

The State of Outbound Recruiting in 2022

**Benchmarks for better
talent acquisition.**

Introduction:



The impact of the talent acquisition industry is unlike any other industry in the world.

We drive the development of companies and the economy alike. Yet, we still lack industry benchmarks across the recruiting cycle to understand how we should be performing and where we can improve.

To change this, we surveyed over 300 talent acquisition professionals who work at organizations that span various industries and sizes.

Together, we're unpacking the state of outbound recruiting in 2022.

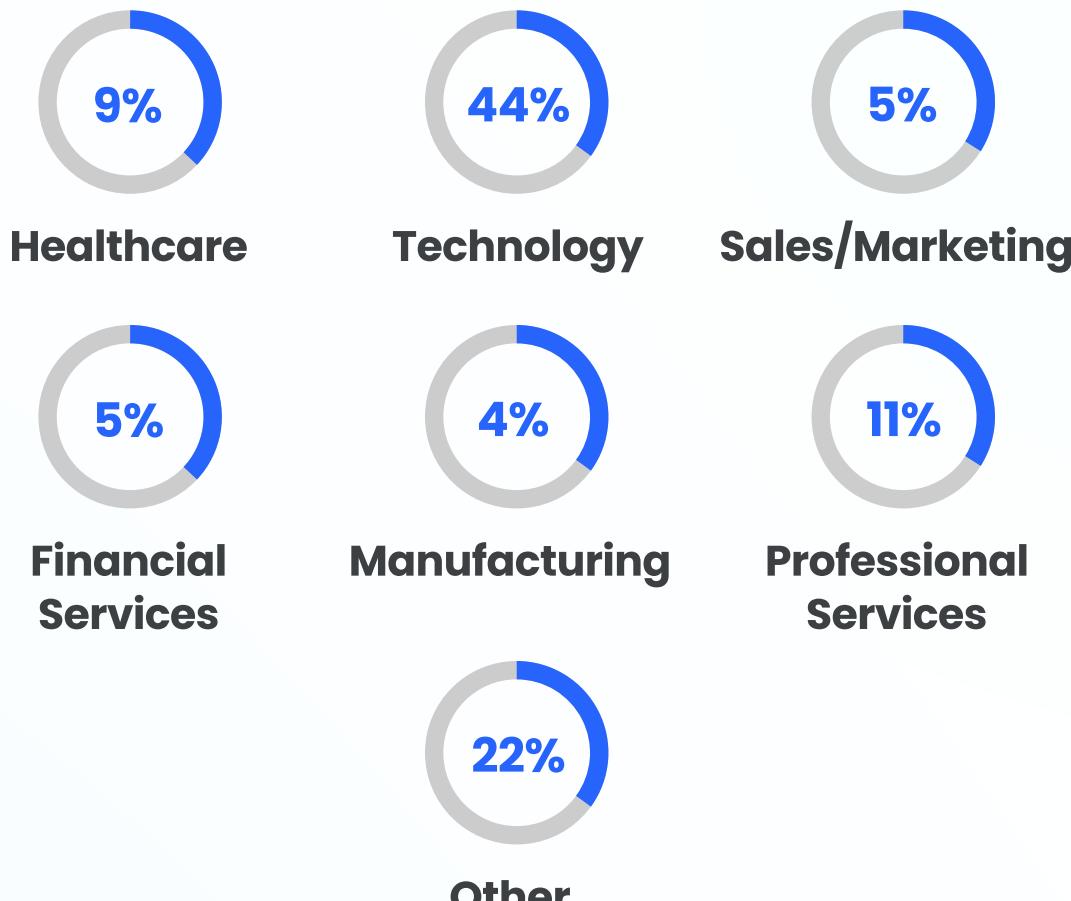
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And Recognizing Roadblocks**

Who Did We Survey?

We heard from over 300 talent acquisition professionals who work at organizations that span various industries and sizes to gain a deeper understanding of the current state of outbound recruiting.

Industry



Company Size



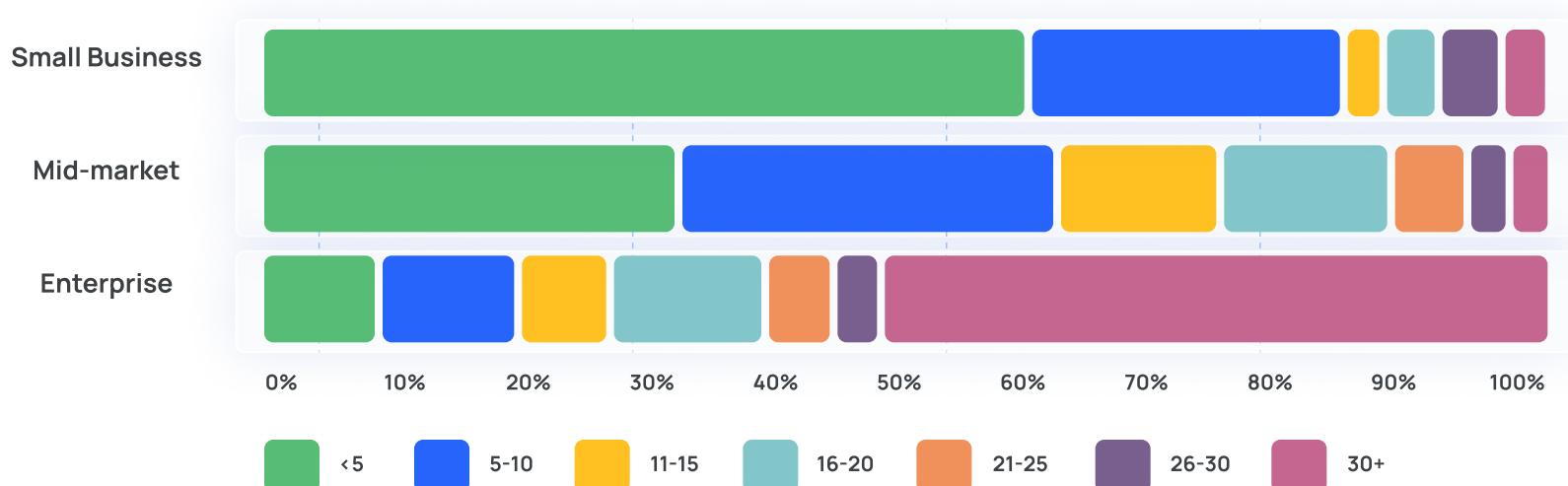
Positions Recruiting For



The State of Talent Acquisition (TA) Teams

Recruitment and sourcing teams play important roles in talent acquisition. We analyzed the state of talent acquisition teams by company size to see how organizations are handling their overall talent acquisition efforts.

How many people make up your Talent Acquisition (TA) team?



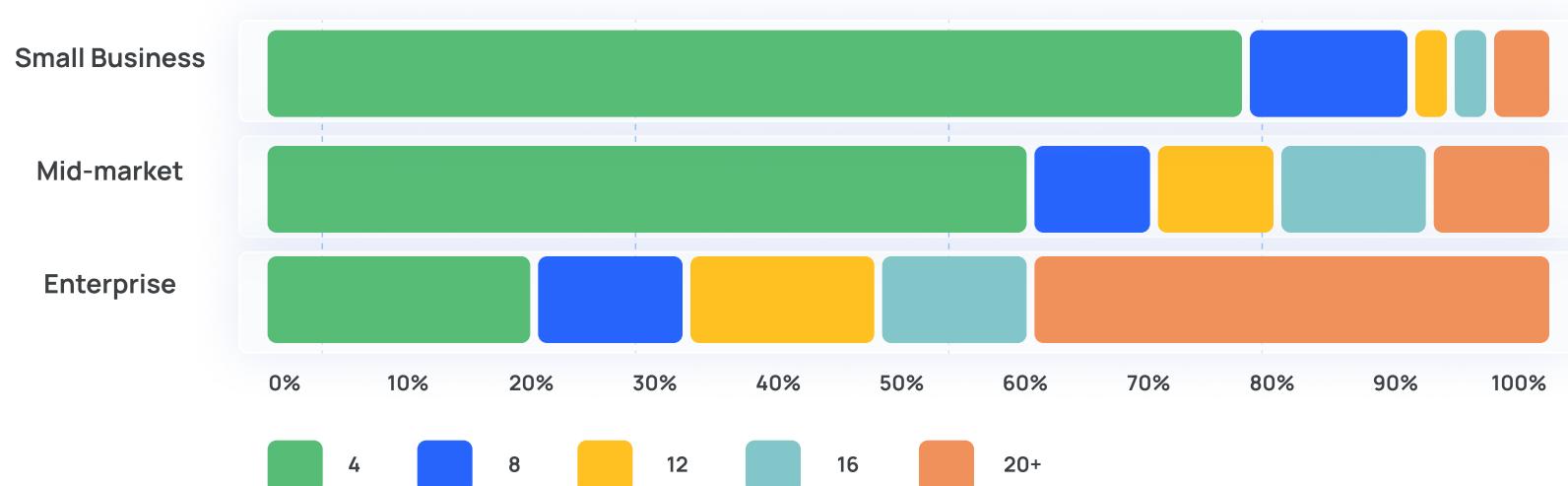
As expected, TA teams in small businesses are relatively smaller than TA teams in mid-market and enterprise businesses.



The Number of Recruiters and Sourcers by Company Size

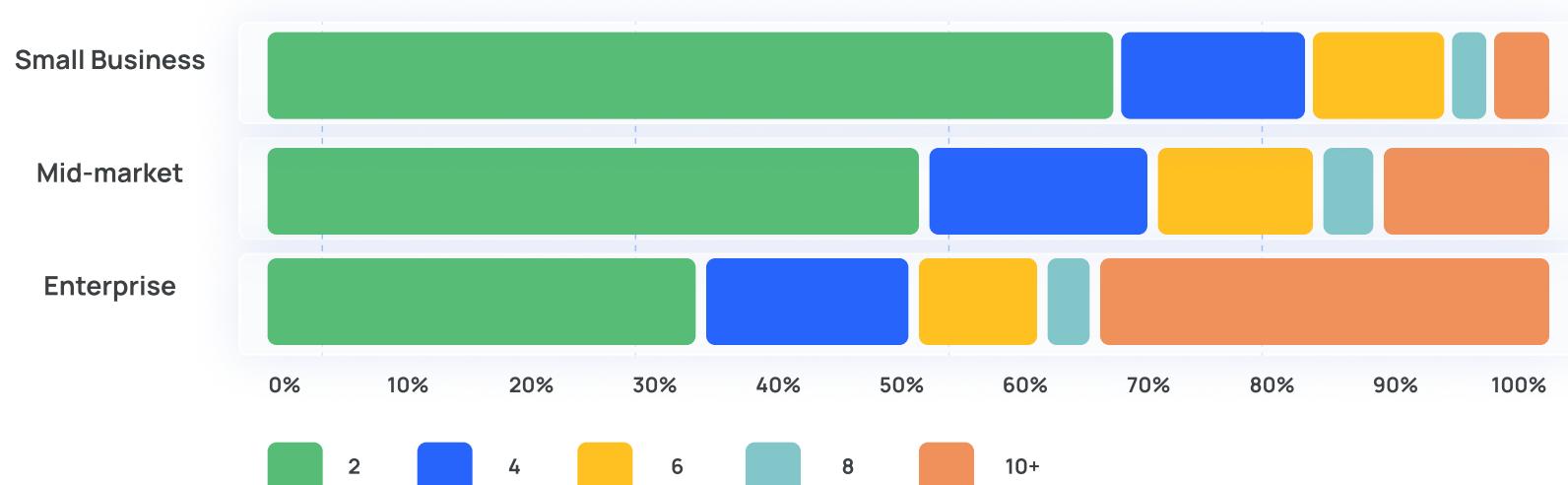
We also looked into how many recruiters and sourcers are in TA teams to better understand how companies are establishing their TA infrastructure for recruiting success.

Number of Recruiters



In both small and mid-market businesses, 78% and 61% respectively reported having only four recruiters to support their recruiting efforts, whereas, in enterprise businesses, 40% reported having more than 20 recruiters.

Number of Sourcers

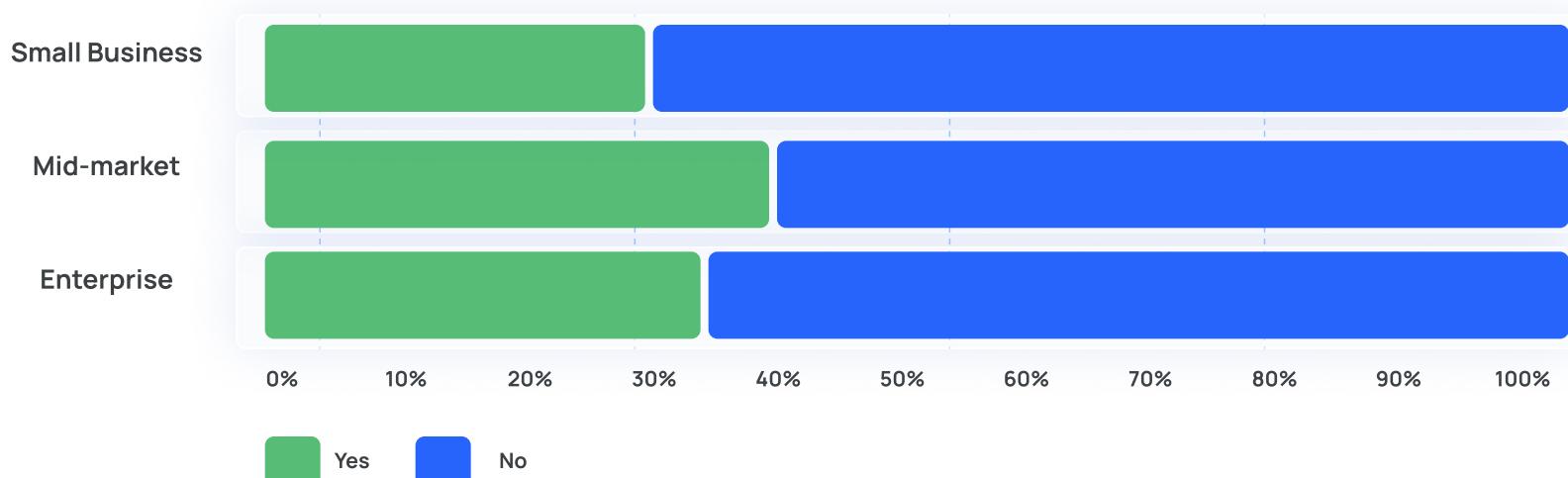


Regardless of company size, the majority of respondents reported having only two sourcers on their TA teams. However, 37% of enterprise companies have 10 or more sourcers on their TA teams.



Companies That Use RPO by Company Size

Do you use Recruitment Process Outsourcing (RPO)?

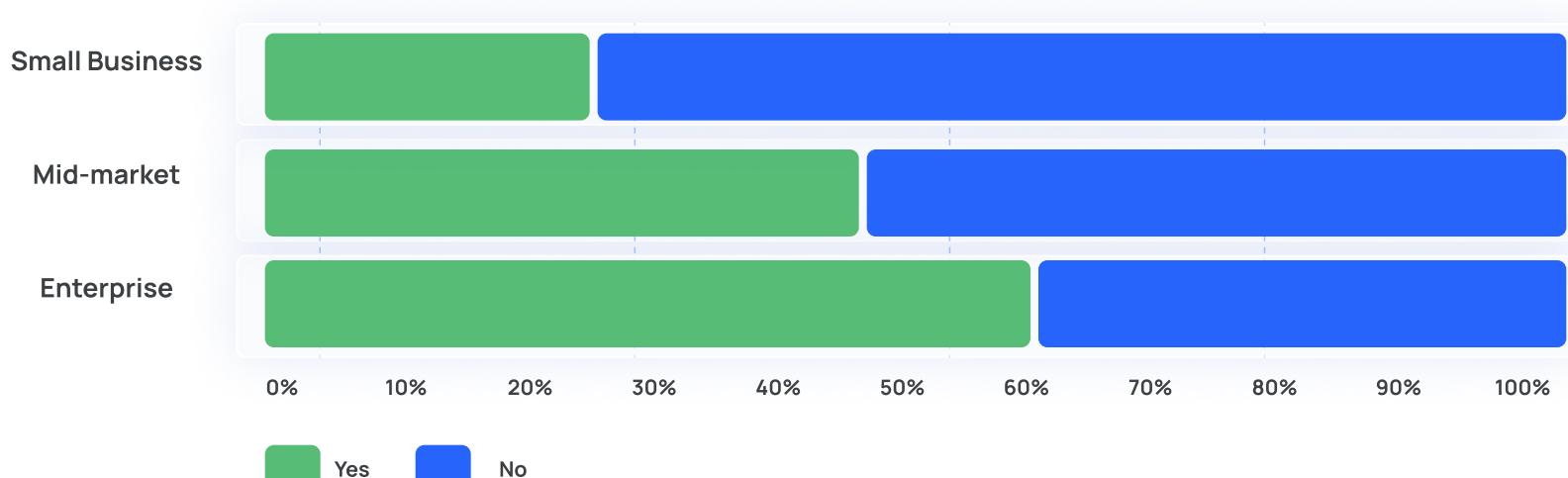


[RPO](#) (Recruitment Process Outsourcing) is the process in which a business outsources part of or all of its recruitment function to an external partner.

Mid-market businesses rely the most on RPOs compared to small and enterprise businesses. The reason may be because small businesses have fewer available resources, while enterprise companies tend to have more in-house recruiters and sourcers to handle recruitment efforts.

Companies That Use Contingent Agencies by Company Size

Do you use contingent agencies for Full-Time Equivalent (FTE) positions?



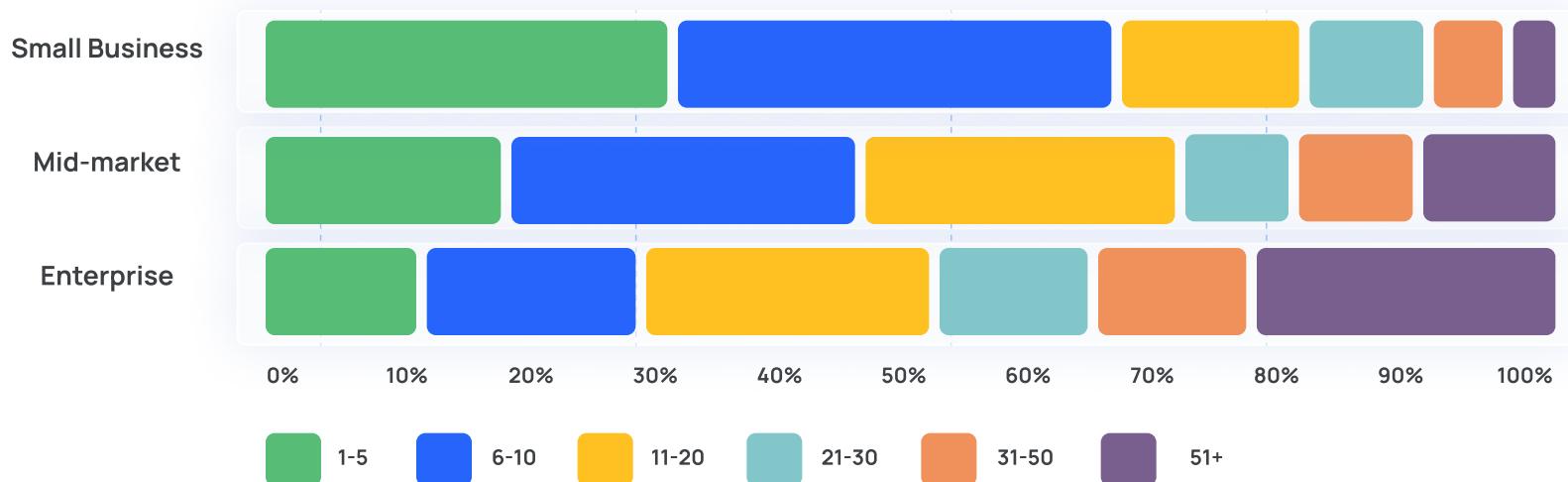
[Contingent agencies](#) are contractors for organizations in which they will not be paid until a candidate accepts an offer.

Around 26% of small businesses use contingent agencies for their full-time positions, and the percentage of companies using contingent agencies increases as the company size increases. We can conclude that as company size increases, there's a higher chance that companies will use contingent agencies to help with their recruiting efforts.

The State of Recruiting

With the candidate market in continuous flux, it's hard to get a grasp on the current state of recruiting. To address this uncertainty, we investigated how recruiting teams are setting priorities, dealing with the demand for talent and meeting benchmarks across company size and industry.

How many requisitions are you currently managing?



The number of requisitions currently managed by TA teams of different company sizes.

