



Global Trends Report

The State of Hiring Experience 2021

MARCH / 2021

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Introduction

One year after the onset of the coronavirus pandemic, many organizations are finally able to start planning for the future.

Since last March, hiring leaders worldwide have adapted to tremendous changes in the job market as unemployment swung from half-century lows to record highs in a matter of weeks.

A year later, as economies are coming back to life due to vaccine distribution, hiring leaders have managed to transform their hiring processes in ways that were surprisingly more efficient, and with an improved experience for hiring teams and candidates alike. These leaders are now in the unique position of planning for the future while also embracing what worked during the year that changed it all.

How do we identify these opportunities to rebuild hiring for the future?

To find an answer to this question, we sought to better understand the changes and challenges hiring teams have experienced over the past twelve months. In partnership with Researchscape, HireVue surveyed 1,142 hiring leaders across the United States, Australia, and the United Kingdom. 2021 Global Trends Report explored how hiring has changed, and examined the unique role technology is serving for hiring leaders across key verticals and regions, in companies of all sizes.



40%

A lack of qualified candidates
as the biggest barrier to
finding top talent

25%

Decreased candidate
availability

14%

Difficulty managing
job postings

54%

Level of on-the-job
stress had increased

39%

Recruiting budgets
increased

The State of Hiring

In response to the 2021 Global Trends Report, hiring leaders from all over the world answered specific questions about the ways in which their experiences have changed over the past year. These are our key findings on the current state of hiring as reported by our respondents:

Lack of quality candidates biggest barrier to hiring.

When asked about the biggest challenges they're currently facing, 40% of respondents named a lack of qualified candidates as the biggest barrier to finding top talent, followed by longer lead times that result in decreased candidate availability (25%), and difficulty managing job postings (14%).

Increased
on-the-job stress.

Fifty-four percent of respondents said their level of on-the-job stress had increased in the past year.

Increased
recruiting budgets.

Thirty-nine percent of recruiting budgets increased, while 39% stayed the same, and 22% decreased.

23%

Taking 1-2 weeks longer time-to-fill than prior to the pandemic

52%

Expanded their recruiter network

59%

of women experienced increased job stress, compared to 49% of men.

28%

Anticipate relying on a combination of remote and in-office work options

11%

Have yet to make plans for returning to the office

Increased time-to-fill.

Many organizations experienced an increased time-to-fill, with 23% taking 1-2 weeks longer than prior to the pandemic, and 14% taking 3-4 weeks longer.

Expanded recruiter networks.

To adapt to a new hiring environment, 52% of respondents expanded their recruiter network, 48% expanded zip/post codes for potential recruits, and 47% widened their talent pool by including more remote roles.

Women most impacted.

Women have been disproportionately impacted by COVID, with 59% saying the stress of their jobs has increased since the start of the pandemic, compared to 49% of men.

Back-to-office plans are mixed.

Roughly one quarter of the respondents have already returned to the office, while another quarter plan to at some point this year. 34% of respondents in Australia had already returned to the office at the end of 2020, compared to 22% in the U.K. and 26% in the U.S. Another 28% anticipate relying on a combination of remote and in-office work options going forward, while 11% have yet to make plans for returning to the office.

What's Next? An Overview of Key Trends

To combat their current challenges, respondents are now looking for the speed and simplicity that will empower them to create an improved candidate experience from end-to-end. To find it, they're turning to technology, in the form of video interview software, conversational AI, and assessments.

That's why each of our three 2021 global hiring trends shares the common theme of removing friction from the hiring process through automation, making it faster, more friendly, and more fair.

01 Technology's Rapidly Expanding Role

In 2020, organizations focused on the safety of their employees and job candidates by turning to virtual interviews. With safety measures now in place, organizations will turn to technology to continue improving the hiring experience and process for both hiring teams and candidates.

02 Prioritizing Diversity, Equity & Inclusion

The majority of respondents named diversity as extremely relevant to their planning, with one-third ranking DEI as a top priority for the immediate future. To accomplish diversity and inclusion goals, respondents plan to expand recruiting networks, partner with equity-minded organizations, and recruit from diverse student bodies.

03 Pivot Toward Process Efficiencies

Moving forward, hiring leaders want to spend less time on scheduling and more time on candidate engagement. They also want more streamlined communication between recruiters, hiring teams, and candidates, and a faster turnaround time for new hires.

