workforce—and yet hiring them feels impossible

Did you know [80%](#) of global workers are hourly, deskless workers? That's **2.7 billion people** in a variety of roles including construction workers, call center reps, nurses, servers, truck drivers, maintenance workers, and more. Hourly workers are the foundation of the economy with a variety of roles stretching across almost every industry.

- [55%](#) of US workforce is hourly
- [15M](#) US workers are in hospitality and tourism and [8.4%](#) of UK workers are in the industry—that's 1 out of 12 people
- [1.2M](#) people work in retail trade in Australia
- 12M+ manufacturing workers in the US and 33M+ manufacturing jobs in the EU

While millions of hourly positions exist, hiring teams are currently experiencing a significant labor shortage. Combine the current landscape with slow, outdated hiring practices and evolving candidate demands and hourly hiring can feel like an uphill battle.

Labor shortages are unprecedented and affecting everyone.

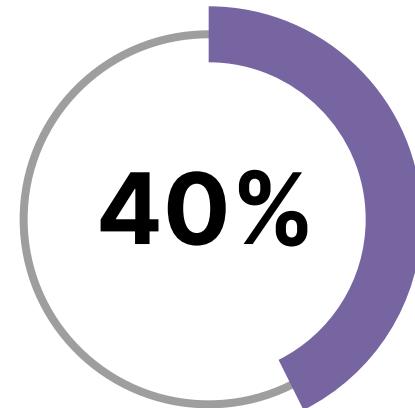
The labor shortage is stretching across various global industries that rely on hourly labor. In November 2021, [4.5 million](#) Americans quit their job—**1 million of them were restaurant and hotel workers**. In the UK, the hospitality sector's vacancy rate is [2X](#) that of the economy as a whole.

Call center turnover is averaging between [30 and 45%](#), and replacing a single call center agent can cost between [\\$10,000 and \\$15,000](#). Plus, [74%](#) of retailers expect there to be a shortage of customer-facing roles, and [70%](#) of executives feel these shortages will negatively affect retail growth.

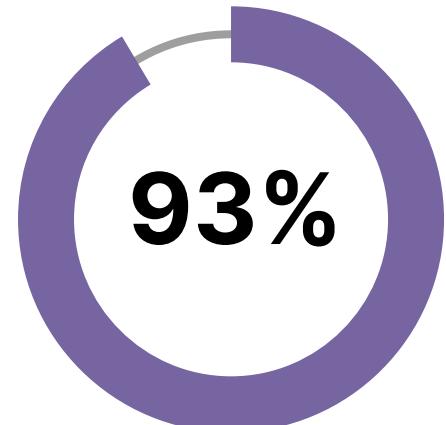
And the healthcare industry is facing a drastic hurdle as [1 in 3 nurses](#) plans to leave the industry by the end of 2022.



of hiring managers are reporting higher turnover than in 2021



report they can't find qualified talent to fill their roles



of companies are finding it difficult to fill entry-level positions





A new generation emerges

The pandemic world even created a new subset of hourly workers that has since contributed to the shortage of workers. Coined "[New Collars](#)," these workers took time during the pandemic to learn new skills in pursuit of better jobs. New Collars **represent 23% of the population and 74% of pre-pandemic blue-collar workers.** Many of these hourly blue-collar workers lost their jobs when businesses shut down, and many were not offered the same health and safety benefits, like being able to work from home, that so many salaried employees were given.

According to the [Oliver Wyman Forum](#), "About one in 12 pre-Covid blue-collar workers have already shifted to white-collar work."