TA teams most frequently report managing the following number of requisitions:



Enterprise
requisitions

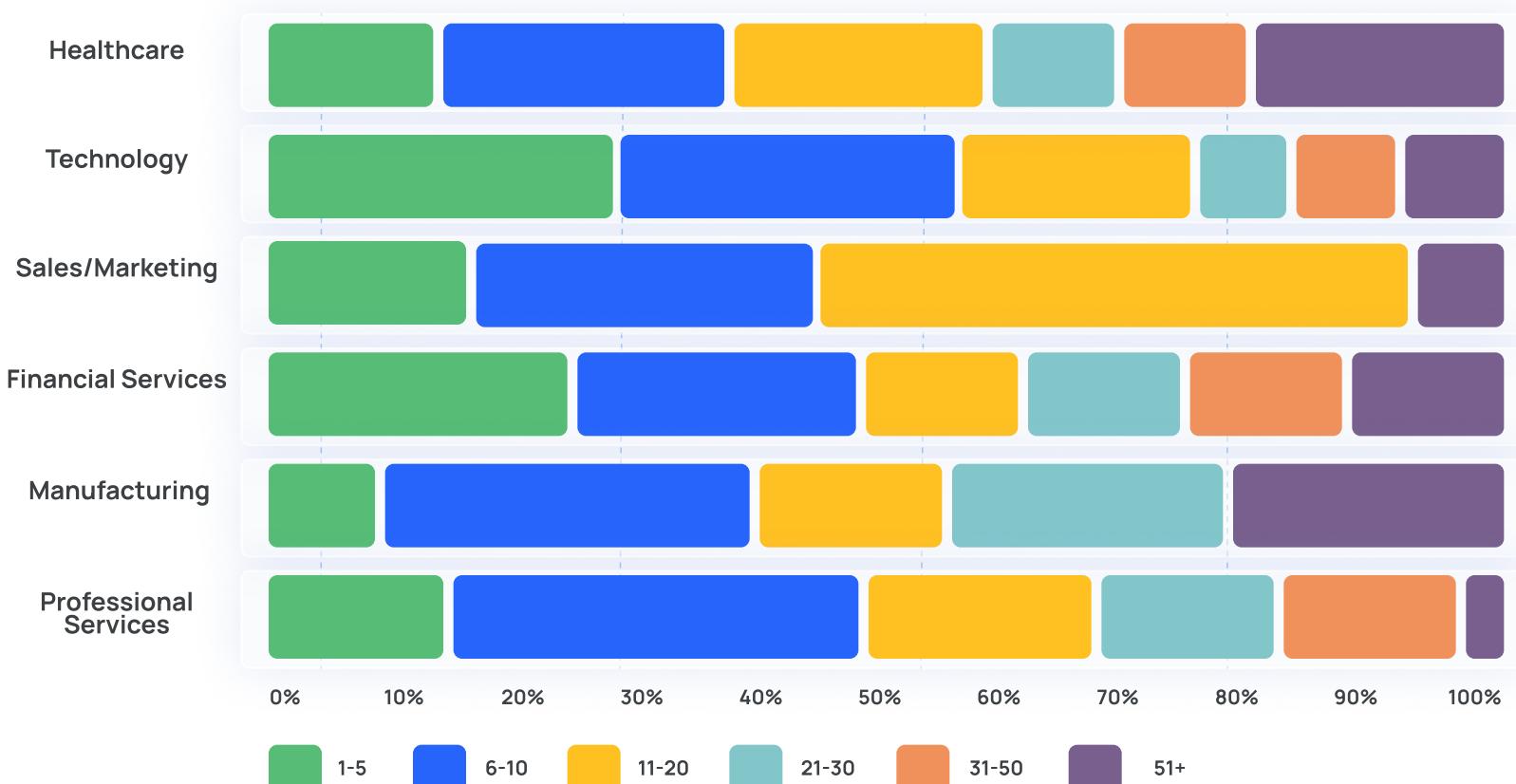


Mid-market
requisitions



Small Business
requisitions



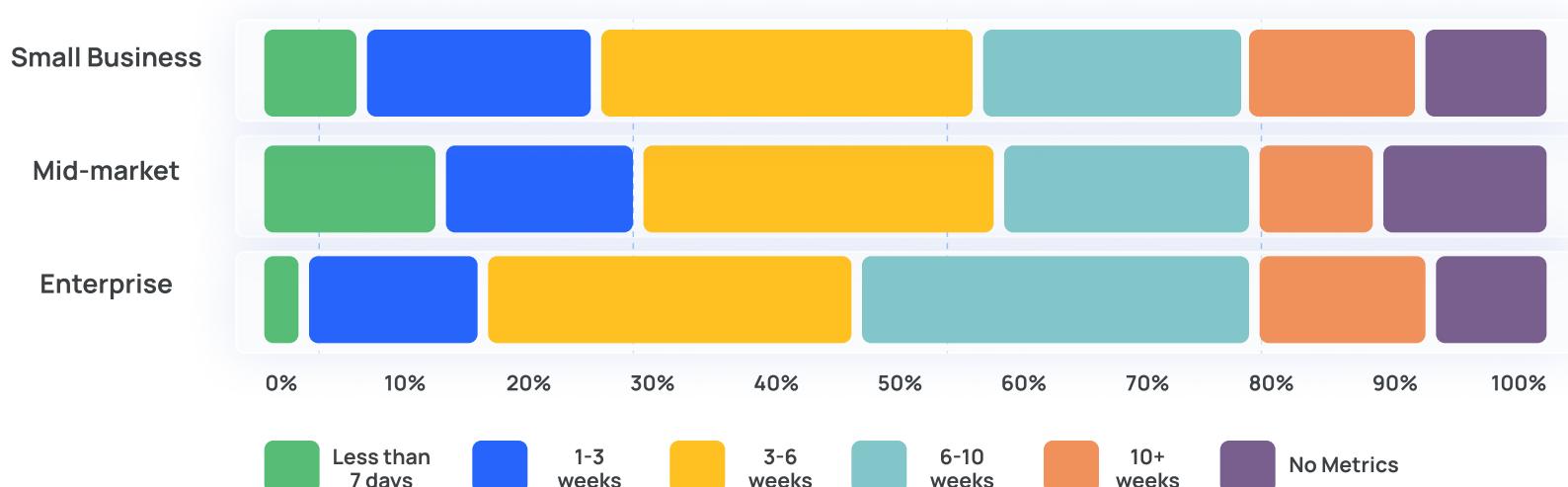


TA teams (by industry) most frequently reported managing the following number of requisitions:



Average Time to Fill Statistics

What has been your average time-to-fill for an open role?



The average time to fill an open role by company size:



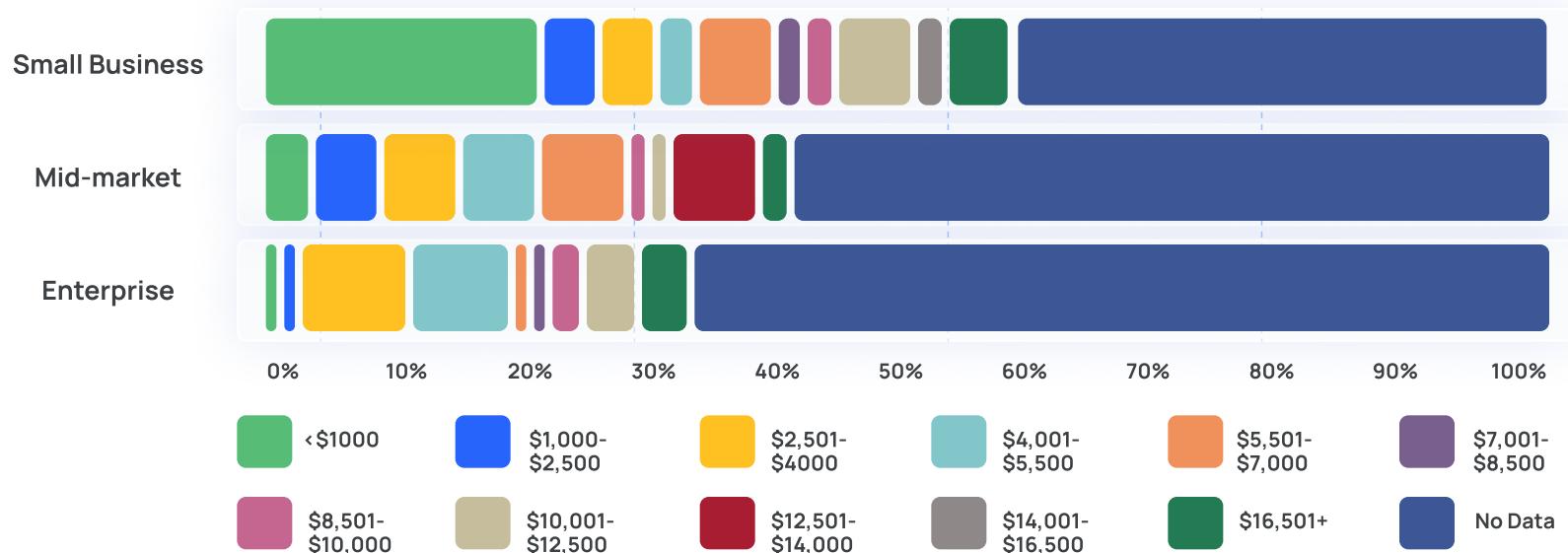
Despite having more resources at their disposal, enterprise talent teams report the longest time to fill open roles compared to smaller companies. A lengthy application and interview process are two potentially contributing factors.

By industry:



The healthcare and tech industries have a notably greater demand for talent (and at times, turnover), which makes sense why those roles are filled at a quicker rate. Based on industry, financial services reports an above average time to fill which could indicate a difficulty in finding qualified candidates.

What is the average cost-per-hire? (Non-executive role)



Cost Per Hire Statistics

Unfortunately, over 67% of enterprise TA teams and 58% of mid-market TA teams don't have data on their average cost per hire.

Of those company sizes that do:

Small business: Less than \$1,000

Mid-market: \$5,501 - \$7,000

Enterprise: \$2,501 - \$4,000

Given the often limited resources of small businesses, it makes sense that budgets are restricted below \$1,000 when looking for new hires. On the flip side, mid-market organizations likely have the most significant cost-per-hire since they may be competing with enterprise organizations for talent. Unlike many enterprise organizations, mid-market businesses may not have an existing in-house recruiting infrastructure to help reduce the cost of hiring.

The biggest spot where teams are getting ghosted: Screening

Of the entire recruiting cycle, 30% of TA teams report being ghosted often during the screening process.

Across the board, TA teams take one to two days to determine if a candidate is moving to the next stage of the hiring process.

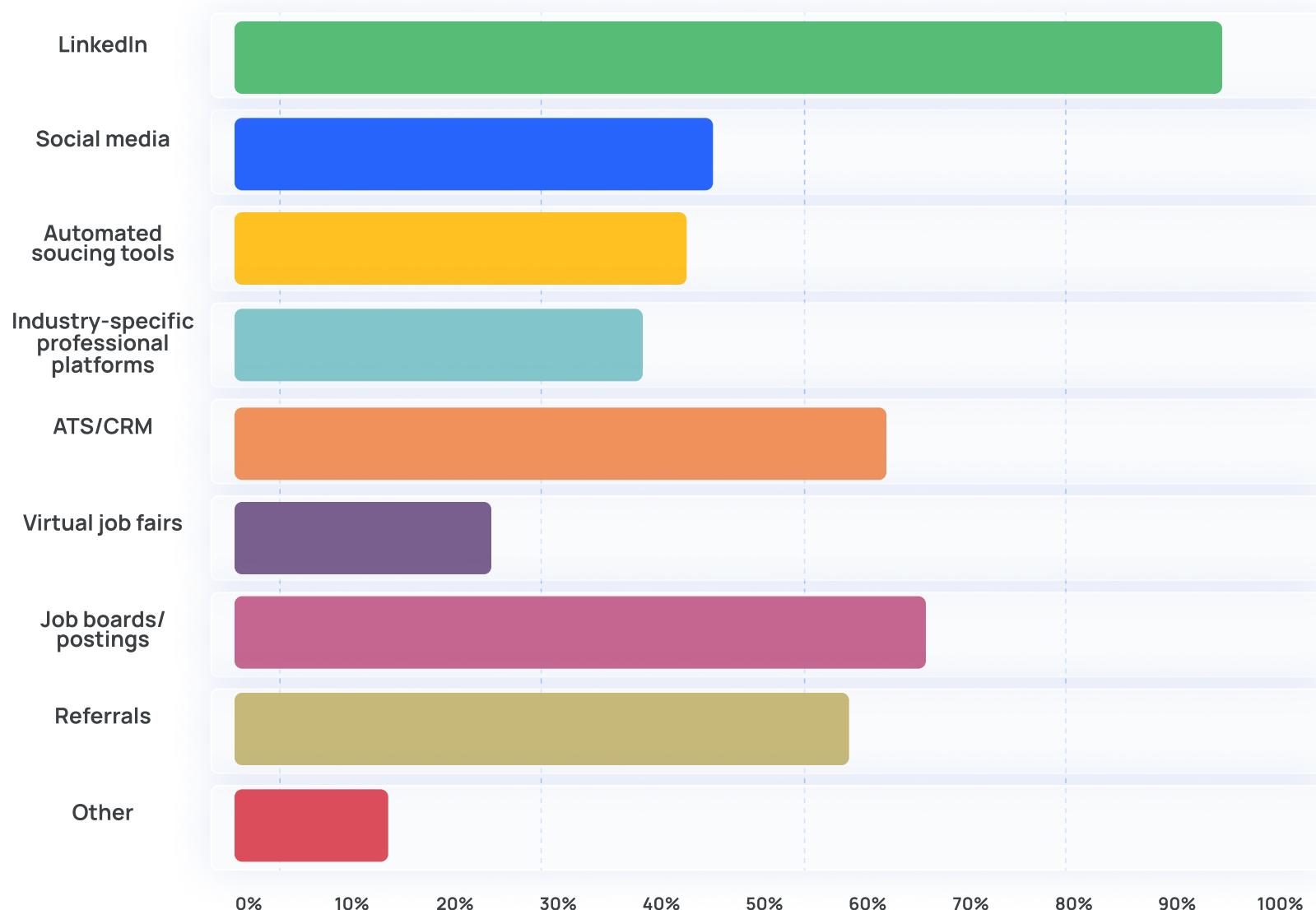


The State of Sourcing

We investigated how TA teams across all company sizes and industries are sourcing talent. We also looked at how many TA teams prioritized inbound or outbound sourcing tactics to assess which strategies yielded greater success.

Most frequently used channels for sourcing talent

What channel(s) do you use for sourcing talent?

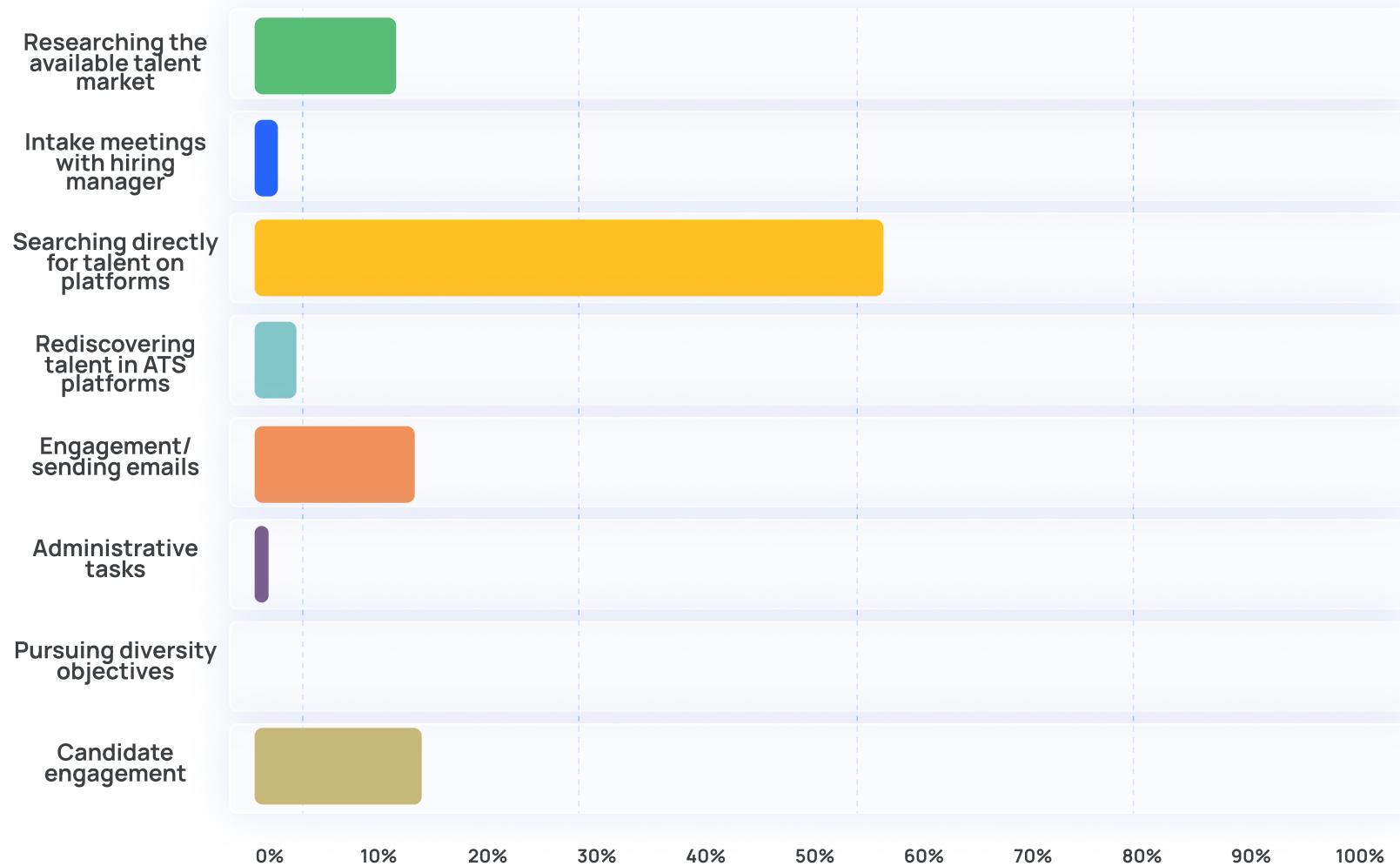


94% of TA professionals reported using LinkedIn to source for talent, while job boards and ATS/CRM were runners up.

This signifies that the majority of TA teams are relying on LinkedIn Recruiter to find their candidates. Only an average of 42% of recruiters use outbound channels like social media and industry-specific professional platforms, such as Github or Kaggle when sourcing candidates.

Time Spent on Sourcing Candidates

How does your team spend the majority of their time sourcing?

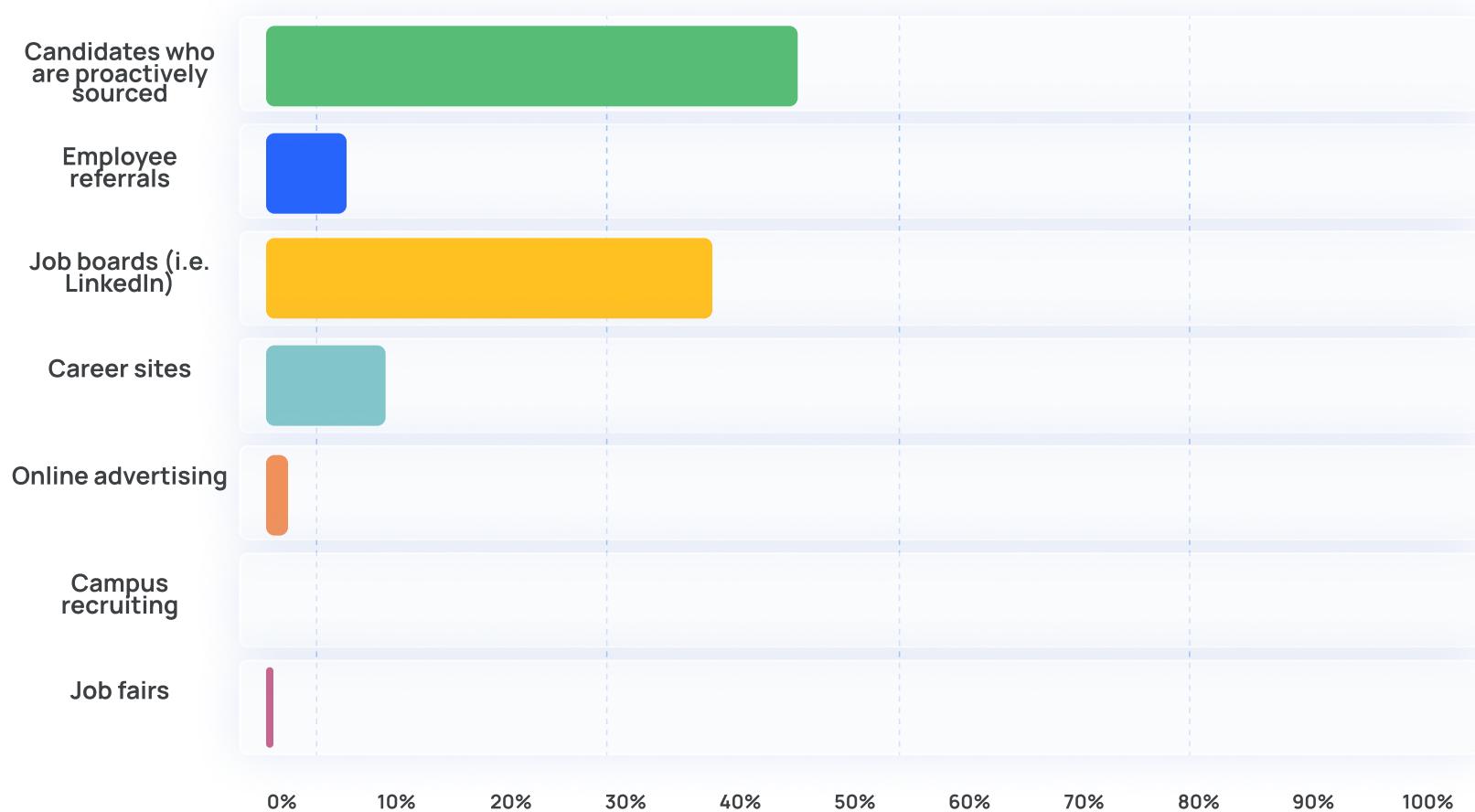


55% of respondents reported spending the majority of their time searching directly for talent on platforms like LinkedIn and Indeed where candidates are already inundated with outreach from talent acquisition professionals. Yet, there are a smaller number of TA professionals leveraging outbound recruiting strategies, such as researching the available talent market, rediscovering talent in their ATS platform and engaging talent directly through email.