01

Technology's Rapidly Expanding Role



01

Technology's Rapidly Expanding Role

While turning to virtual interviewing was a way to safely interview candidates during COVID-19, more than half (54%) noted that doing so unexpectedly resulted in a speedier recruitment process, and 41% say it helped them identify the best candidates. Furthermore, 37% of respondents experienced cost savings when incorporating more technology into their hiring practices, 36% noticed an increase in the diversity of candidates, and 35% were able to increase time spent on candidate engagement.

As far as other technologies, most respondents feel comfortable using assessments across all or part of their hiring process (72%), followed by automation (69%), chatbots and text (59%), and AI (56%). Despite the fact that AI is currently being used less than other hiring technologies, a higher number of respondents plan to incorporate it into their practices over the next 6-12 months (21%), followed by automation (17%), assessments (17%) and chatbots and text (16%).

To interview in a Covid safe manner

72%

To speed up the recruitment process

54%

To identify the best candidates

41%

To save costs

37%

To find more diverse pool of applicants

35%

To increase time on candidate engagement

35%

Geographical Differences

Hiring leaders in the US are more comfortable with automating recruiting activities than respondents in Australia and the UK; however, 23% of UK respondents do plan to implement automated recruitment technologies into their hiring process in the next 6-12 months.

Our Perspective

The acceleration of technology isn't slowing down; in order to thrive, companies must be strategic in their tech implementation. Every aspect of people's lives has moved either completely digital or to a hybrid model, which means the average candidate has greater expectations around experience.

Companies that don't change processes now will become obsolete when the next, inevitable disruption is here.

Considerations

- ◆ Technology that prioritizes personalization and a human touch is more likely to be adopted by the business.
- ◆ A collaborative relationship between your CHRO & CTO is critical to the future of work.
- ◆ A lot of changes in 2020 ended up being welcome additions. Survey employees and find out which structural changes they want to keep post-COVID.

02

Prioritizing Diversity, Equity & Inclusion



02

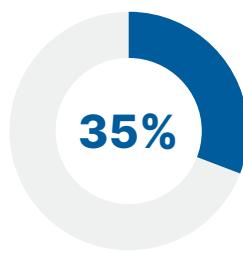
Prioritizing Diversity, Equity & Inclusion

Notably, 100% of respondents listed the topic of DEI as “extremely relevant” or “very relevant” to them.

When asked about prioritization, 33% ranked taking action on DEI goals as a top, immediate priority, followed by 31% considering it a short-term priority, 28% a long-term priority. Nearly two-thirds have a plan in place to meet their DEI goals.

Of the respondents with plans to take action on their DEI goals, 62% plan to expand their recruiting network by seeking out candidates from nontraditional places. Fifty-five percent plan to partner with organizations that connect underrepresented professionals with internships and jobs, 53% plan to recruit from universities with diverse student bodies, such as Historically Black Colleges and Universities, 35% plan to rewrite job postings with inclusive language, and 30% plan to use structured interviews to minimize unconscious biases within the hiring process.

Thirty-five percent of respondents say diversity is a benefit of video interviewing. Thanks to virtual interviewing and remote work, 48% of recruiters say they've been able to expand zip/post codes for potential recruits and 47% say they are seeking to fill remote roles. This includes over a third (34%) considering international candidates.



of respondents say diversity is a benefit of video interviewing.

Our Perspective

Customers and employees expect a clear stance and demonstration of action when it comes to diversity and inclusion, and they'll take their business and skills elsewhere if a company isn't walking the walk. Leaders must leverage technology to complement the capability of employees when redesigning processes for equity.

Upcoming rehiring campaigns offer a once-in-a-lifetime opportunity to rebuild and prioritize equity and inclusion

Considerations

- ◆ Lofty claims about DEI are everywhere in tech - be sure to select tools built on a foundation of science with clear legal defensibility and results you can quantify.
- ◆ Where someone works is a key determinant of their social, mental, and emotional health. Hiring teams must treat all applicants with a level of care that acknowledges this importance.
- ◆ A transparent hiring journey is a fairer hiring journey. Be clear in next steps and reasons for selection.

03

Pivot Toward Process Efficiencies



03

Pivot Toward Process Efficiencies

Moving forward, hiring leaders want to automate administrative tasks - like reviewing stacks of resumes, scheduling interviews, and sharing feedback with their colleagues - so they can spend more time engaging with candidates and improving the end-to-end hiring experience.