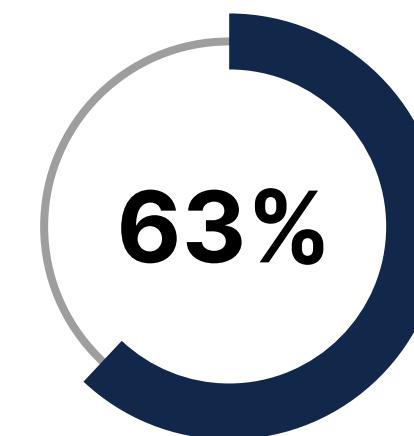
Of the New Collars who changed their career trajectory:

- 37% are ages 25-34
- 29% are ages 35-44

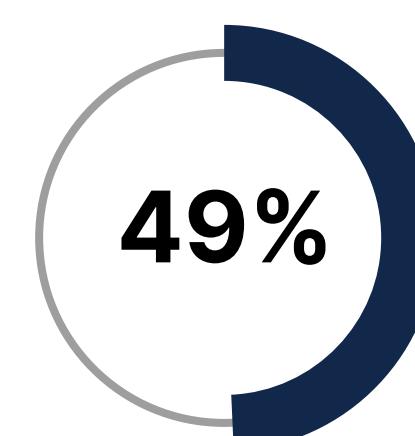


Hiring takes entirely too long

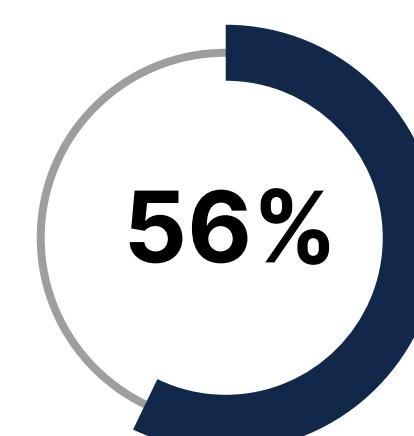
As the global workforce and economic landscape continues to shift, hiring teams are facing unique challenges. Candidates are driving the market, and their hiring experience matters. Did you know that 68% of hiring managers report it takes 3 or more weeks to fill a job? And in the UK, 60% of talent leaders need at least a month to fill an open position. **That's entirely too long.**



of candidates name lack of communication as the main reason for rejecting a job offer.



of candidates would likely reject an offer if the recruiting experience is poor



would discourage others from applying when the experience is poor



Hourly workers want better pay

In this candidate-driven market, hiring teams are also facing conversations around compensation demands. Over [two-thirds](#) of hourly employees are satisfied with their pay—with 33% saying they are moderately satisfied and 38% reporting being very satisfied.

However, interestingly enough, according to the same survey, 55% of hourly employees are either currently looking or plan to find a new job in 2022 so they can get a pay increase. And for those who received a pay increase in the last year, 52% are not looking to leave. However, 60% of those who received a raise 2-5 years ago are looking to go somewhere else.

The bottom line? Pay matters, and if your offer isn't competitive, candidates will go where it is.



Start making offers while others are still reviewing resumes

We get it—hiring is hard right now. The situation may feel pretty dire, but there is a lot that organizations can do! Rethinking how you use technology in your process has the power to completely transform your hiring.

Software built for high-volume hiring like HireVue provides high-touch but automated experiences like chatbots, on-demand video interviewing, and assessments. These solutions speed the process and also measure for retention, so that teams can hire better talent faster and more efficiently.

Learn more about how HireVue can help with:

**Automation • Flexibility • Engagement
Retention • Candidate Experience**



Automate and fill jobs faster

According to our [2022 Trends Report](#), HireVue found that one of the most impactful ways to shorten your time-to-hire is to incorporate automation into your hiring process. Automating workflows, including candidate engagement and interview scheduling, gives hiring teams more time to focus on the more strategic parts of the business.

Those who automated more of their hiring process reported a significantly shorter time-to-hire. And of groups who started filling positions in less than four weeks:

- 65% had introduced technologies like AI and chatbots
- 63% had implemented assessment tools
- 55% had moved to a combination of in-person and virtual interviews

Hilton Hotels & Resort is a high-volume hiring giant that was able to cut down its time-to-hire by nearly 90% with HireVue video

interviewing. They now hire their training classes in 5 days instead of 6 weeks.

By automating more of your hiring process, you'll spend less time on manual tasks and start reaching your top talent quicker.

"We needed to enhance and optimize our recruiting service delivery model with improved scalability in order to hire Team Members in a short amount of time. We experienced success with HireVue's OnDemand interviews and wanted to take our innovation to the next level by leveraging data science and the predictive capabilities within the [HireVue] platform."