The Primary Entry Point for Talent

What is the primary entry point for talent into your system?



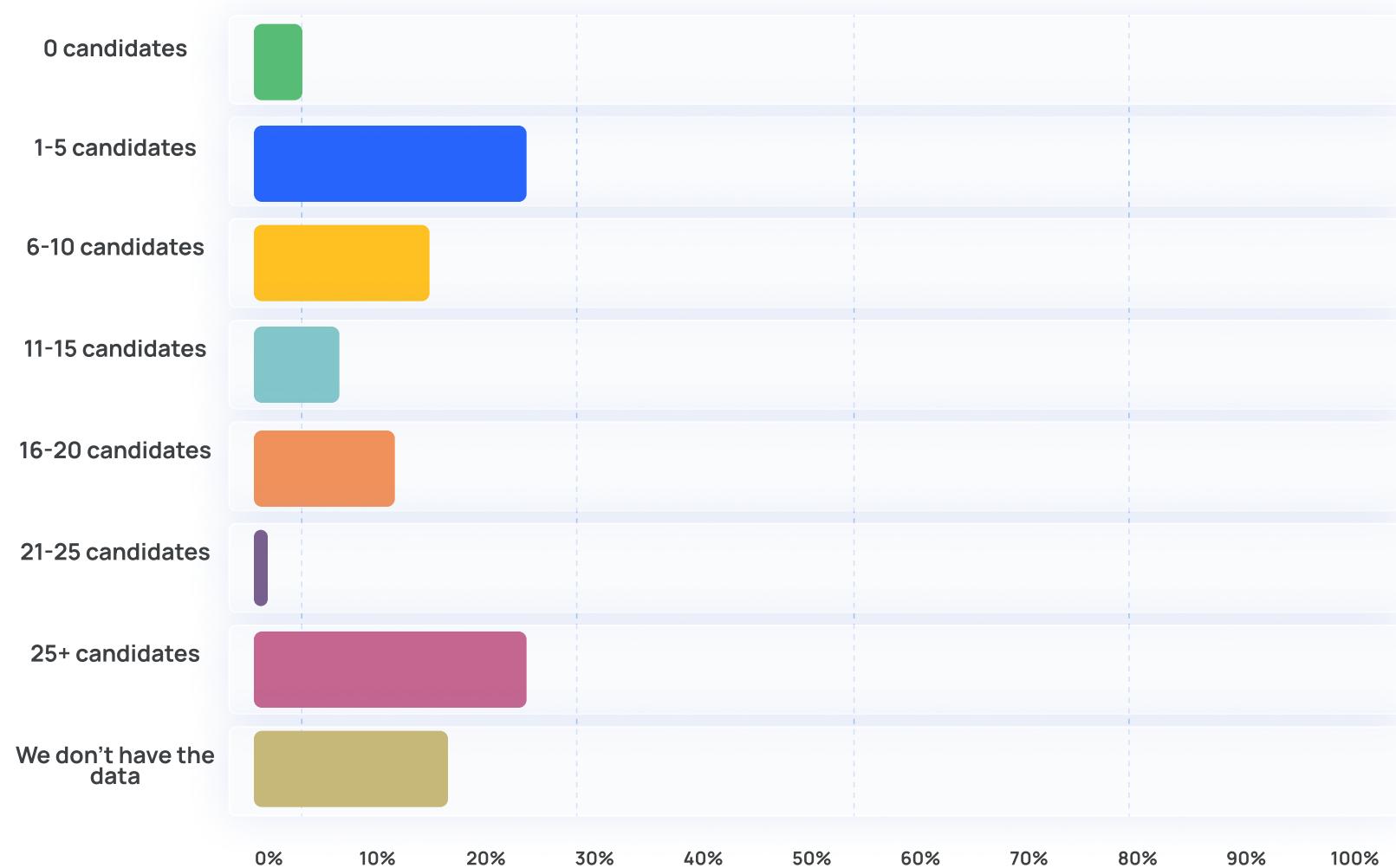
The primary entry point is slightly in favor of inbound recruiting tactics. 44% of TA teams leverage outbound tactics, like proactively source candidates, job fairs and campus recruiting, while 55% leverage inbound tactics, like employee referrals, job board and career site submissions and online advertising.

Although the data shows respondents discover talent through various channels, outbound recruiting is still collectively lower compared to inbound channels.



Number of Applicants from Inbound Efforts

On average, how many applicants do you get from inbound recruiting efforts for a given requisition (i.e. Career sites, job posting)?



The majority of respondents reported receiving anywhere from 1 to 5 and 25+ candidates from inbound recruiting efforts. This data indicates that inbound recruiting strategies can produce inconsistent results.

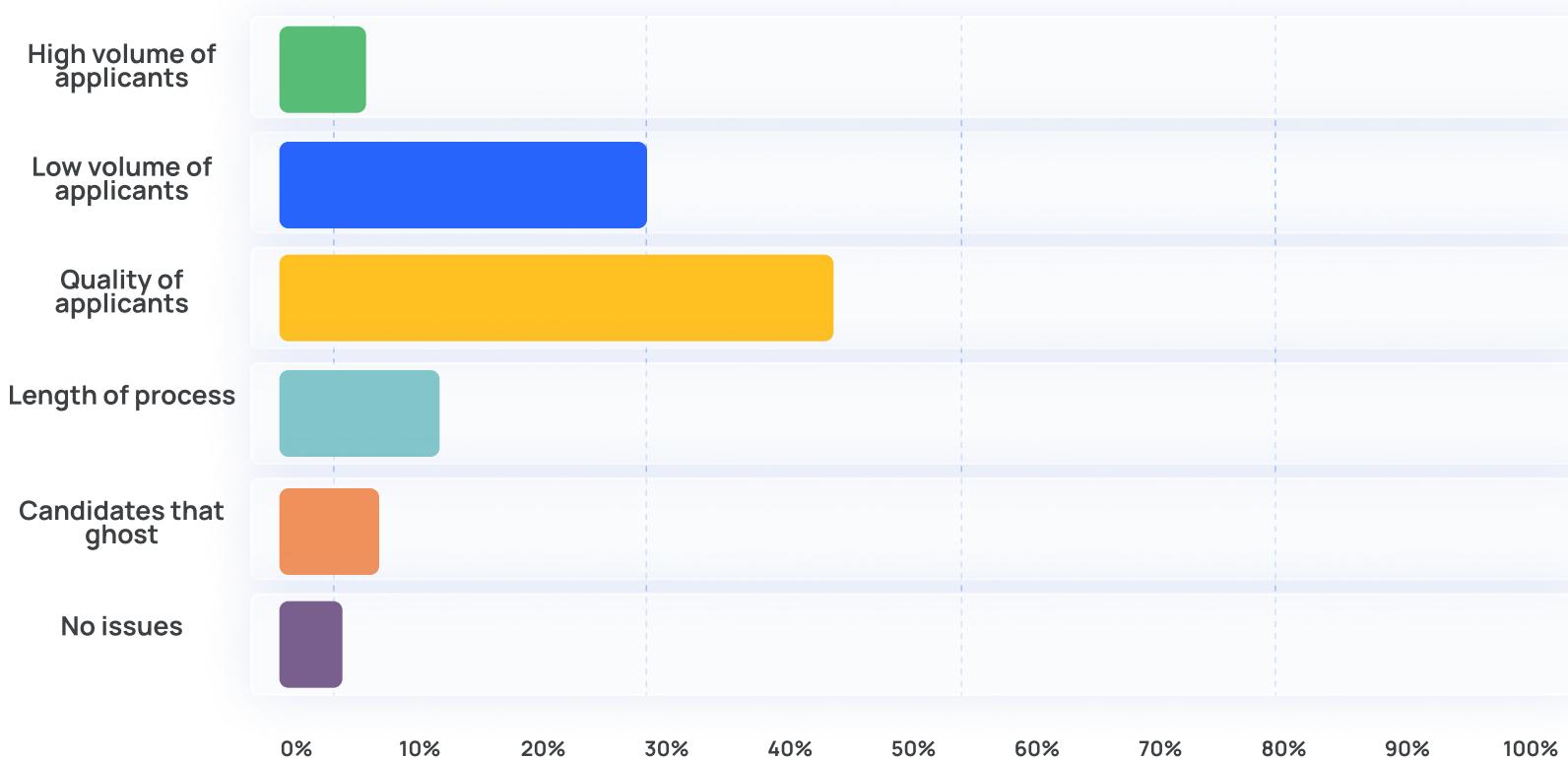


The State of Screening

The screening process is a crucial aspect of the recruiting cycle. From communicating expectations with team members to conducting initial talent assessments, the steps taken during this stage of the process often dictate how successful teams will be at hiring talent.

Challenges During the Screening Process

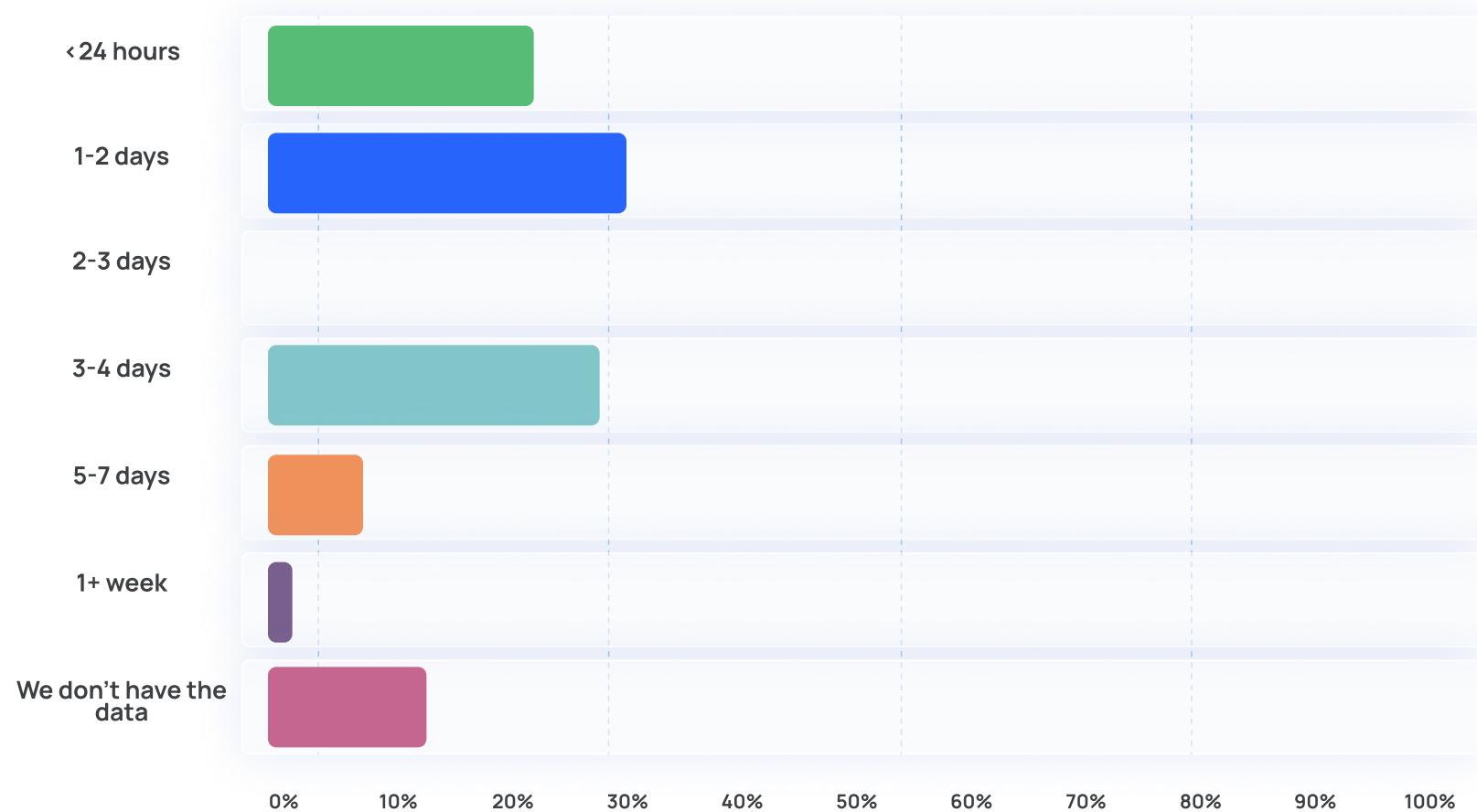
What are some of the challenges that you face in the screening process?



Across the board, TA teams of all sizes are primarily struggling with the quality of their applicants.

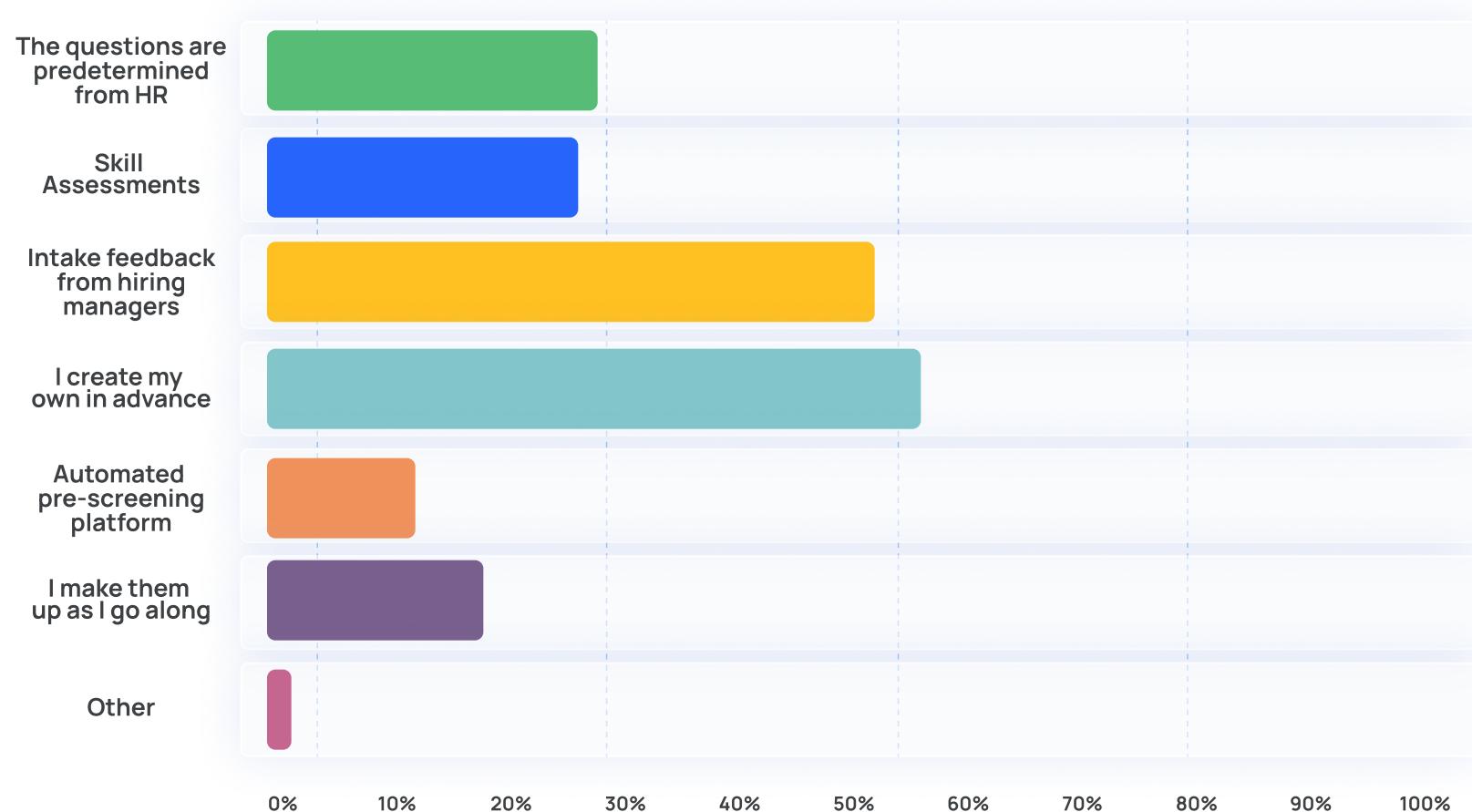


On average, how much time is spent screening candidates for a requisition per week? (e.g. reviewing resumes, cover letters, ect.)



Due to the concerns surrounding quality, there was a nearly even split between teams spending 1 to 2 days (30% of teams) and 3 to 4 days (28% of teams) in a week screening talent.

What do you use for your prescreening questions?



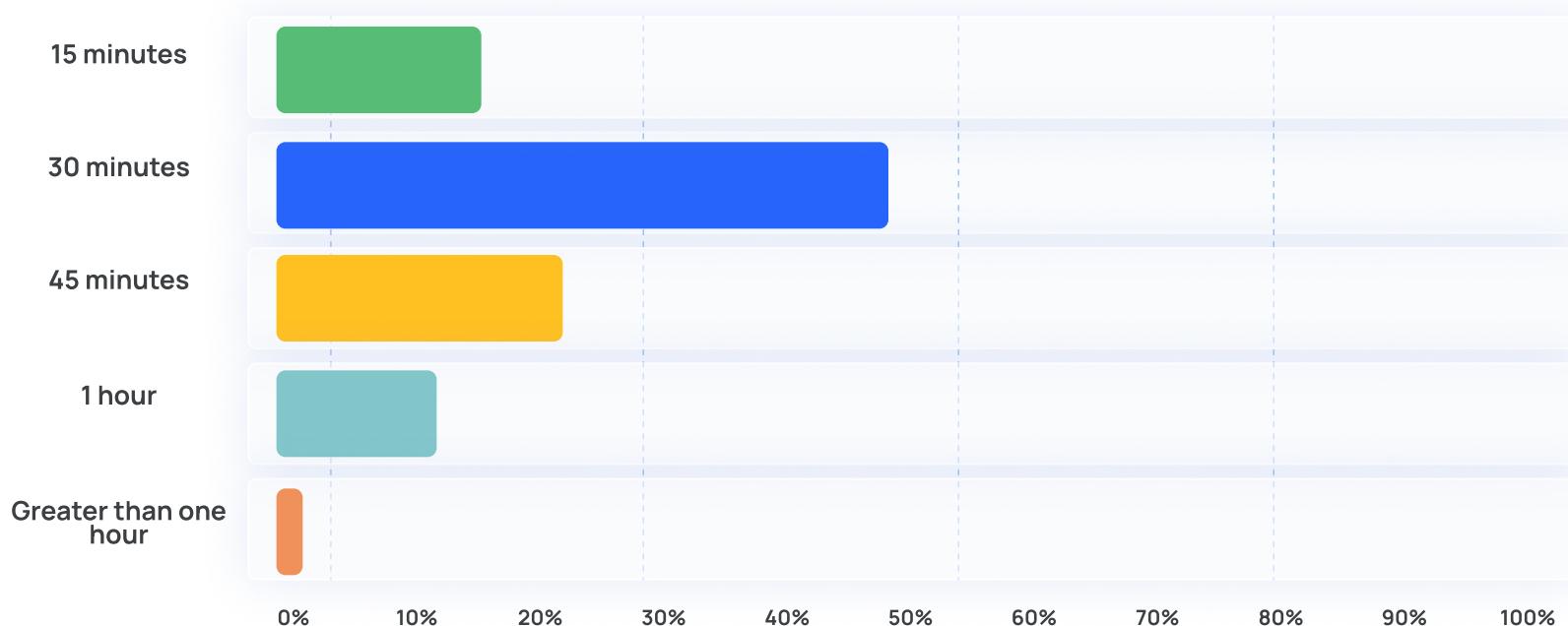
In terms of pre-screening questions, over 50% of recruiters make up their own questions in advance. While this proactivity can be beneficial, it could lead to a misalignment of expectations if these questions are not discussed with a hiring manager or standardized across a team.