When asked what change they would most like to see in the hiring process itself, more streamlined communication between hiring teams and candidates ranked first. Secondly, respondents ranked a faster turnaround time for hires, as 1 out of 4 say that a long lead time hinders candidate interest and availability, ultimately creating barriers to finding top talent.

When asked which changes they most want to see in their own role in the hiring process, 51% of respondents say they want to spend less time on scheduling, and more time engaging in personalized interactions with candidates in an effort to win top talent in a competitive landscape. Fourteen percent of respondents want to spend more time sourcing new candidates.

In addition to trusting technology to help them streamline and simplify their own workload, 96% believe virtual interviews improve the recruitment experience for candidates.

Fifty-four percent of respondents believe that hiring technology empowers them to make these desired changes, empowering them to build a faster, fairer, friendlier candidate experience using an end-to-end hiring experience platform.

Hiring leader priorities for 2021 include:

- #1 More streamlined communication between hiring teams and candidates
- #2 Faster turnaround time for hires
- #3 More time for candidate engagement
- #4 Improved candidate experience
- #5 A simplified process (reduced steps)
- #6 Better integration across tech stack
- #7 Use of assessment tools during interviews
- #8 More structured interview questions
- #9 A seamless workflow

03

Pivot Toward Process Efficiencies

Our Perspective

The role of hiring leaders as strategic business partners was front and center in 2020, and the business case for implementing technology that enables greater focus on candidate engagement instead of rote tasks practically wrote itself. We're already seeing that economies are going to come back to life quickly and the fight for top talent will be on again leveraging technology to automate processes and ensure you can hire quickly to not miss out on top talent should jump to the top of your list of priorities.

Considerations

- ◆ Increased applicant volumes are a minefield for unconscious bias. Get ahead of the problem by removing split second decisions that can get in the way of hiring the best person for the job.
- ◆ Technology is the new team member in the room - is it headcount you need or tech that will help your current team be more efficient with their time?
- ◆ Hiring is a business continuity issue that must be integrated into the larger tech stack and your corporate risk management plan (it's no longer just about server failures and data breaches).

What is the biggest change you would most like to see to the role of the hiring teams?

Australia

Automating most admin tasks in recruitment



Ability to spend less time on scheduling

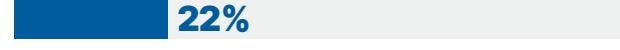


Ability to spend more time on sourcing candidates



United Kingdom

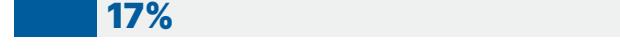
Automating most admin tasks in recruitment



Ability to spend less time on scheduling



Ability to spend more time on sourcing candidates



United States

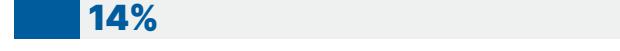
Automating most admin tasks in recruitment



Ability to spend less time on scheduling



Ability to spend more time on sourcing candidates



Conclusion

The last year brought with it significant challenges; but along with those challenges came new opportunities, too.

Not only have our work patterns changed; our perceptions about what's important have changed, as well. As a result, key shifts have emerged in the ways hiring leaders are making decisions.

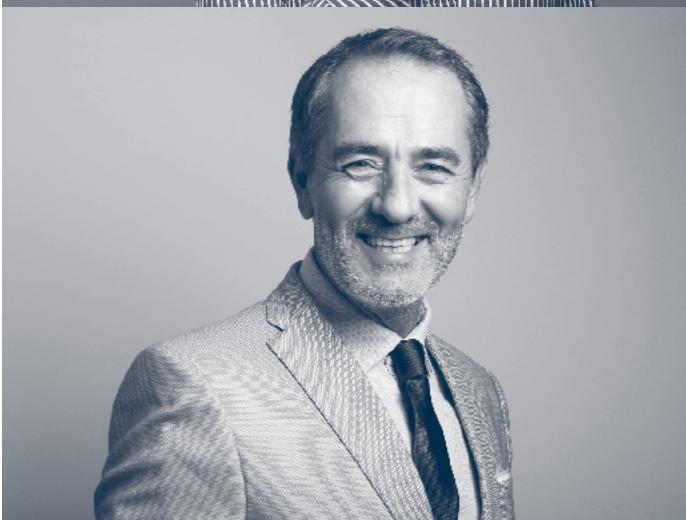
Years from now, what are the decisions we'll wish we'd made?