Amber Weaver, Head of High Volume Recruiting

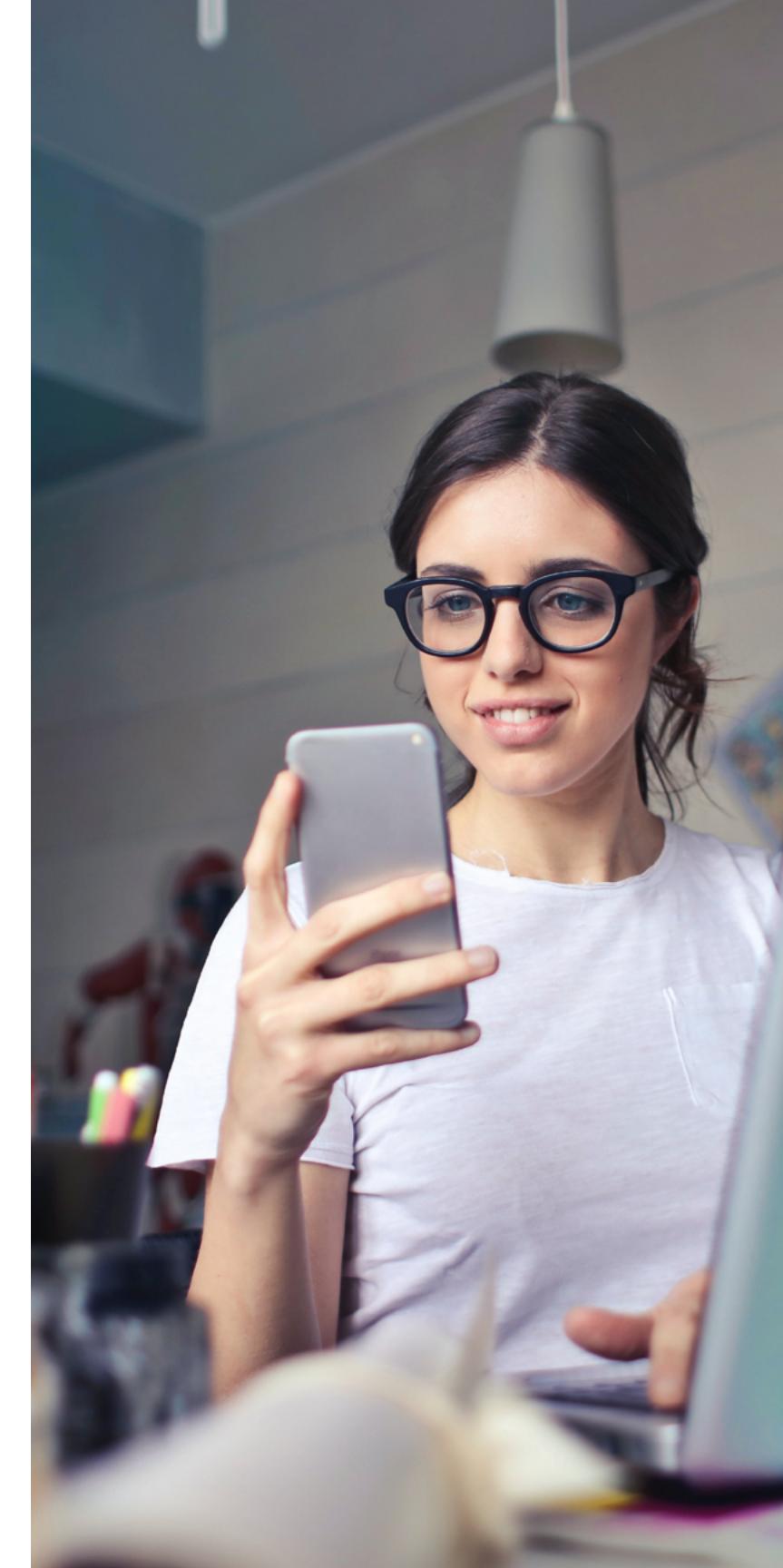
There's no way around it—you need to engage with candidates on their phones

80% of candidates are searching for jobs on their phones. If you're not reaching your talent pool where they are, you're missing out on top talent.