The State of Interviewing

By looking at the state of interviews, we can see how companies spend their time interviewing candidates and see potential drawbacks to help improve the overall candidate experience. Here's a breakdown of the length and state of interviews at each interview stage.

Length of Interviews - First Round

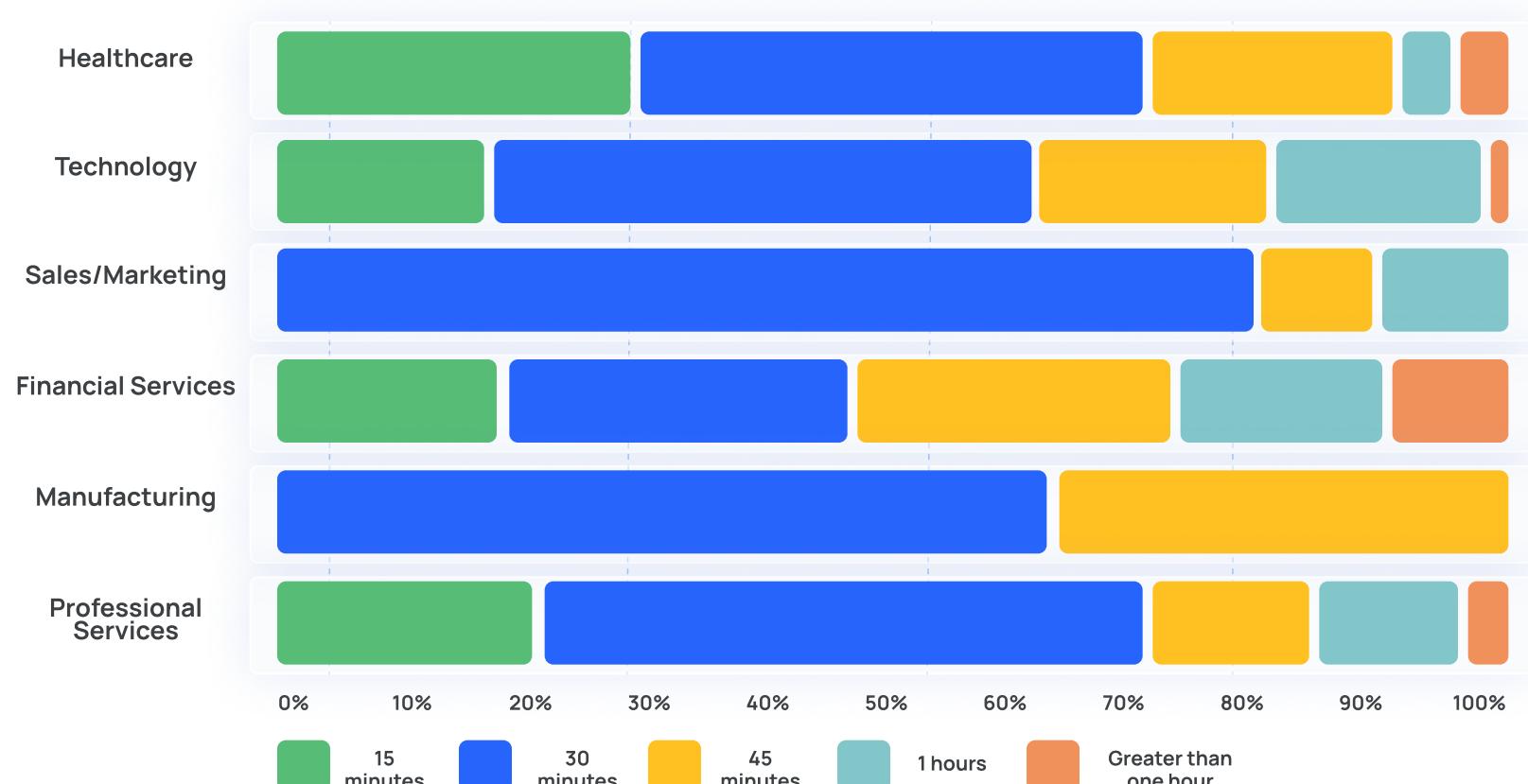
On average, how long are your first round interviews with candidates?



The majority of the respondents reported that first round interviews usually last 30 minutes.

Length of Interviews - First Round (By industry)

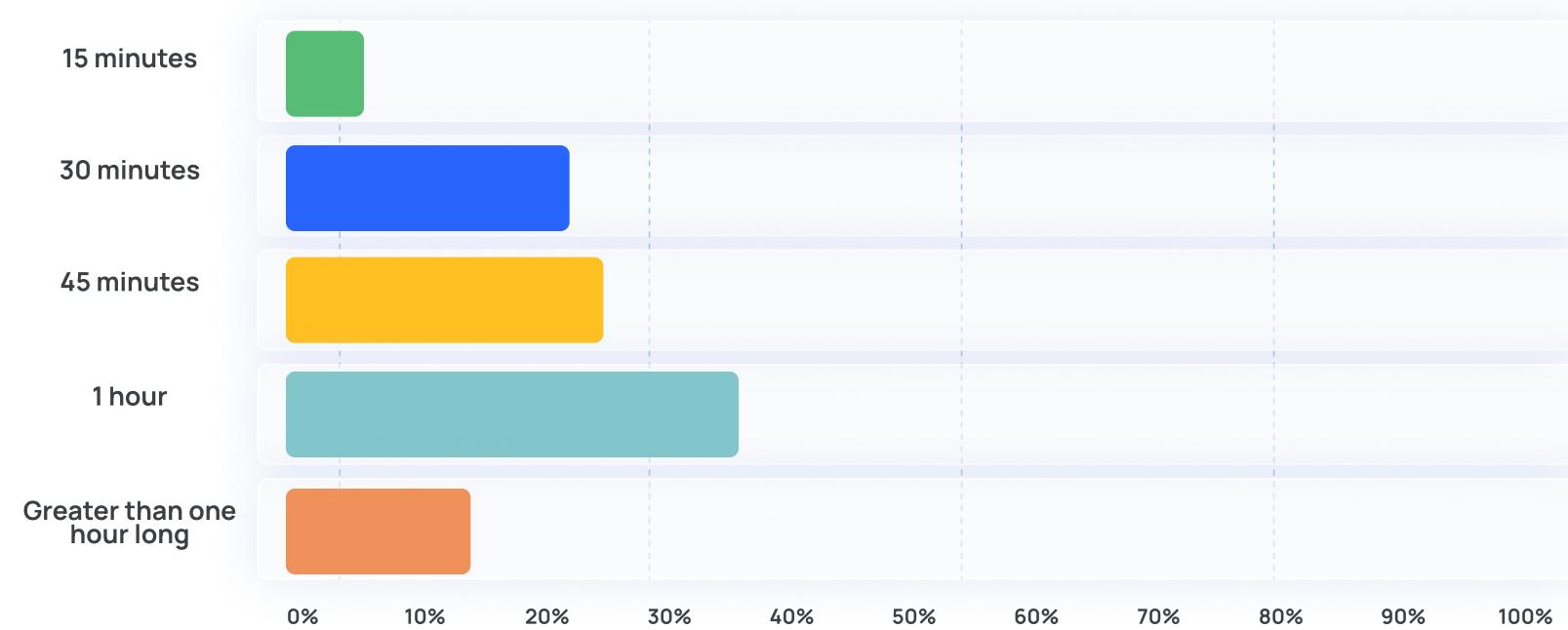
On average, how long are your first round interviews with candidates?



Regardless of the industry, the majority of the respondents reported first interviews lasting around 30 minutes.

Length of Interviews - Second Round

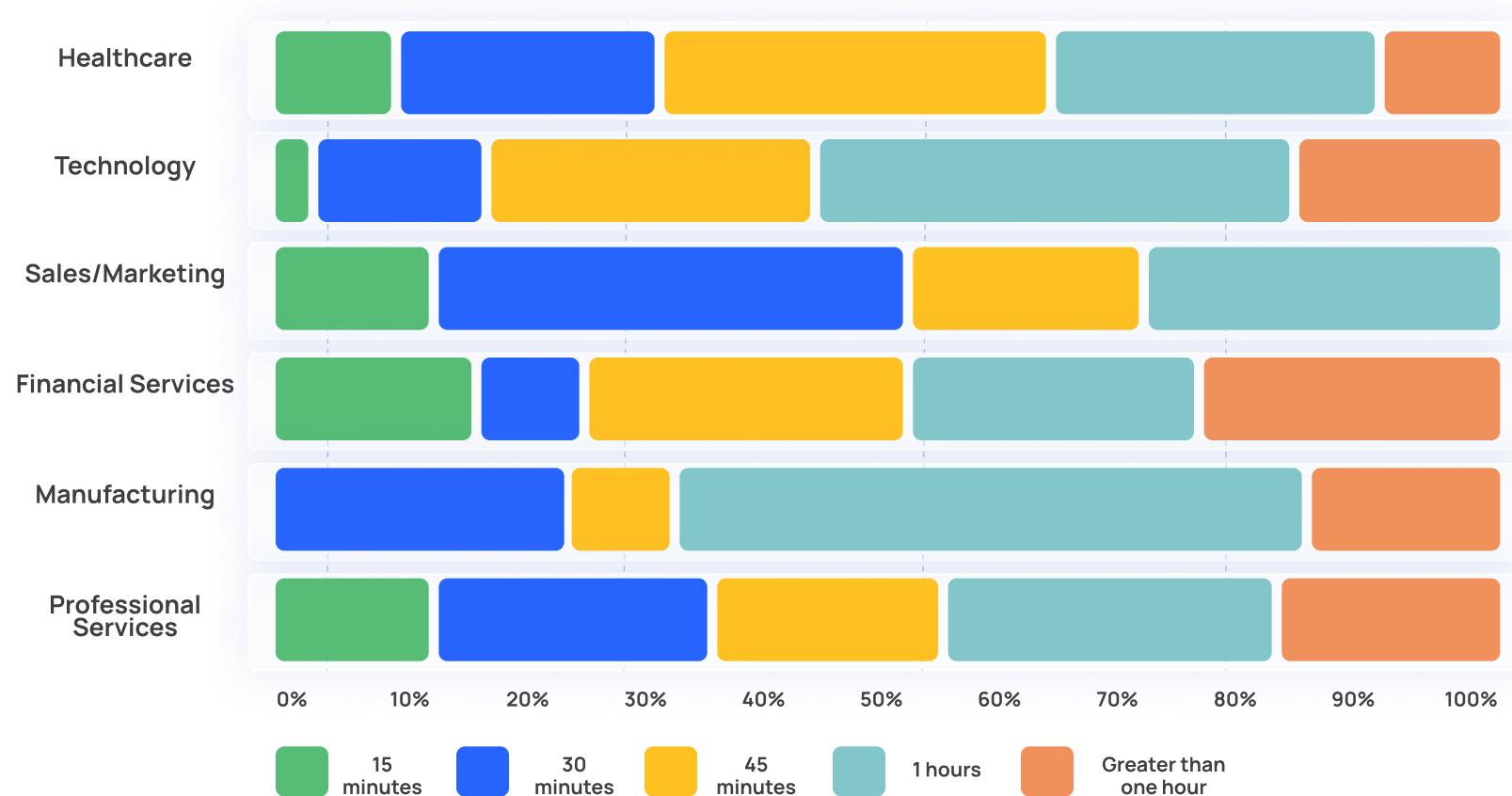
On average, how long are your second round interviews with candidates?



Around 35% of the respondents reported that the average length of second round interviews is one hour.

Length of Interviews - Second Round (By industry)

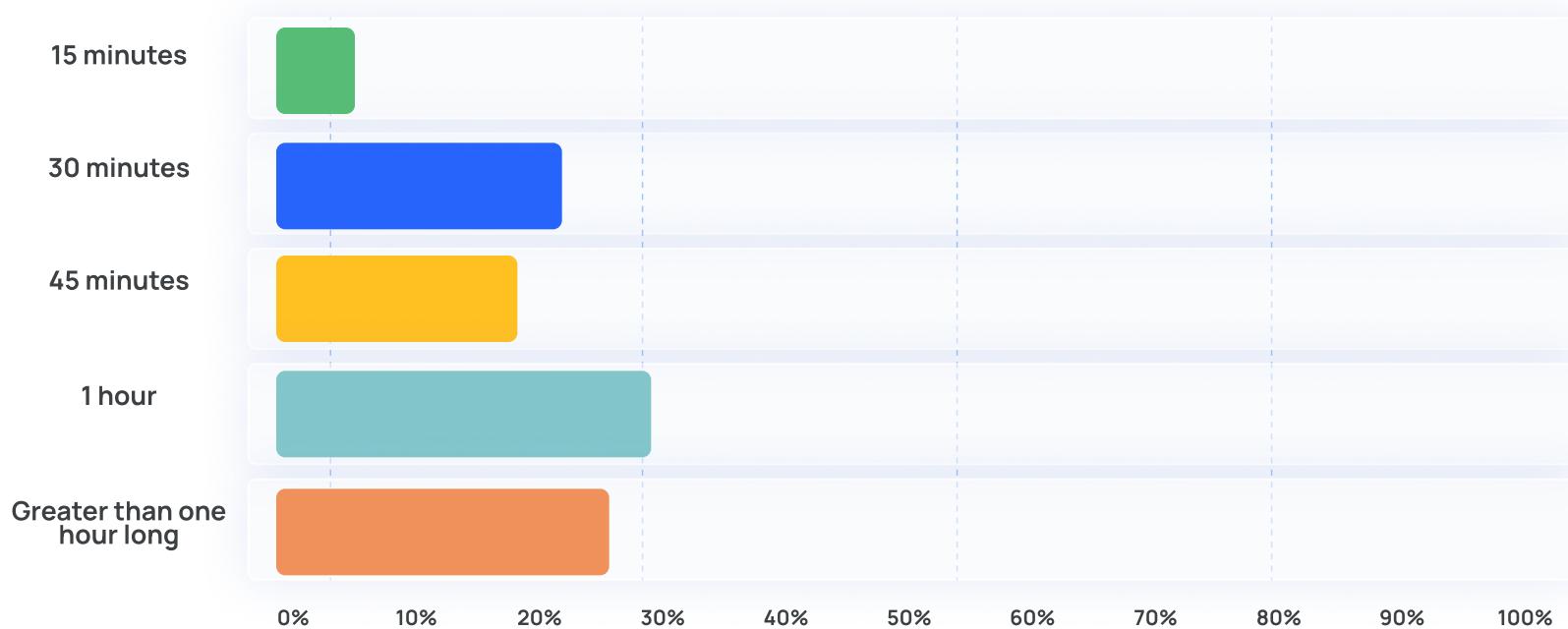
On average, how long are your second round interviews with candidates?



If we break it down by industry, around 53% of respondents in the manufacturing industry reported that second round interviews take around an hour to conduct, whereas, for the sales and marketing industry, the length of first and second interviews remain similar (around 30 minutes).

Length of Interviews - Final Round

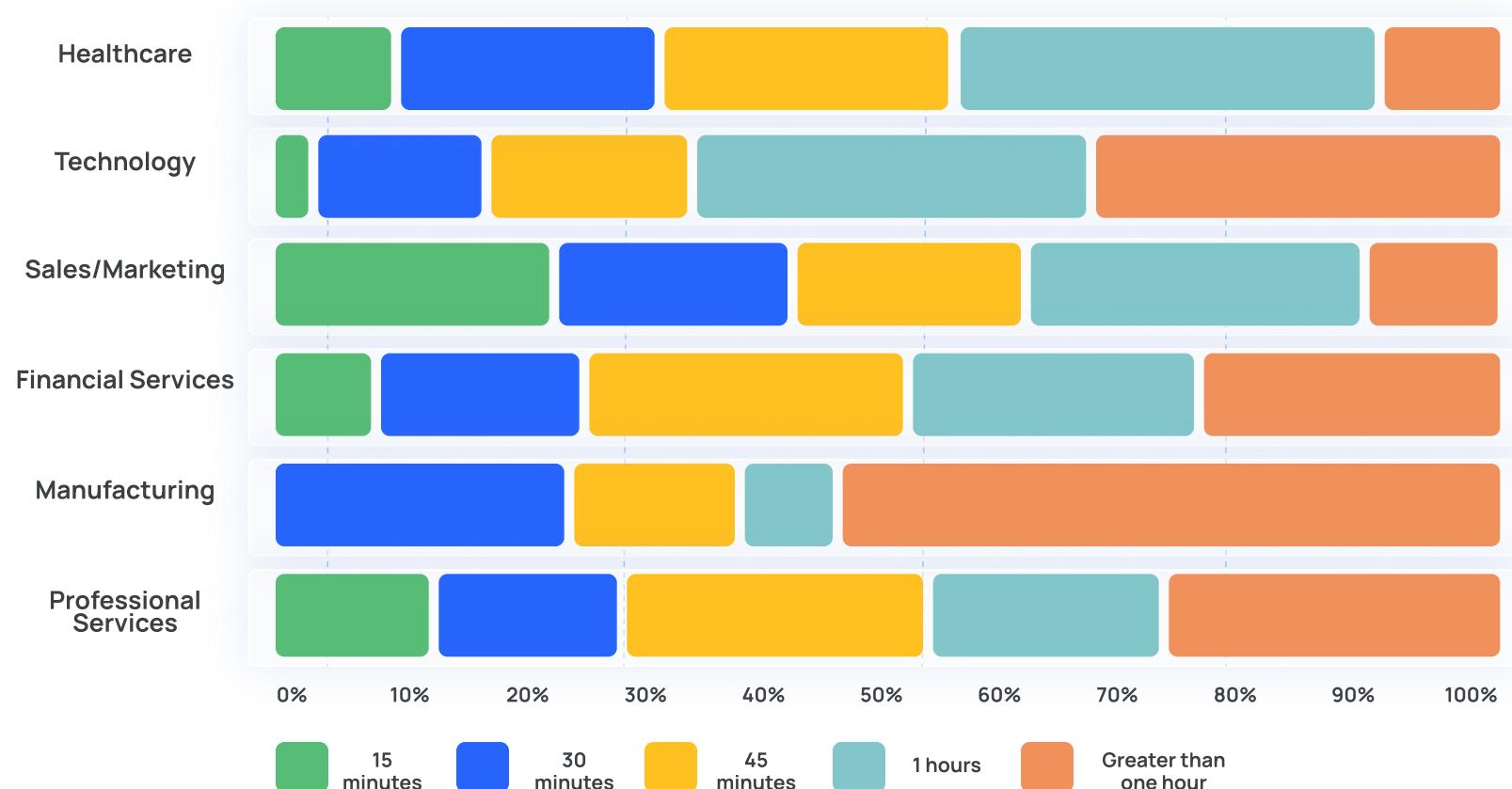
On average, how long are your final round interviews with candidates?



As for the final round of interviews, most respondents reported interviews lasting an hour, while some final interviews lasted more than an hour.

Length of Interviews - Final Round (By industry)

On average, how long are your final round interviews with candidates?