At HireVue, we think the future holds less of a return to normal, and more of an invitation to make business even better than it was before.

As organizations continue to plan for their future, we see them exploring the ideas, the people, and the tools that will help them do that.

Learn more about how you can create improve the way you discover, engage, and hire talent with HireVue's end-to-end hiring platform.

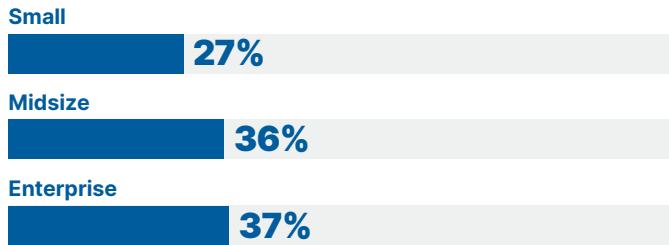
[Learn more about the HireVue Hiring Experience Platform.](#)



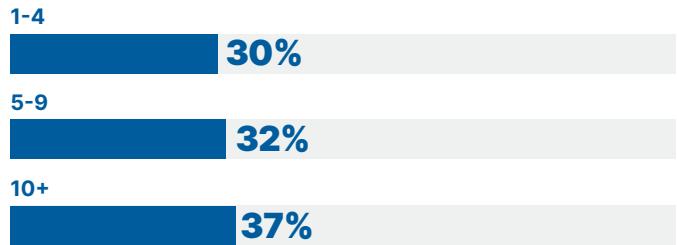
Appendix

Demographics

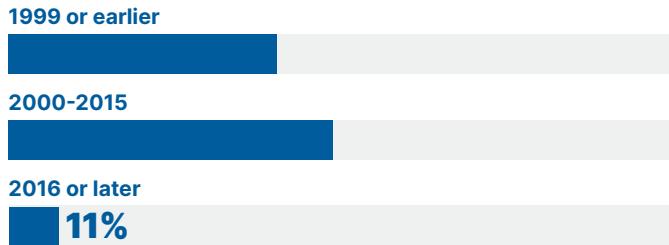
Business size



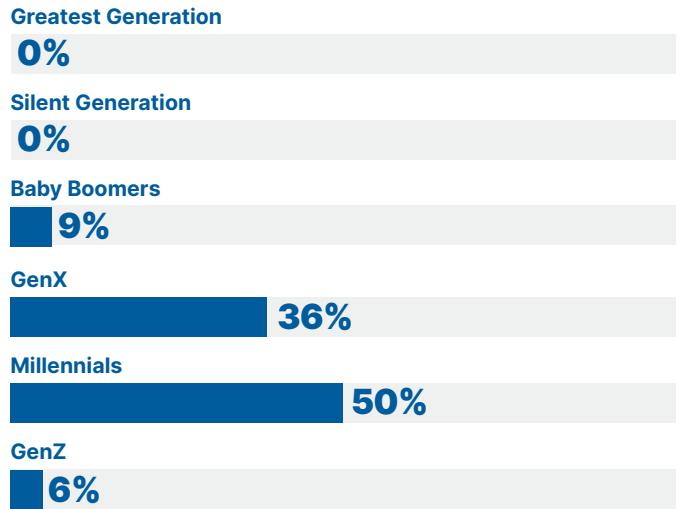
Number of direct reports



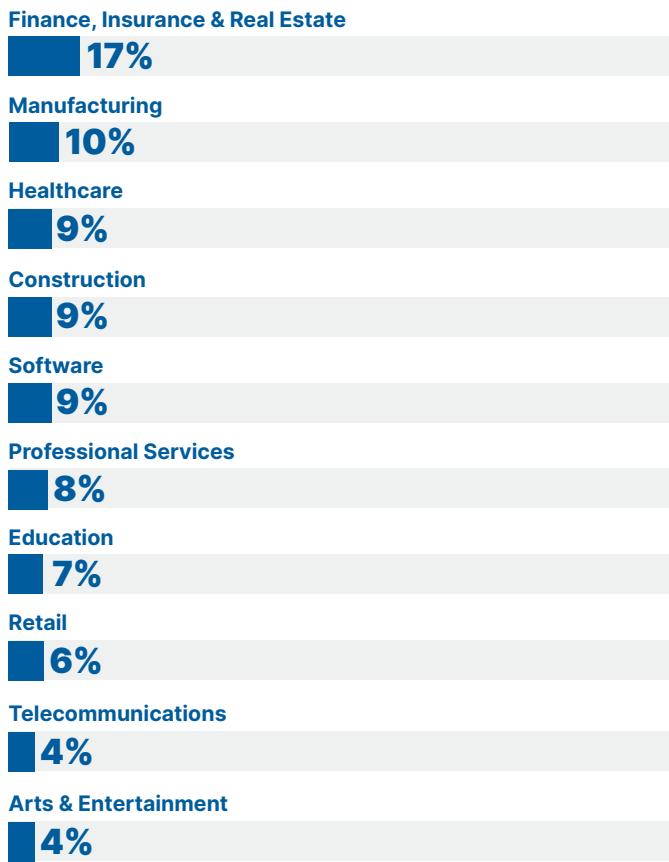
When was org founded?