In today's labor market, offering a consumer-grade candidate experience is no longer just a nice to have. Offering the convenience and flexibility of mobile-first hiring is critical to bring and keep candidates in your talent pipeline. The best part? All of our solutions are easily accessible on a candidate's phone. Candidates can job search, pre-screen, schedule interviews, and complete their on-demand interviews or game assessment all from their phones.

By looking to mobile-first solutions, one retail HireVue customer saw a 4x faster time-to-interview by enabling text-powered video interviewing and assessments. Plus, they nearly doubled their amount of interviews and boosted their interview rate by 31%.

And when [Black Angus Steakhouse](#) needed a quick and easy way to reach out to employees, they adopted HireVue's business texting platform—and saw a 96% response rate within 24 hours.





Save time

Integrating some of your pre-screening questions into your automated chat conversation can help you slim down your job application and save your hiring managers' time as well. Asking questions like, "Can you work nights or weekends?" or "Can you lift 50 pounds?" will help fast-track your best talent while avoiding top-of-funnel dropoff.

Plus, HireVue's text-recruiting solution allows teams to send candidates 1:1 or campaign SMS messages from a secure, compliant platform rather than their personal devices.

Chatbots make 24/7/365 engagement easy

Candidates are citing lack of communication as the top reason for turning down a job, so it's imperative no one is left ghosted. Sound impossible? It's not! 24/7/365 day engagement is possible with chatbots.

HireVue's conversational AI-powered recruiting assistant is much more than just a chatbot. It makes high-volume hiring fast and efficient.

Recruitment automation eliminates manual tasks for talent leaders and allows candidates to interact via SMS, WhatsApp, or web chat to find the best-matched jobs, ask FAQs, pre-screen for a role, schedule an interview, and receive automatic updates. Chatbots give time back to hiring managers, so they can get back to servicing customers.

National Safety Apparel

Increased recruiter capacity and staffing levels with automation.

- 5x faster time-to-interview
- 4x faster time-to-hire
- 50% decrease in cost per interview
- 10% increase in retention
- 20% decrease in cost per hire

Candidates were made offers in just 15 days instead of 60, a huge increase in efficiency.





Hire for retention

In a hiring landscape full of high quit rates and labor shortages, it's increasingly important to ensure you're hiring for retention and hiring those who are going to grow with your business. Technology like HireVue enables hiring teams to consistently evaluate hourly recruits on skills that predict job performance like:

Drive for results — Initiative — Adaptability — Conscientiousness

These skills don't usually show on a resume, but they do accurately predict job performance. HireVue provides deep insight into a candidate's job aptitude, which helps hiring teams make smarter hires. And at the same time, candidates are offered a quick and engaging experience that can be completed in minutes.

Remember—technical skills can be taught.

Agile Employees

Assessments can also help you identify skills within your current workforce—identifying agile employees, strengthening retention, and ensuring your company has talent with the skills needed tomorrow.

Sell your brand

HireVue technology also allows you to drive your employer brand, selling candidates on why they would want to work for your company and offering realistic job previews. For example, on-demand video interviewing not only streamlines the process and asks consistent questions but allows hiring teams to create videos introducing company leaders or sharing about company culture.





Treat candidates like customers

Your candidate experience matters. Time is of the essence, and workers are searching for quick offers and positive experiences. Remember—for many hourly candidates who don't get the job, they will still be customers.

1 out of 2 of candidates who gave their experience the lowest possible rating said they would break off their relationship as a customer with that company.

Taking steps to incorporate automation and flexibility into your hiring process will not only create a more positive experience for candidates, but help retain some of your best customers.

Think through your compensation packages

In the current landscape, it's increasingly important for hiring teams to think about their total compensation packages—especially with rising inflation rates. Since hourly employees are not offered the same benefit packages typical of salaried employees and have also had to face health and safety challenges during the pandemic, spend time building a competitive compensation package. Thinking strategically through benefits like flexibility, wages, and perks can help you present packages that make employees feel valued.

In Summary

Automate your workflows and consistently engage your candidates with technology specifically built for hiring.