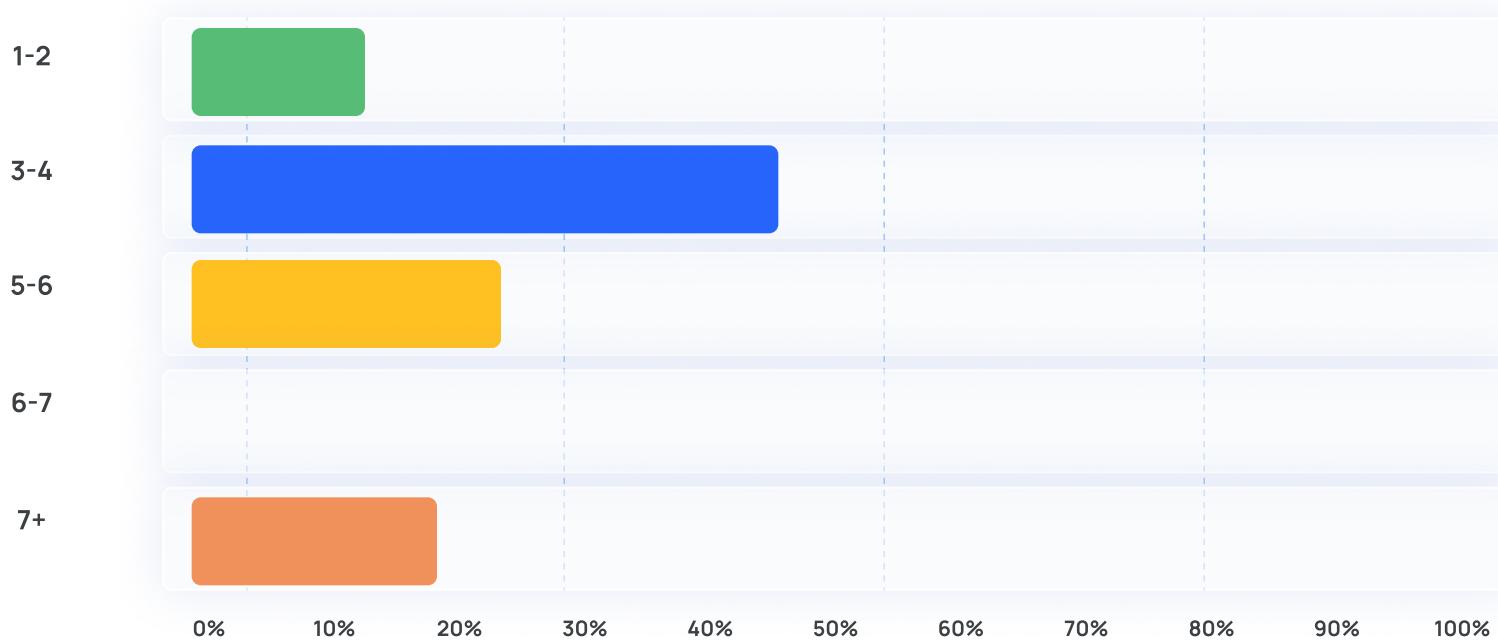


By looking at the length of the final interview, 54% of the respondents in the manufacturing industry reported final interviews taking more than an hour to conduct. On average, interviews for roles within the manufacturing industry are the longest compared to other industries.

The Number of Candidates Making it to Each Interview Stage

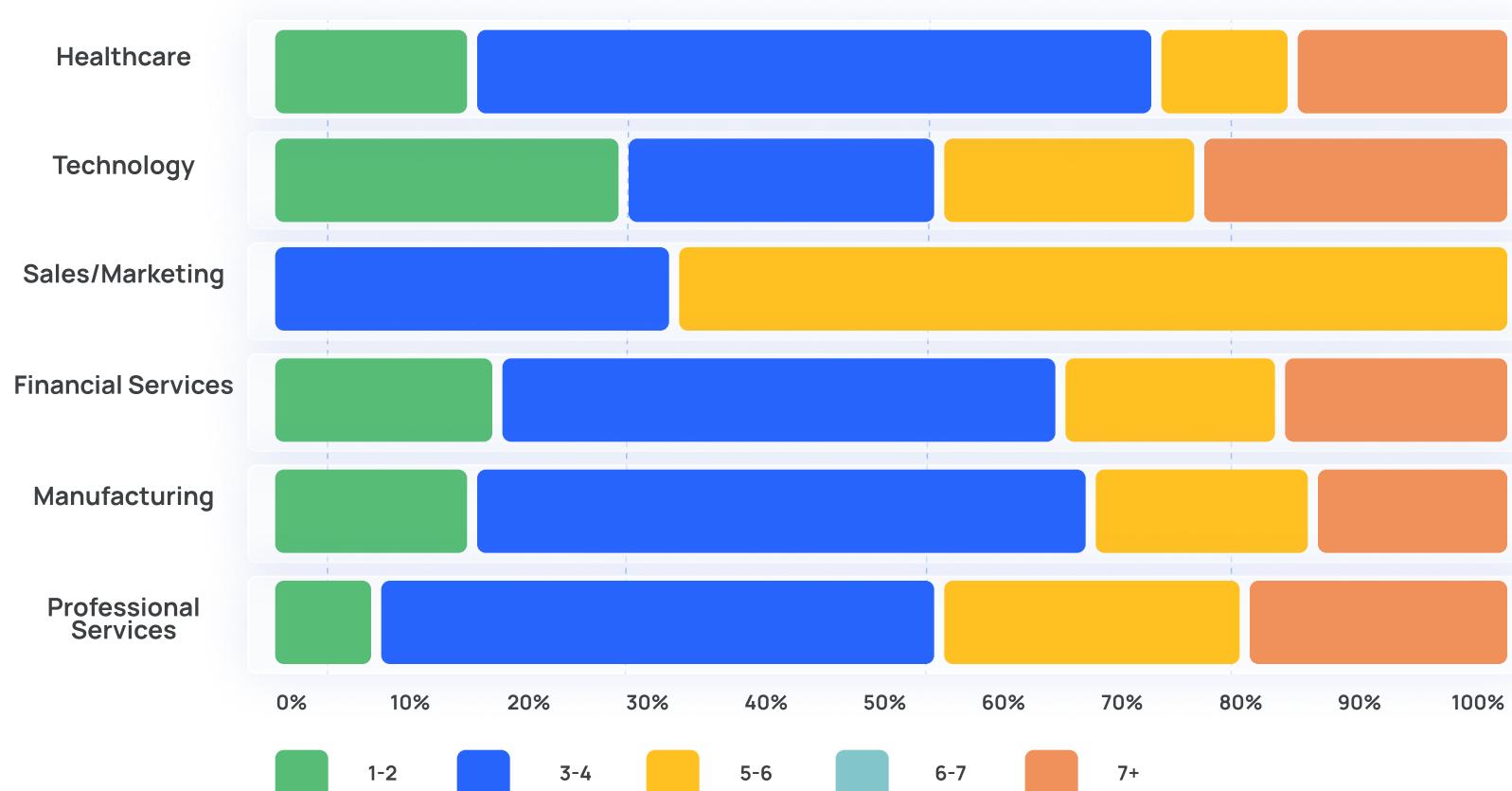
First Round

On average, how many candidates make it to the first round interview for a given requisition?



45% of the respondents reported that three to four people advance to the next stage of the interview process. However, we found interesting data based on the industry.

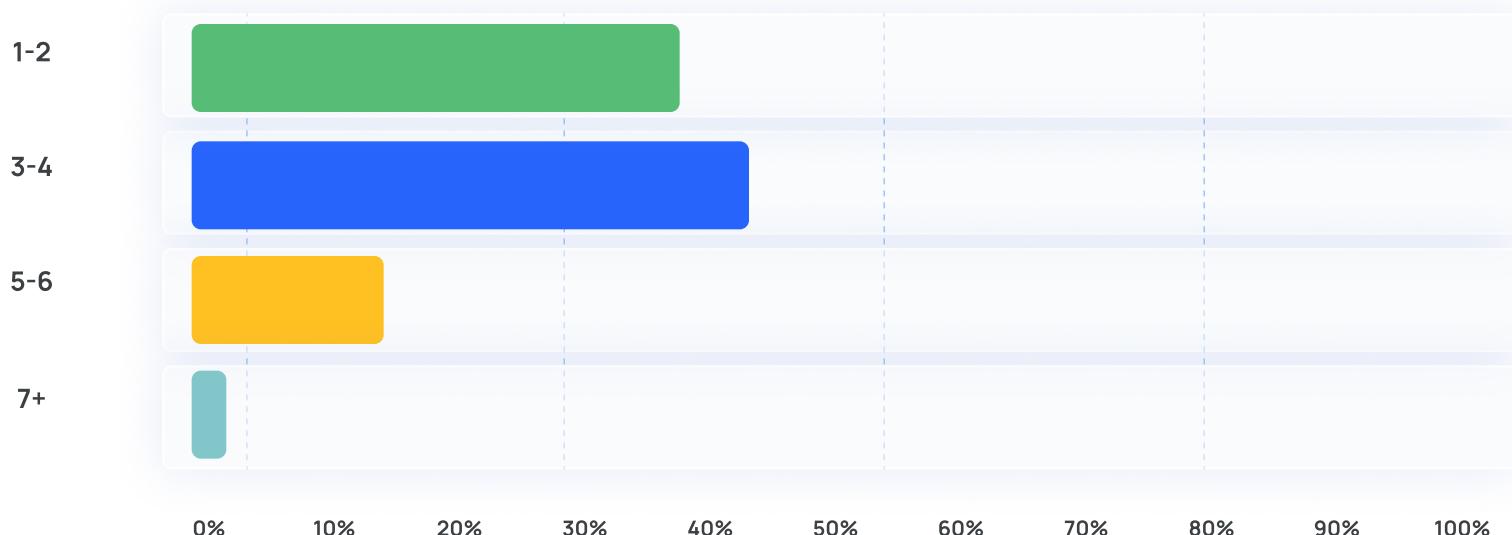
On average, how many candidates make it to the first round interview for a given requisition?



Although the majority of respondents reported that three to four candidates make it to the next stage of the interview process, sales and marketing teams usually have more candidates (five to six) making it to the next stage of the interview process.

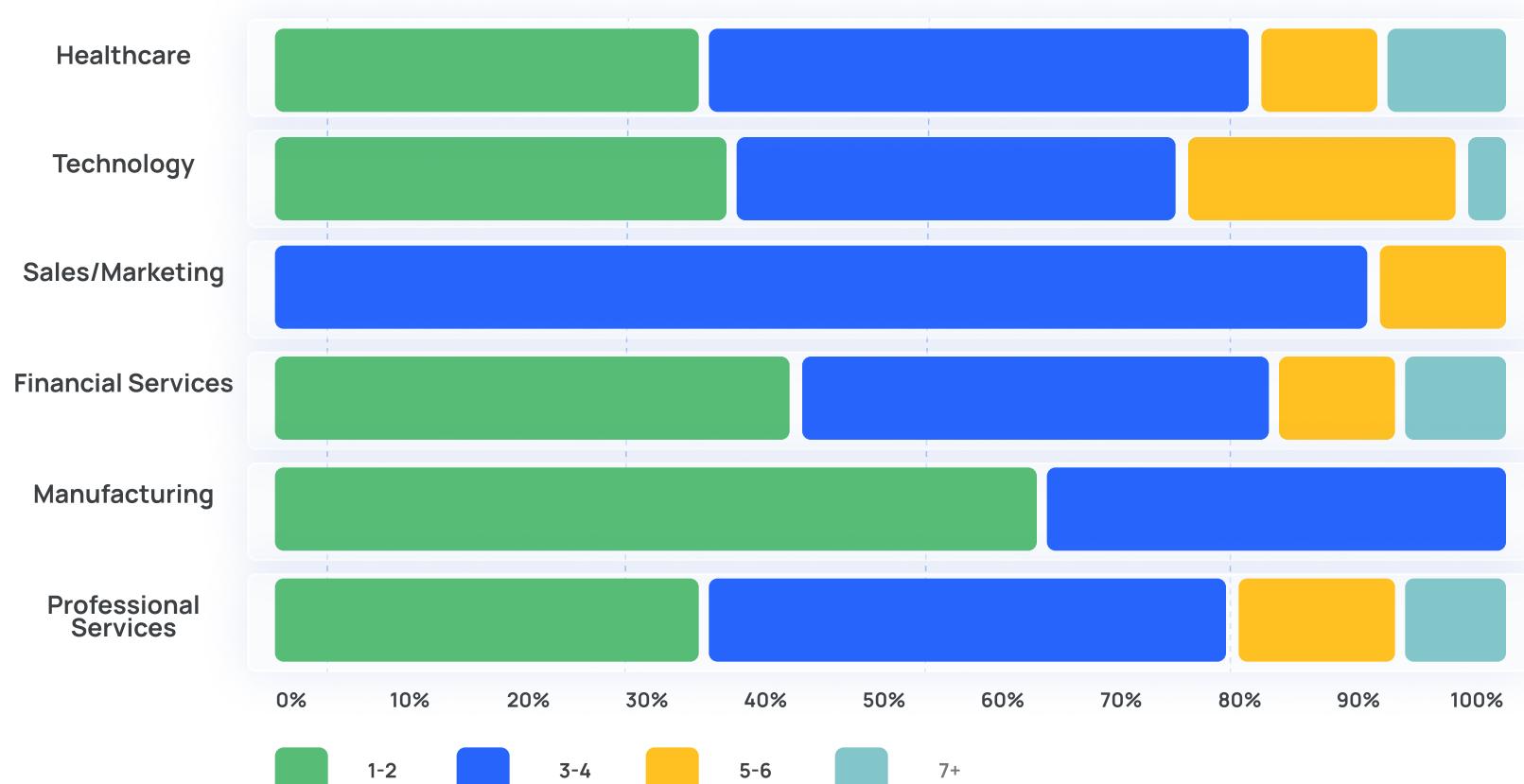
Second Round

On average, how many candidates make it to the second round interview for a given requisition?



Around 82% of respondents reported having three to four candidates make it to the second round of the interview process for a given requisition.

On average, how many candidates make it to the second round interview for a given requisition?

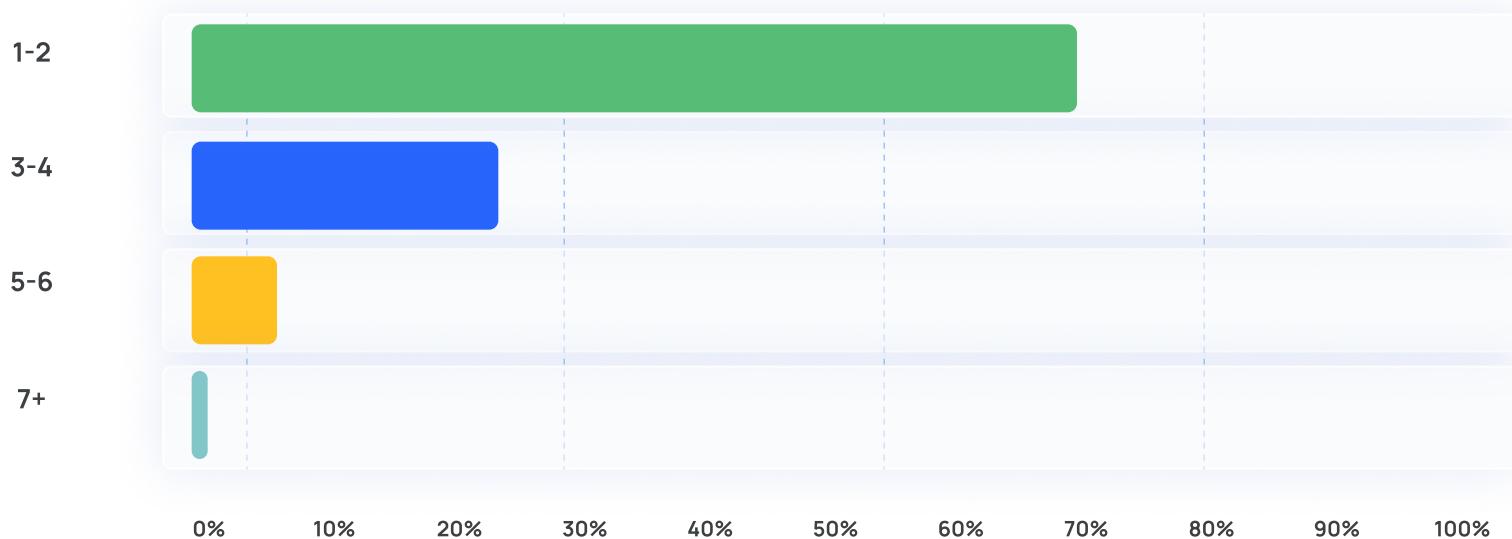


Based on industry, sales and marketing usually have more candidates (ranging from three to six candidates) making it to the second interview stage compared to other industries.



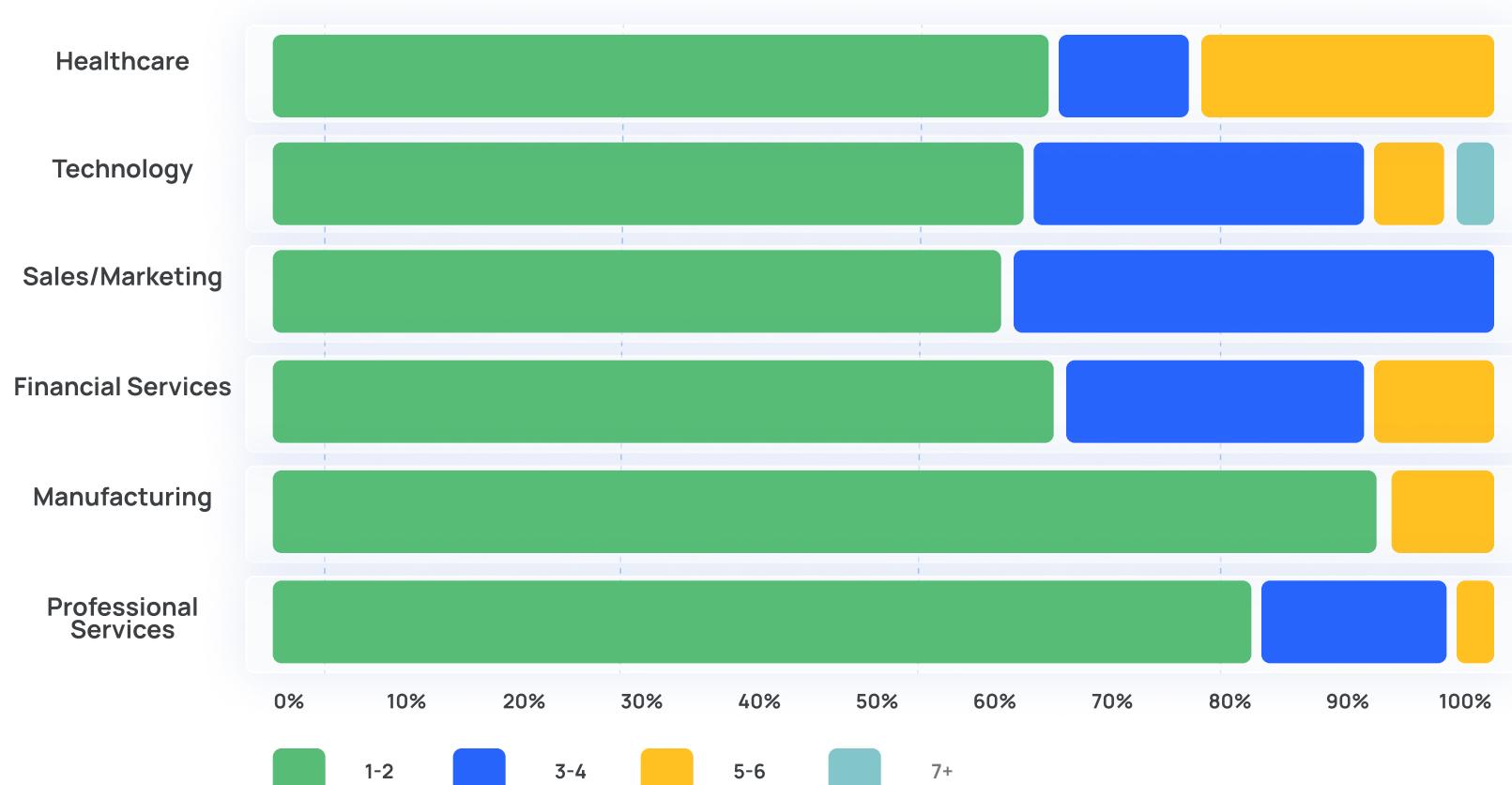
Final Round

On average, how many candidates make it to the final round interview for a given requisition?



As for the final round, 70% of respondents reported that only one to two candidates make it to the final round of the interview process for a given requisition.

On average, how many candidates make it to the final round interview for a given requisition?