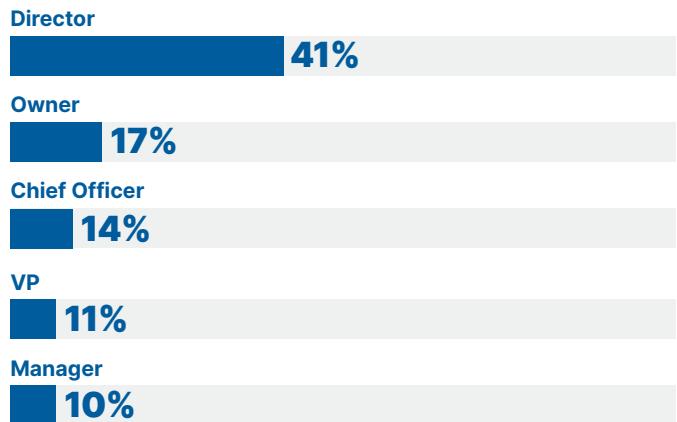
Respondent generation



Industry



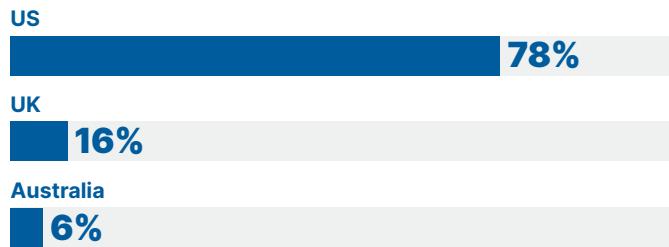
Respondent level in org



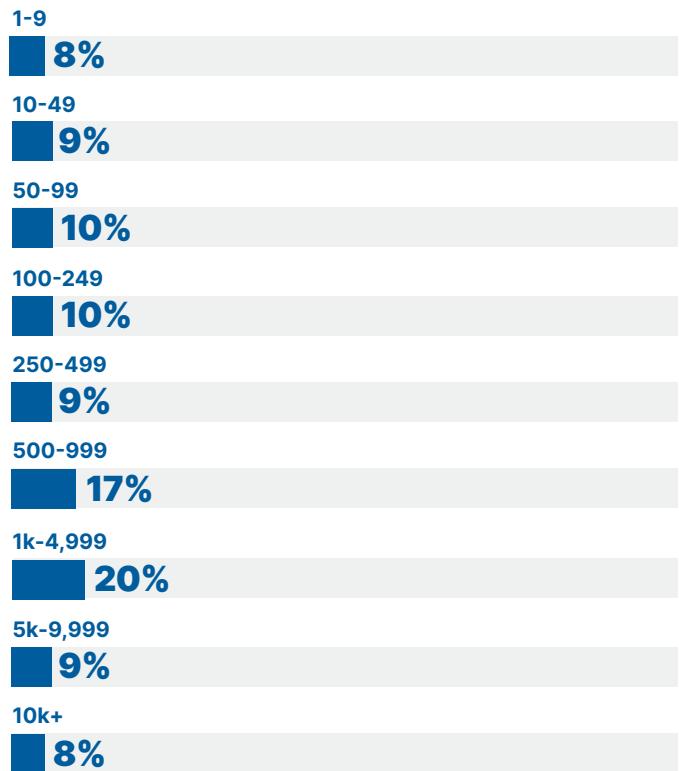
Appendix

Demographics

Country



Number of employees



Respondent gender