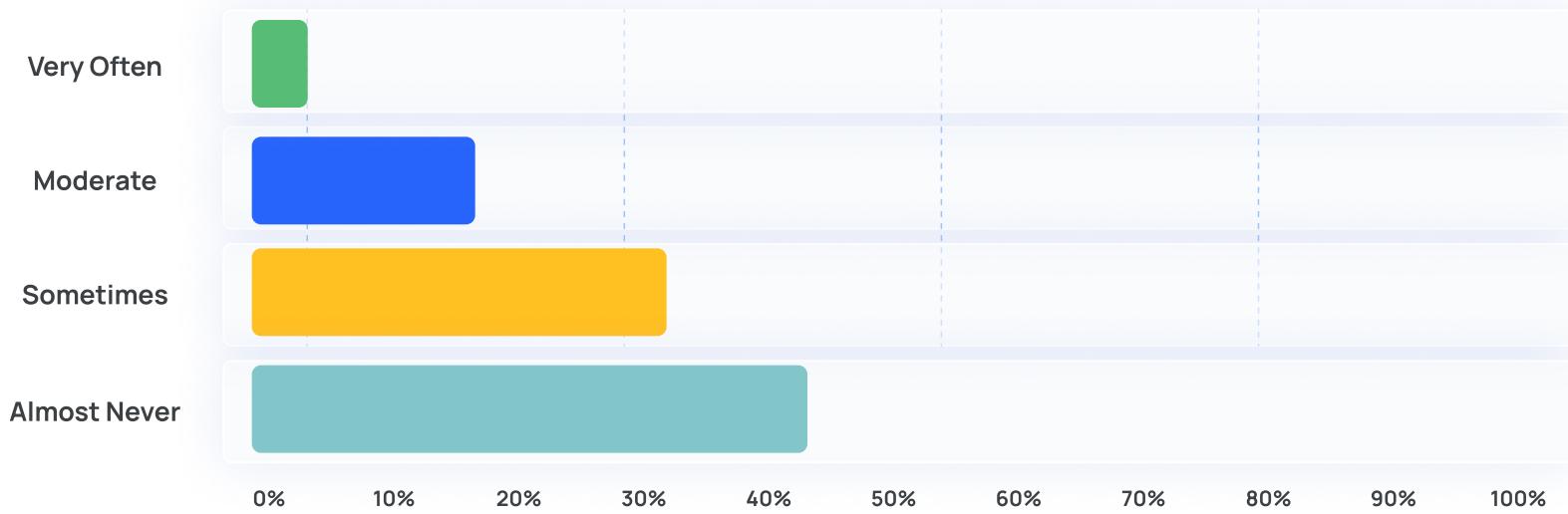
Even though the majority of respondents reported one to two candidates making it to the final round of the interview process, the healthcare and technology industries contribute to the highest number of candidates (more than six) who make it to the final round of interviews.

The high demand for healthcare and technology talent likely contributes to this trend.

Getting Ghosted (First & Final Round)

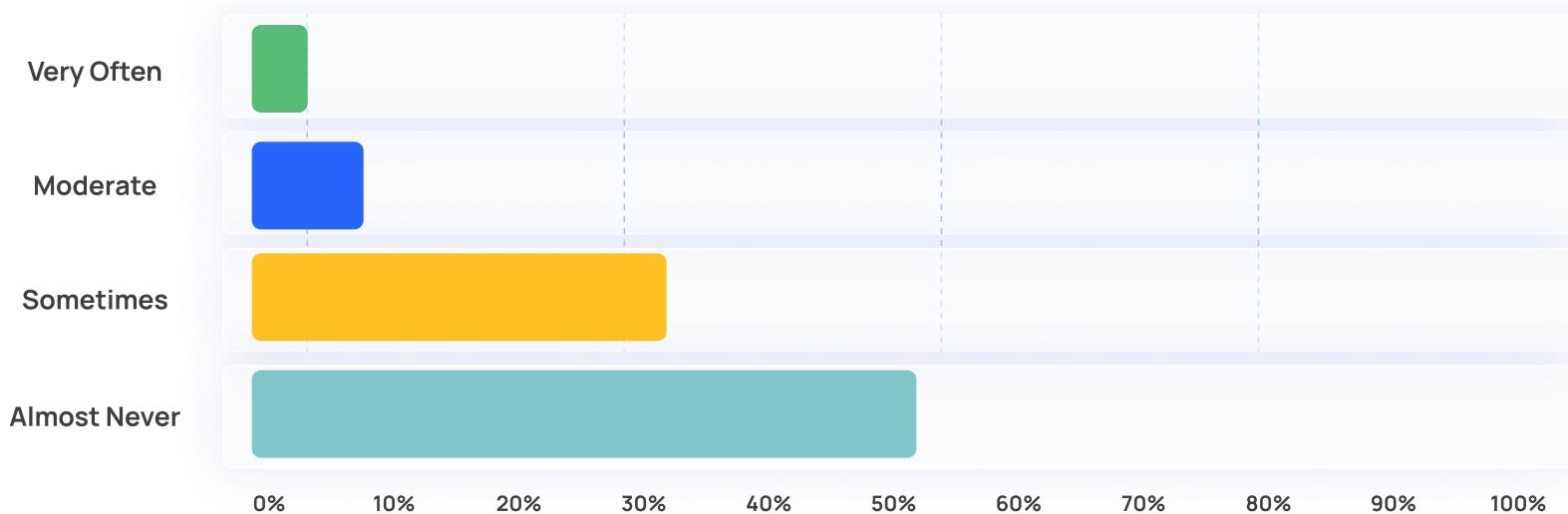
First Round

How often do you get ghosted by applicants during the first round interview?

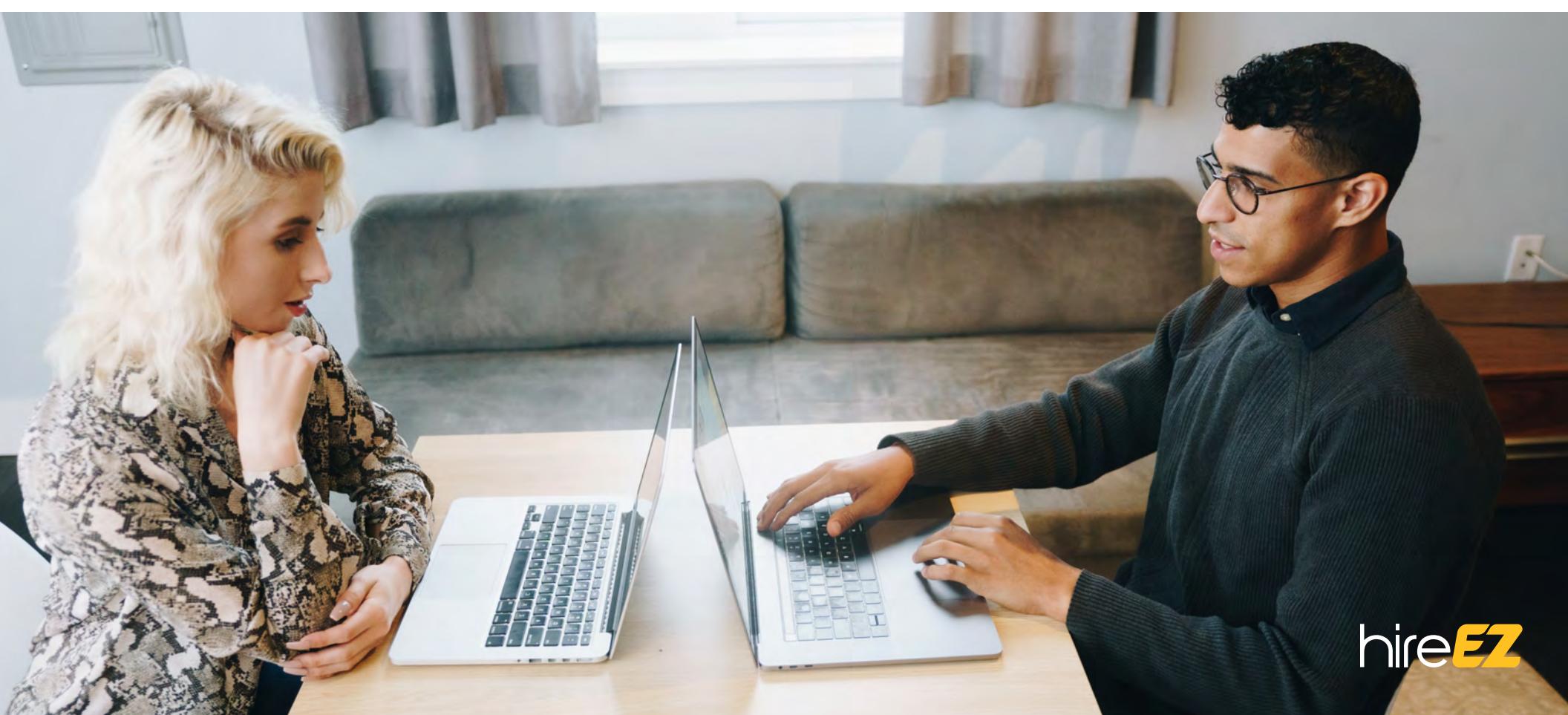


Final Round

How often do you get ghosted by applicants during the final round interview?



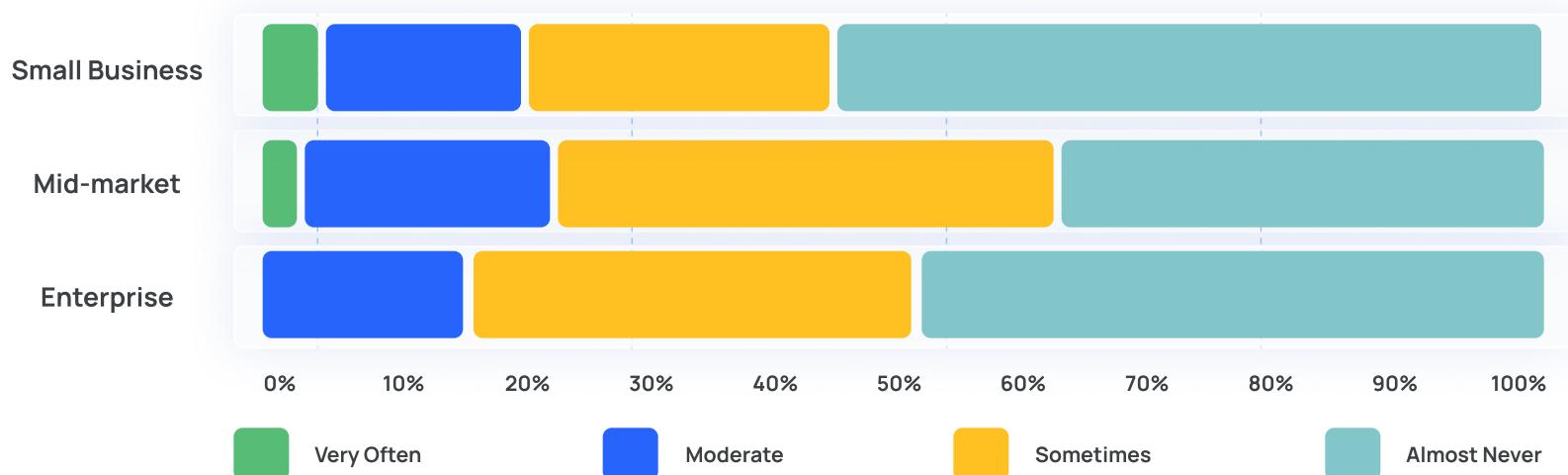
In both the first and final rounds of the interview process, the majority of our respondents reported almost never getting ghosted by candidates.



Getting Ghosted (By Company Size)

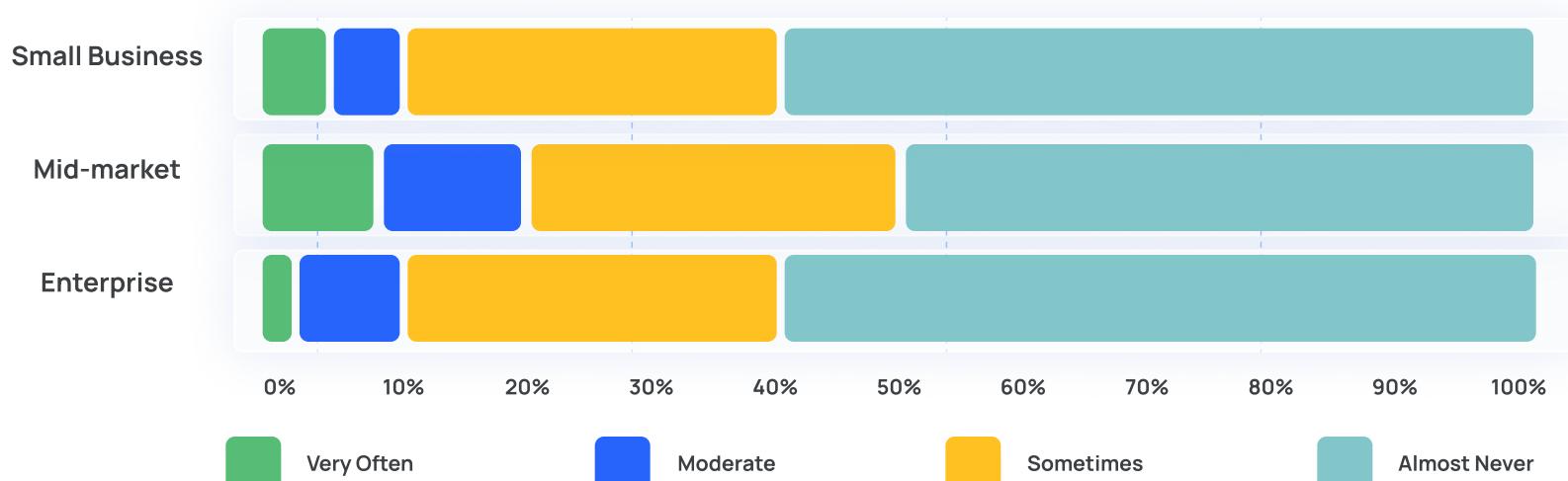
First Round

How often do you get ghosted by applicants during the first round interview?



Final Round

How often do you get ghosted by applicants during the final round interview?

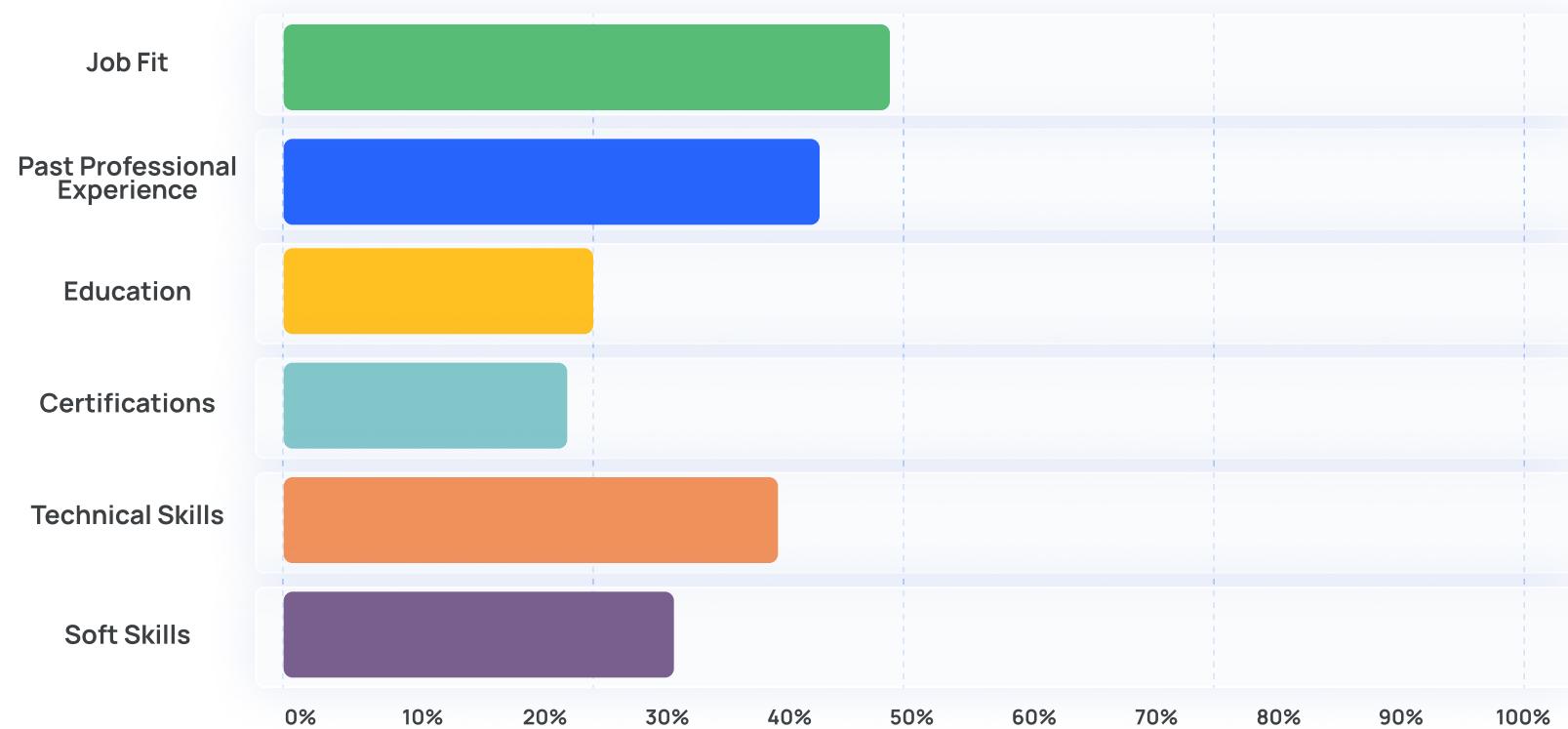


If we dive deeper into the data, candidates almost never ghost enterprise businesses during the first round of the interview process. Instead, the majority of candidates ghost enterprise businesses during the final round of the interview process which may be attributed to a poor candidate experience, the length of interviews or competing offers. Companies of any size may want to consider leveraging automated email sequences to nurture candidates during each interview stage to avoid getting ghosted.



Most Important Factors in Interviews

What are the most important factors to consider when qualifying a candidate during an interview?

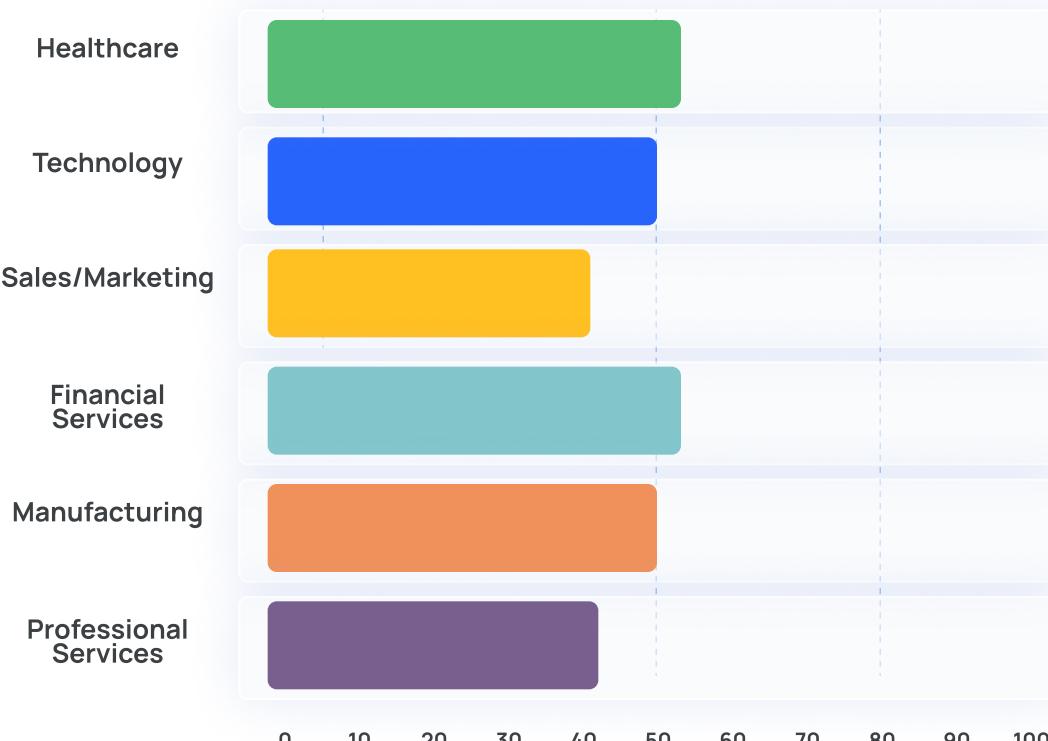


For any requisition, the top three most important factors to consider when qualifying a candidate during an interview include:

- Job fit
- Past professional experience
- Technical skills

If we break this down by industry, we'll see a different trend.

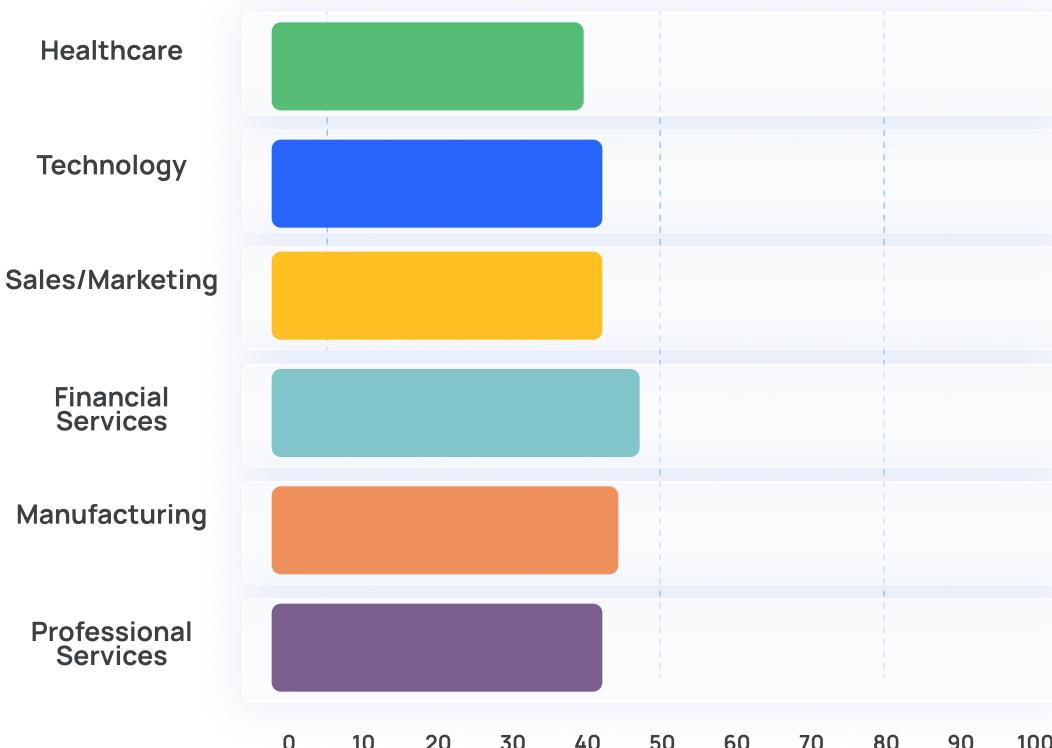
Job Fit



Industries that value job fit the most include:

1. Financial Services
2. Healthcare
3. Manufacturing

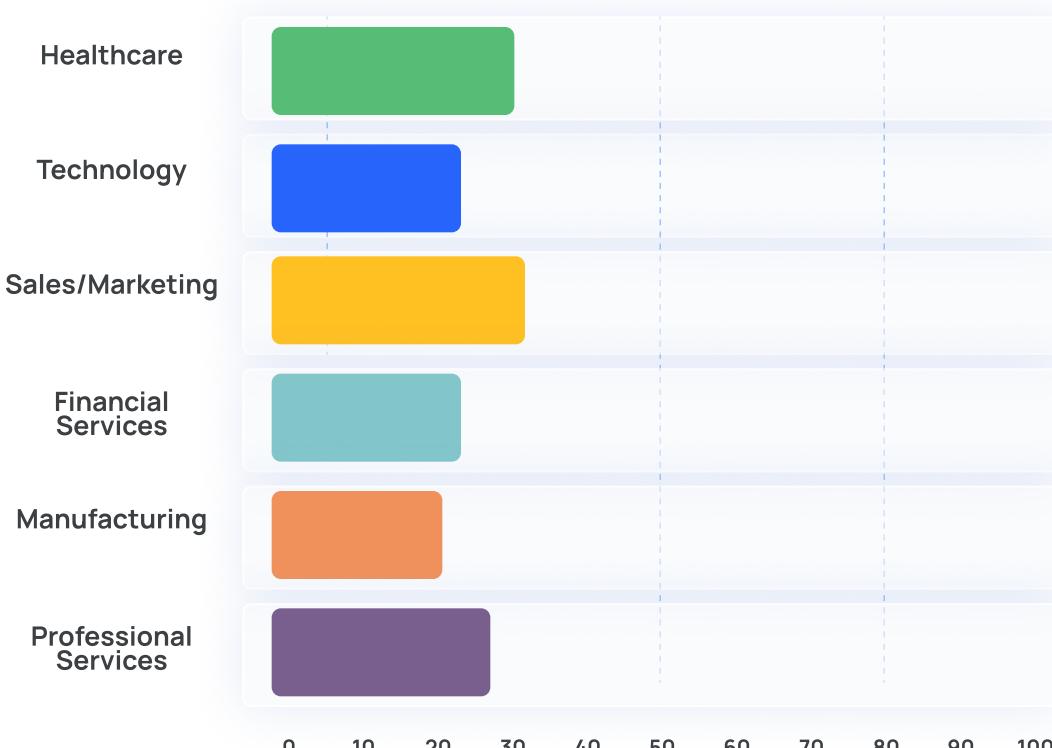
Past Professional Experience



Industries that value past professional experiences the most include:

1. Financial Services
2. Technology
3. Manufacturing

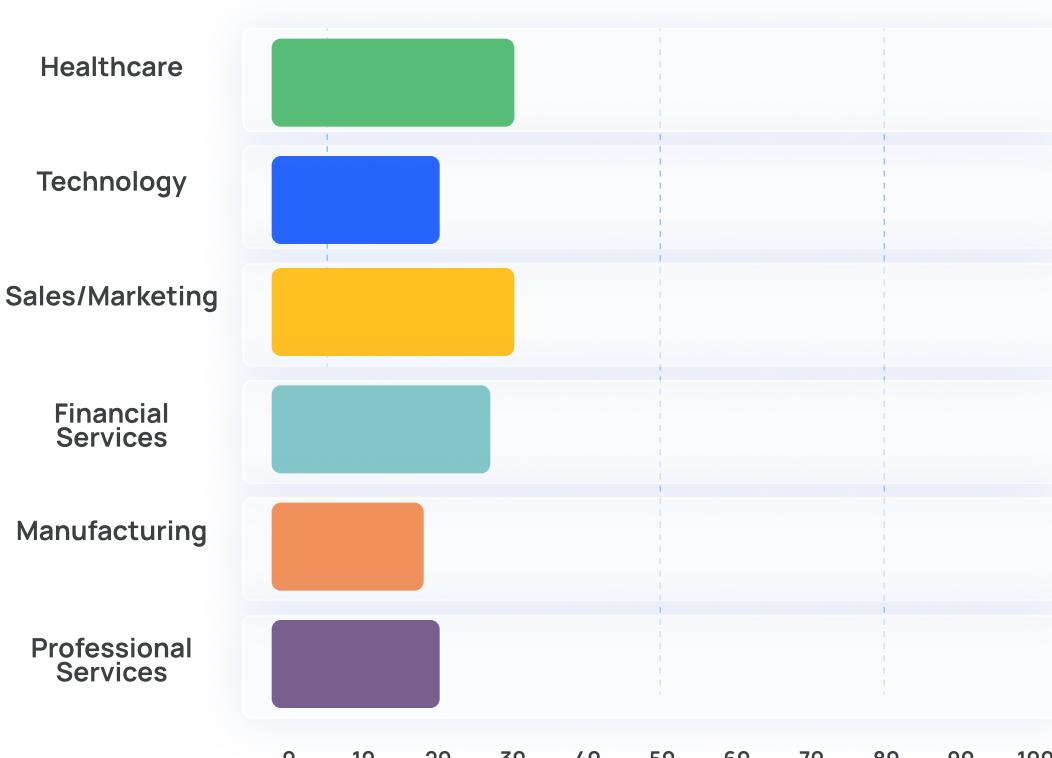
Education



Industries that value education the most include:

1. Healthcare
2. Sales/Marketing
3. Professional Services

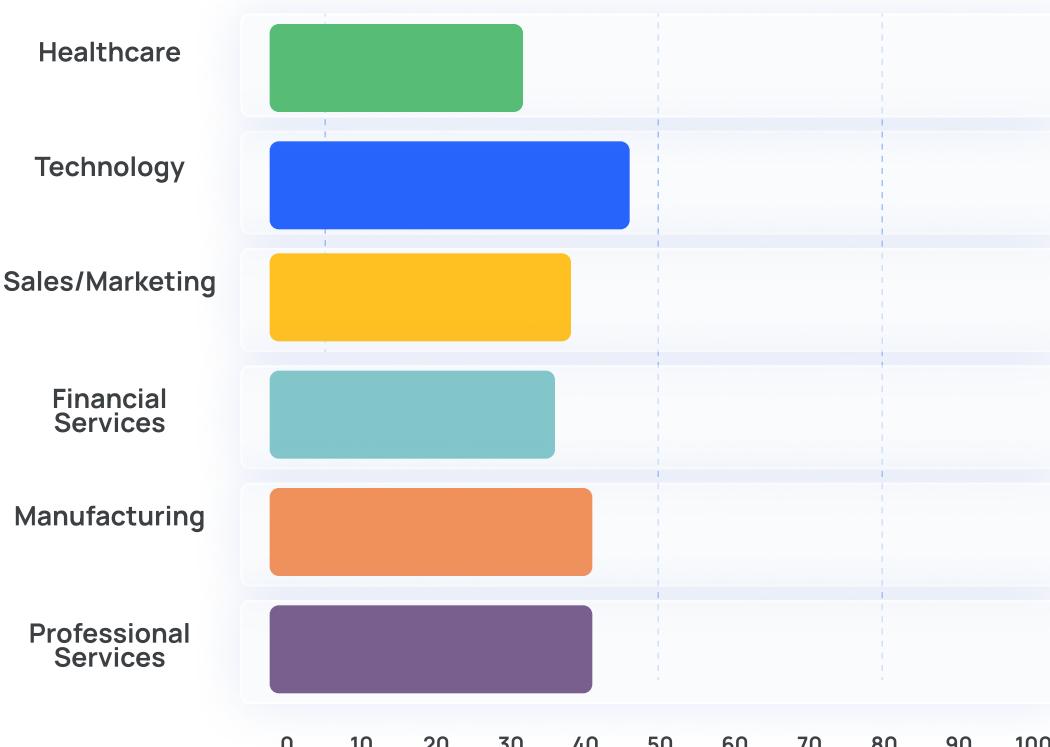
Certifications



Industries that value certifications the most include:

1. Healthcare
2. Sales/Marketing
3. Financial Services

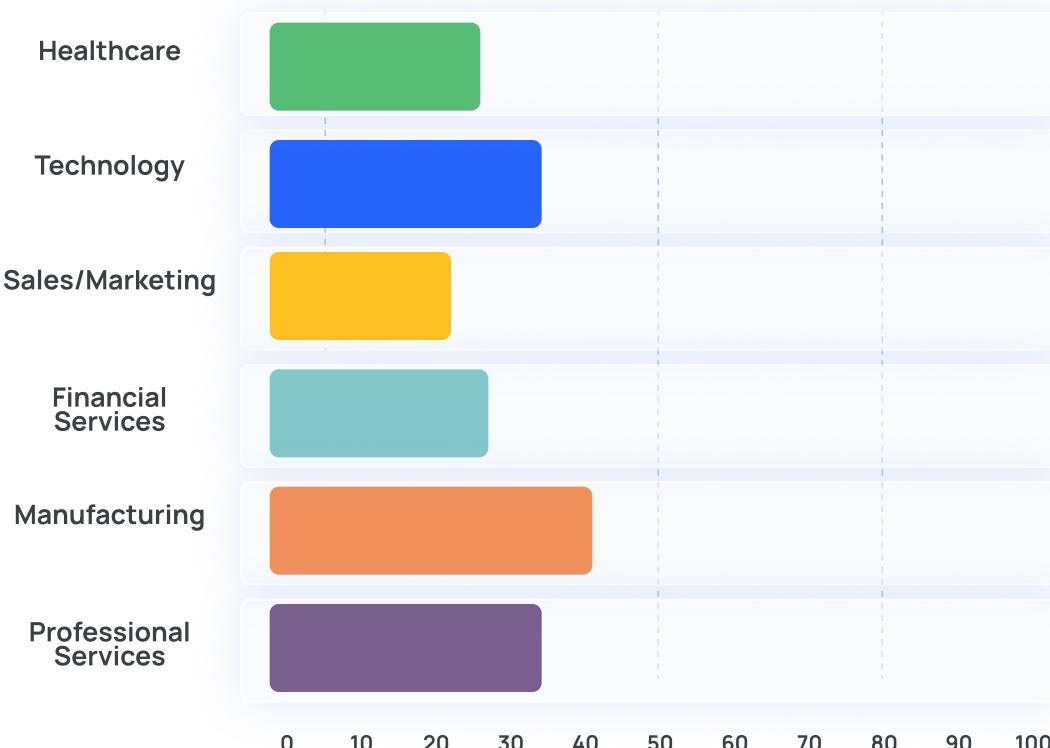
Technical Skills



Industries that value technical skills the most include:

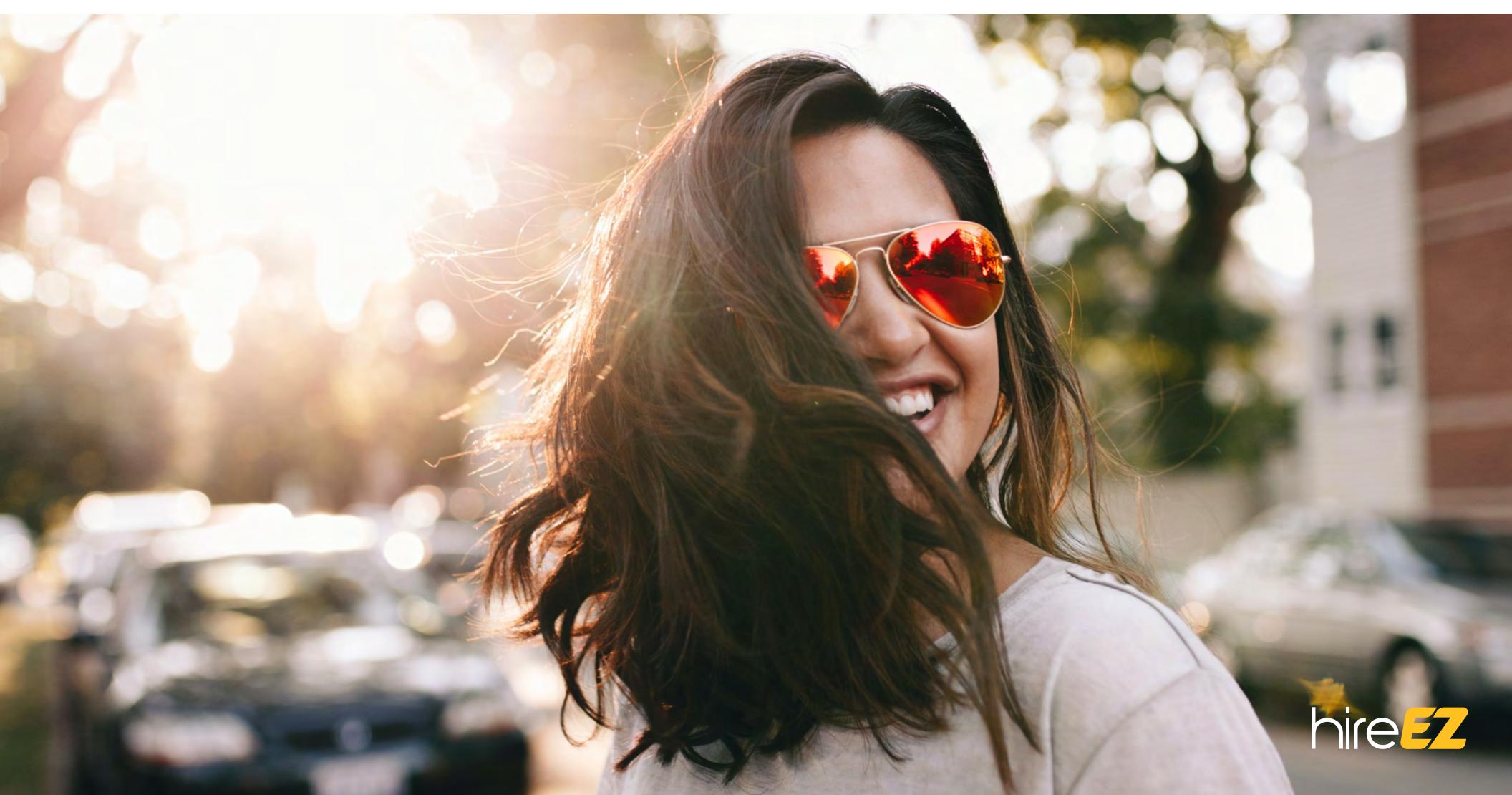
1. Technology
2. Manufacturing
3. Professional Services

Soft Skills



Industries that value soft skills the most include:

1. Manufacturing
2. Technology
3. Professional Services



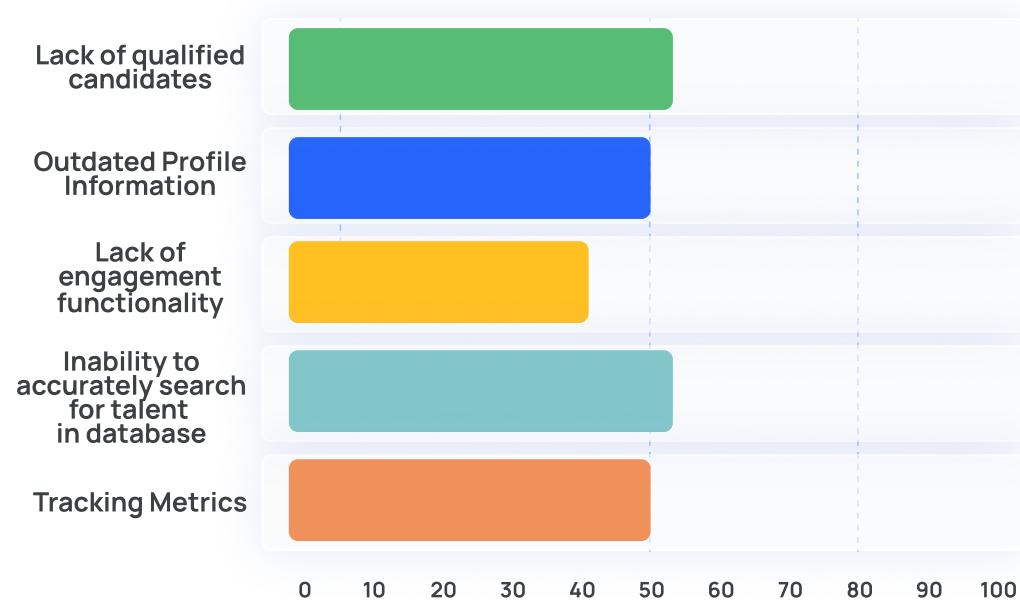
The State of Internal Data

From referrals to applicants in your ATS, internal data holds an immense competitive advantage for businesses that are able to act on it. Here's what TA teams said about the role that internal data plays in their recruiting functions.

The Top 3 ATS Platforms Leveraged by Enterprise TA Teams

- Greenhouse
- Workday
- iCiMs

What's your biggest struggle in terms of finding candidates in your internal database?



58% of enterprise TA teams leverage a CRM. Despite potentially limited available resources, 47% of small business TA teams use a CRM compared to 41% for mid-market teams.



At this time, less than 10% of talent is sourced internally for a given requisition. The reasons for such a lower number are likely attributed to the two largest roadblocks TA teams cited when sourcing candidates from their ATS: outdated profile information and an inability to accurately search for talent.

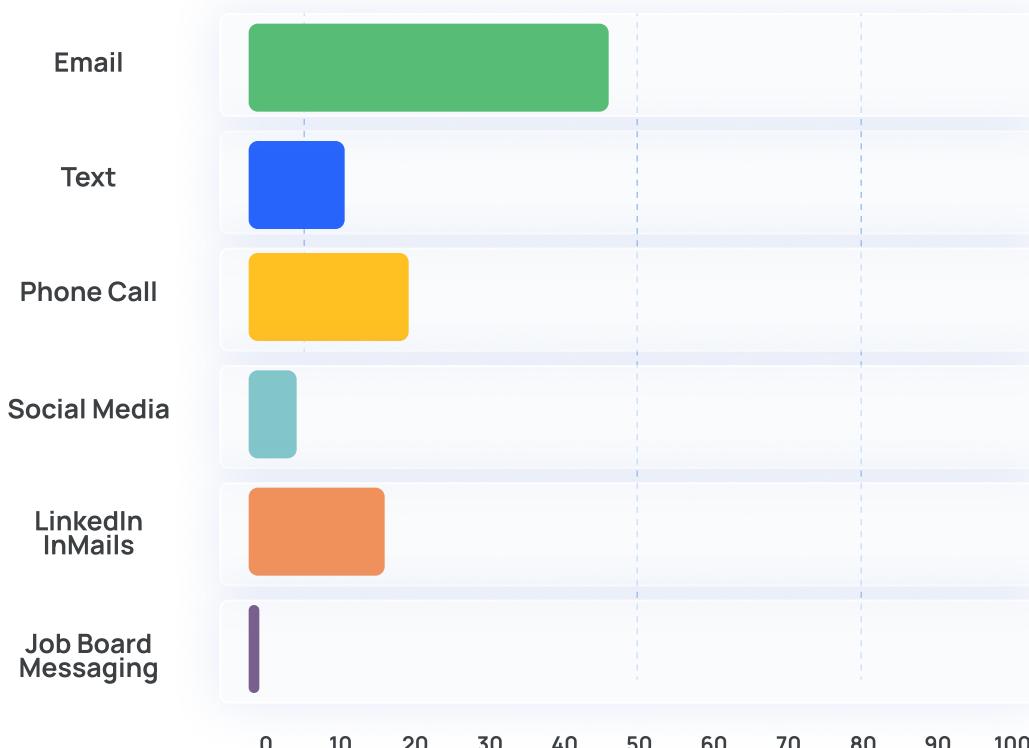
While TA teams are struggling to source from their ATS, a majority of TA professionals are leveraging their organization's employees to find their next hire.

80% of TA teams prioritize interviews for employees looking to move internally and 85% prioritize interviews for those referred by employees.

The State of Engagement

Most Effective Method of Candidate Engagement

What is the most effective method of conducting candidate engagement for your team?



Nearly half of our respondents cited email as the most effective method of conducting candidate engagement with phone calls coming in second place.

What system do you use to send emails?



Of those that use email to engage with candidates, the majority of TA professionals use Gmail and hireEZ as their primary email channels.

Email Questions

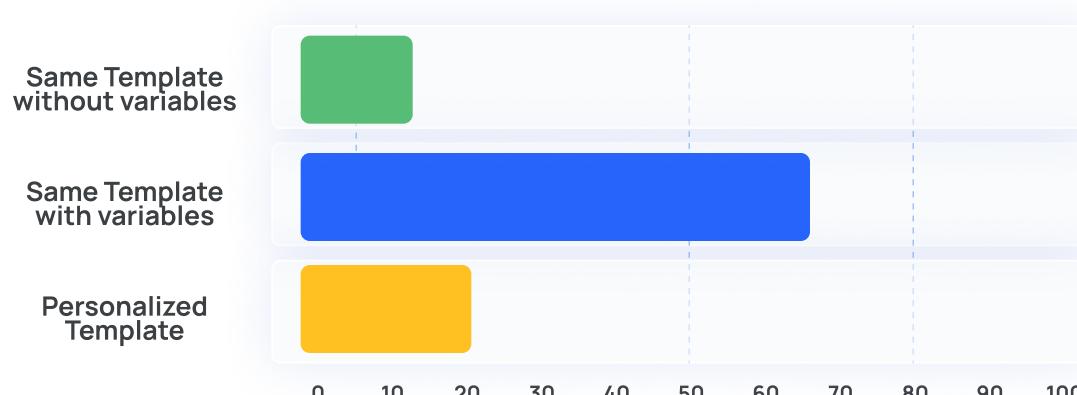
Outbound recruiting emphasizes the importance of personalization to improve overall candidate engagement. When asked how long it takes to create and send a candidate an email, the majority of the TA teams reported spending less than 15 minutes to do so.

On average, how long does it take to create and send a candidate an email?

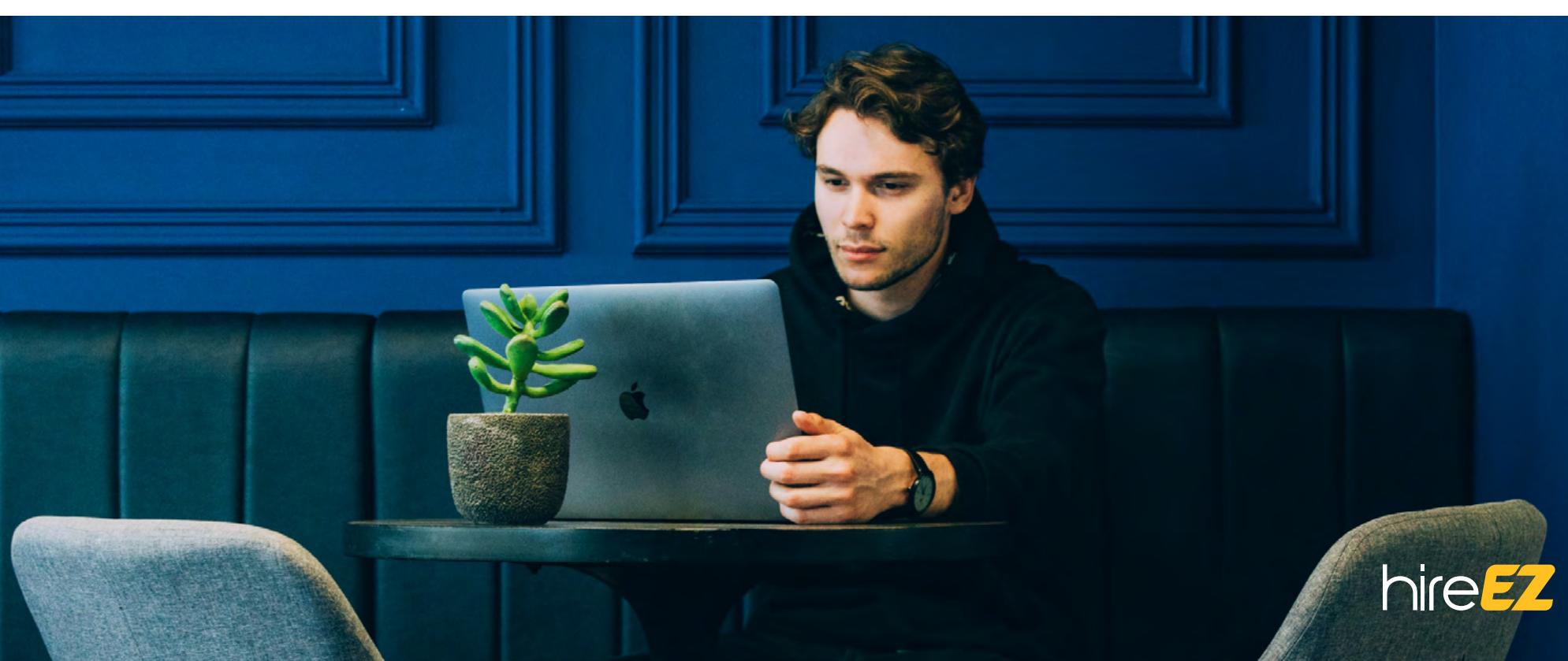


This is cause for potential concern if TA teams are copying and pasting emails with little to no personalization and differentiation which may lead to a lower response rate.

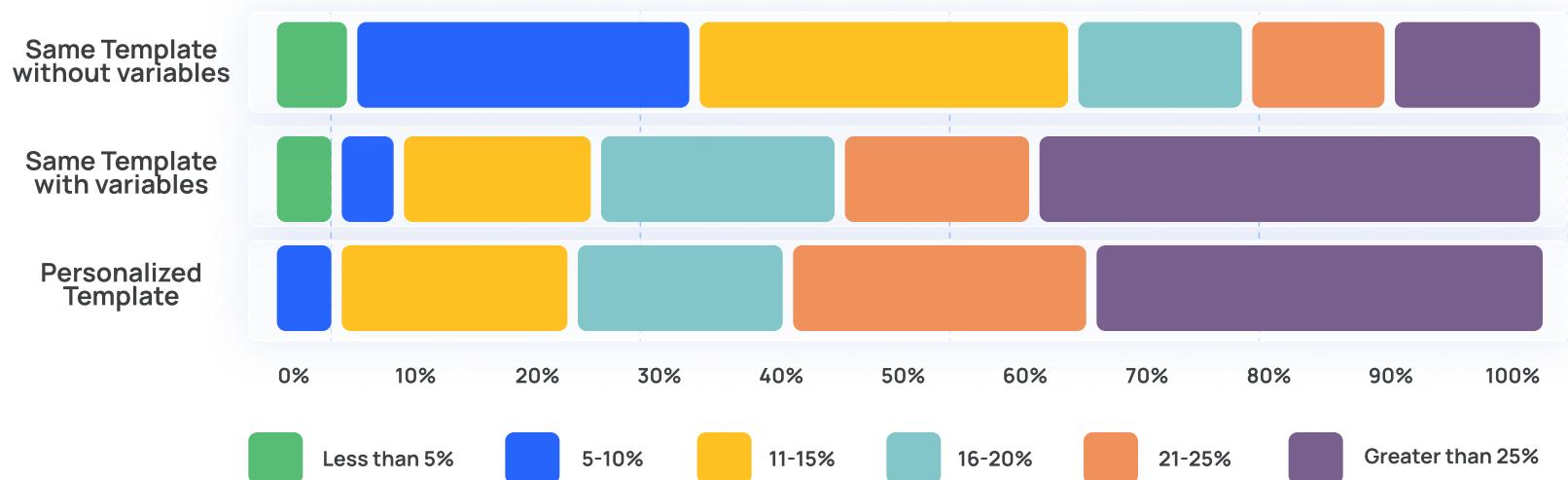
How is your initial outreach email crafted?



66% of our respondents reported using the same template (with variables) for all candidates.



What is the average open rate for an initial outreach email?



If we look at the open rate metrics between respondents who reported using the same templates without variables, using the same template with variables, and those who personalize emails for each candidate, we can see a drastic difference.

TA teams who send initial emails without variables have significantly lower open rates (~10%) while those who use templates with variables and personalize emails for each candidate have higher open rates (>25%).

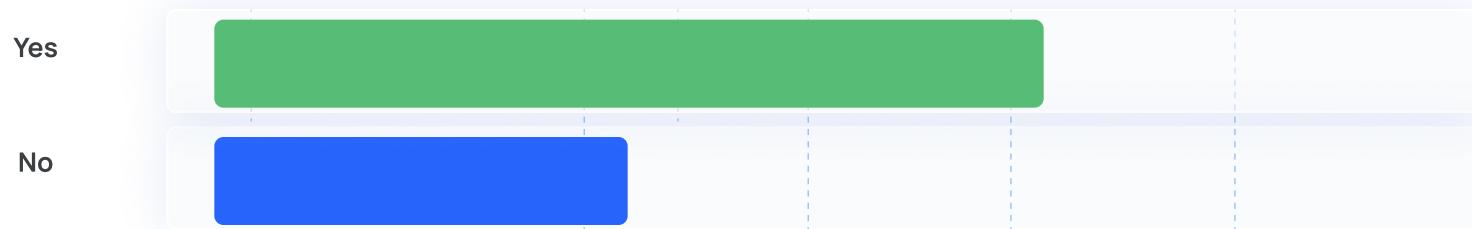
On average, how long does it take for a candidate to respond after your first outreach attempt?



Data shows that candidates take ~1-2 days to respond to an initial email. Based on our findings, the best time to follow up with candidates would be 2 days after sending an initial email.

Approximately 65% of respondents reported using automated sequences or email drip campaigns for their initial outreach email. Email drip campaigns are useful for nurturing candidates and improving the chance of a response.

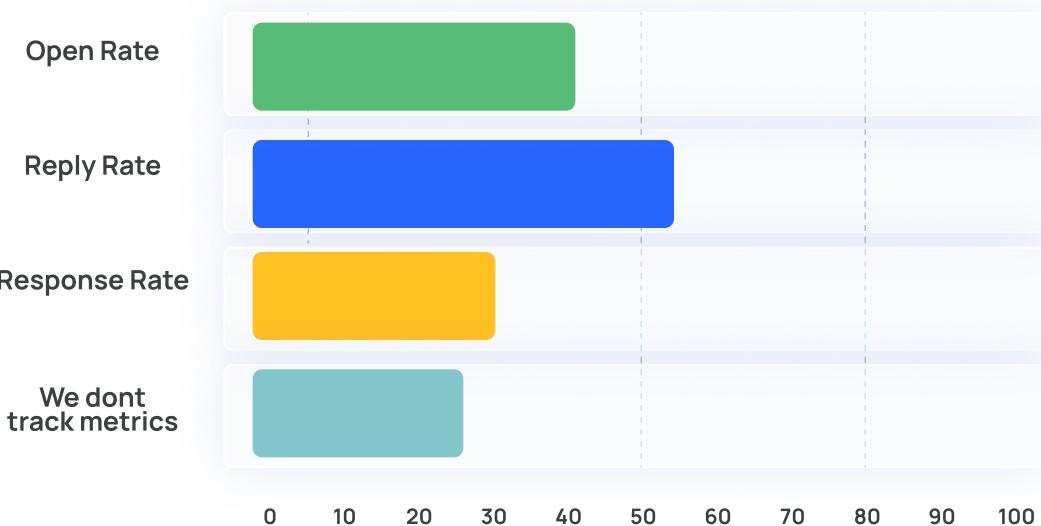
Do you use automated sequences/email drip campaigns for your intial outreach attempts?



Engagement Metrics

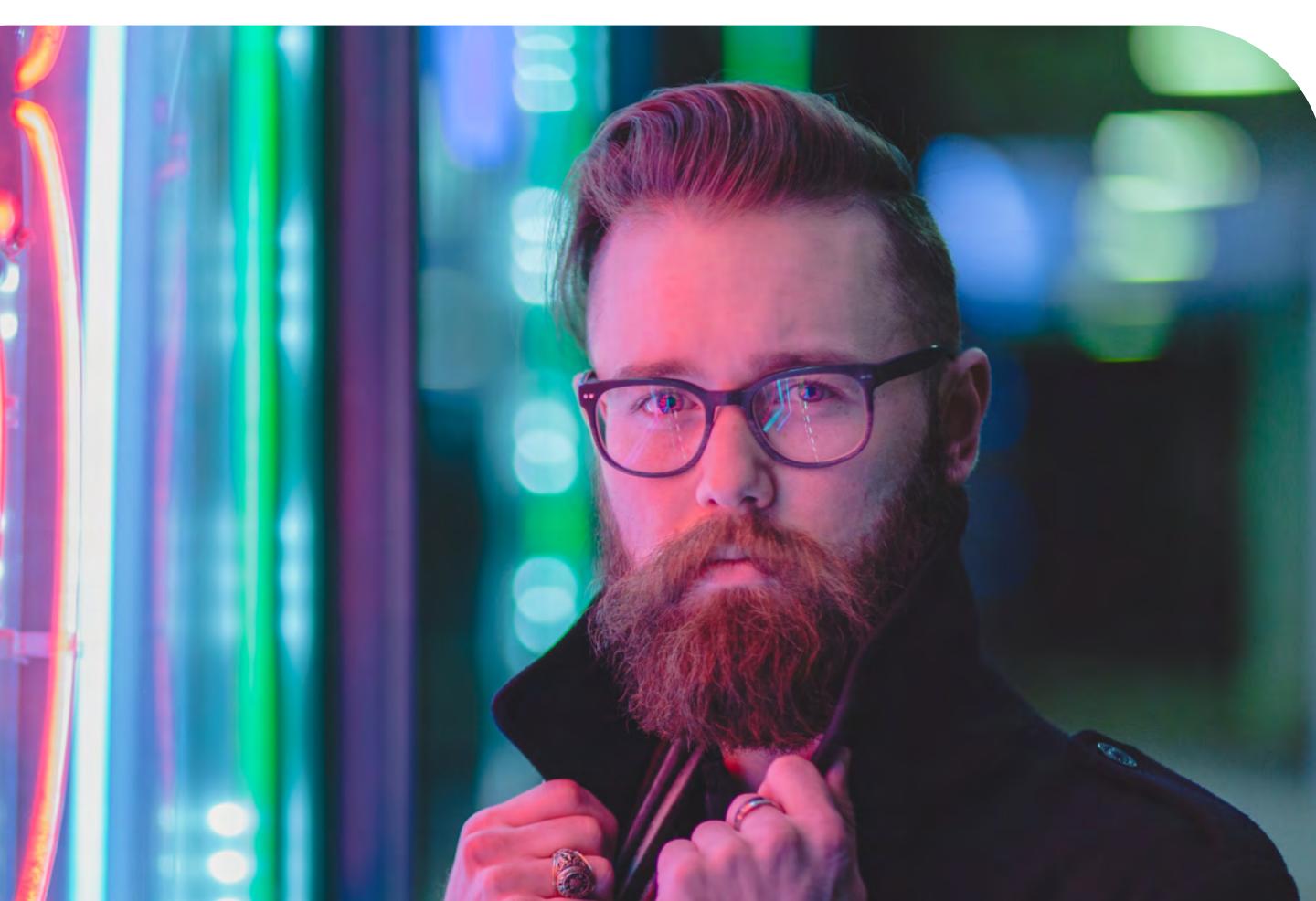
By tracking engagement metrics, TA teams can better understand how their emails are performing and pinpoint potential weaknesses to improve future outreach.

What metrics do you track for candidate engagement?



Most respondents reported tracking reply rates and open rates of emails.

By tracking these metrics, TA teams can identify which aspects of their email may need improvement. For example, if the open rate is low, a recruiter might consider revising their subject line. If the reply rate is low, a recruiter might consider revising the content of the email.



Tracking Conversions and Recognizing Roadblocks

The best recruiting teams are the ones who collect data, spot areas of concern and consistently improve their existing processes.

Conversation Rates

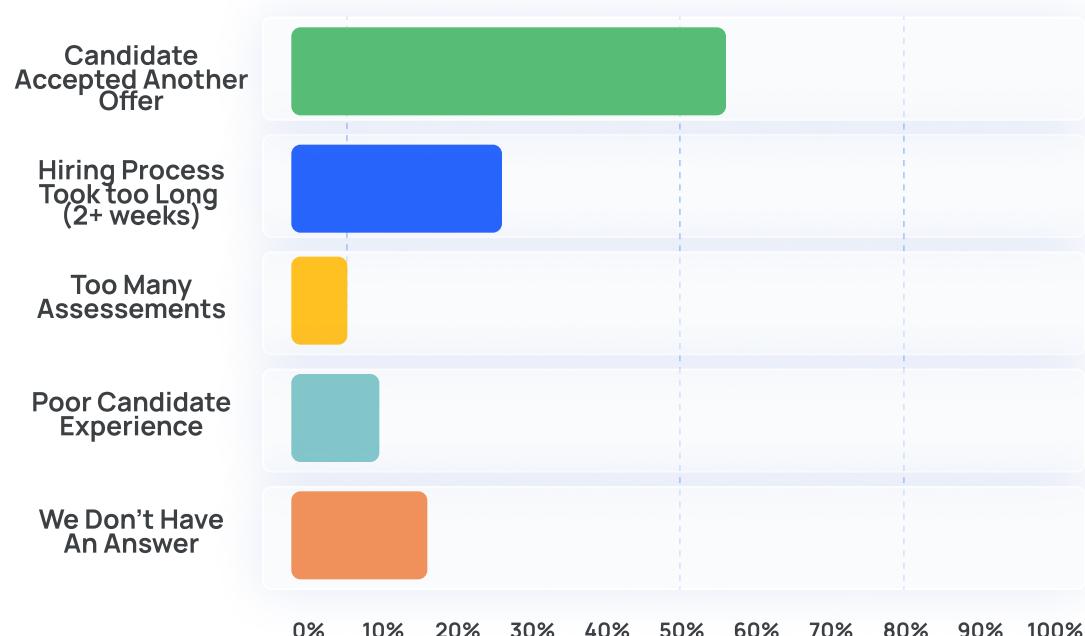
Source to Screen: 10 to 20%

Screen to First Round Interview: >50%

Final to Offer: > 50%

Offer to Offer Acceptance: >50%

What is the primary reason that a candidate drops off during the hiring process



Competition for talent remains one of the biggest concerns for TA teams, as timely offers from other organizations are causing candidates to drop off during the hiring process.

Where Do We Go From Here?

The state of outbound recruiting gives TA teams an opportunity to look at how inbound and outbound recruiting are working in today's market. We've taken each step of the recruiting process into consideration and dived deep into hiring trends across different industries and company sizes.

In today's candidate-driven market, there's no time for recruiters and TA teams to post on job boards and hope that applicants apply. Instead, TA teams must prioritize proactively recruiting hidden talent in today's market with outbound recruiting. By leveraging this approach, TA teams can make better-informed hiring decisions and strengthen the success of their recruiting process.

hireEZ: The #1 AI-Powered Outbound Recruiting Platform

At hireEZ, our mission is to make outbound recruiting easy. We're dedicated to helping recruiters proactively bring jobs to people and give organizations the solutions they need to make the switch from inbound to outbound recruiting to achieve their business goals, hire the right people and build more inclusive workplaces.

That's why we developed hireEZ (formerly Hiretal), an AI-powered outbound recruitment platform. With hireEZ, you can execute a strategically scalable approach to build your workforce of the future.



hireEZ