



2023 Talent Trends Report

About the GRID 2023 Talent Trends Report

We surveyed 1,000+ contingent workers around the globe about their expectations, most recent recruitment agency experience, and their future plans. The report includes responses from:

Regions:

DACH
Benelux
APAC
North America
UK and Ireland

Verticals:

Professional
Healthcare
Commercial

Bullhorn 

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Three Key Insights

1

Speed and accuracy are critical

Candidates expect placement within one month in the right job the first time

2

Candidates expect frequent outreach

Weekly communication drives candidate loyalty

3

All stages of recruitment matter

No one phase is more important, you need to nail every phase of the lifecycle

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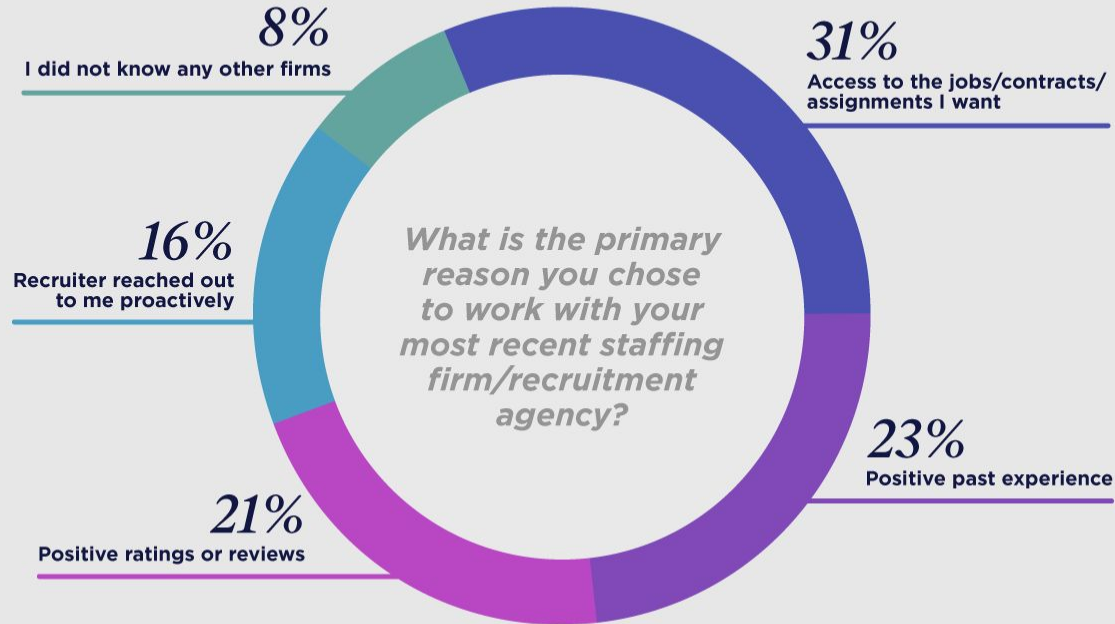
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Candidate loyalty

Past experience predicts future loyalty



Insight:

44% of candidates consider past experience – theirs or someone else's

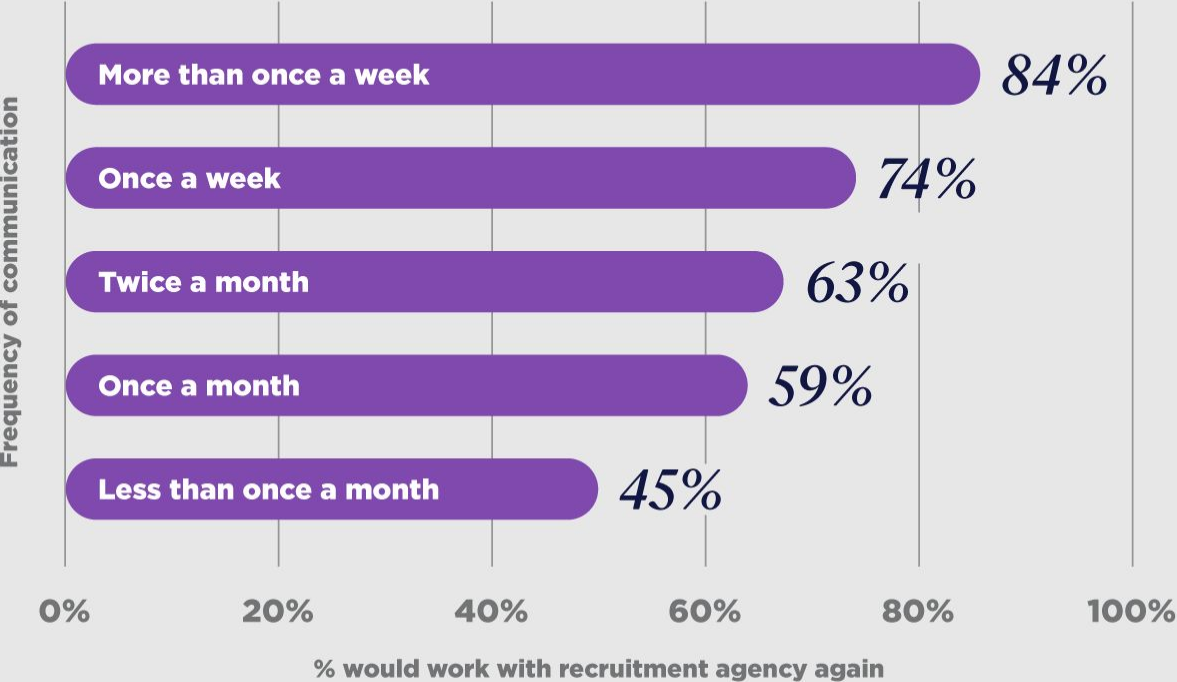


Recommendations:

- Survey candidates to ensure satisfaction
- Actively encourage satisfied candidates to post online reviews

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Reaching out once a week increases candidate loyalty



Insight:

49% of candidates want communication once a week or more



Recommendations:

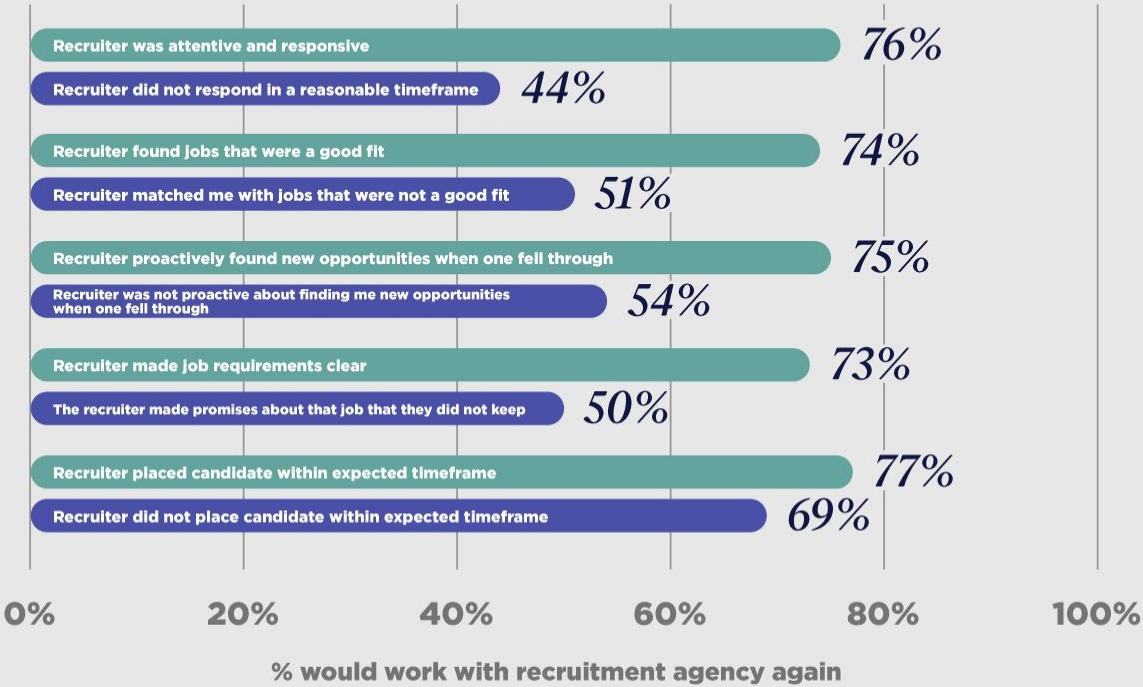
- Rely on automation to schedule outreach
- Use AI to generate candidate emails

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Quick placement in the right job and communication are key



Insight:

Candidate loyalty increases when they feel connected to their recruiter



Recommendations:

Arm recruiters with tools to stay on top of candidate outreach

Create a talent-centric platform to enhance experience

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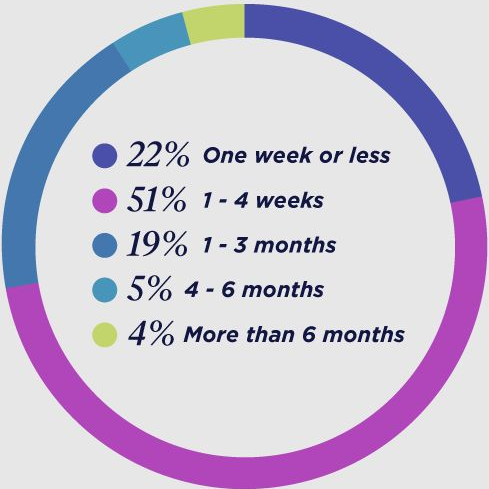
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Nearly 2/3 of candidates not satisfied with speed of placement

Why candidates give up on working with a recruitment agency



Ideal placement time for candidates



Insight:

62% of candidates stopped working with a firm because the process was taking too long or they found another job before the agency placed them

Candidates expect to be placed within 4 weeks



Recommendations:

Deploy AI tools to automate matching

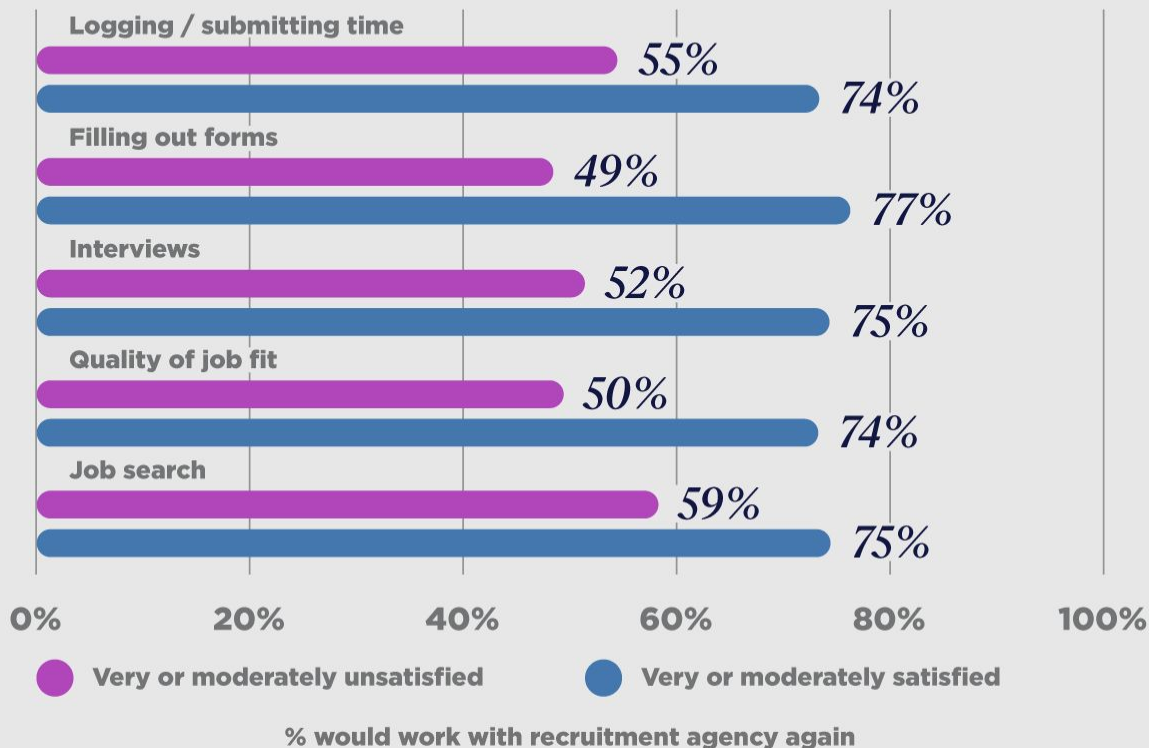
Use AI tools to reach out before jobs are even posted on job sites

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All the moments in the talent lifecycle matter



Insight:

Keeping candidates satisfied throughout the cycle drives higher loyalty



Recommendations:

Get to know candidates through conversation and skills matching

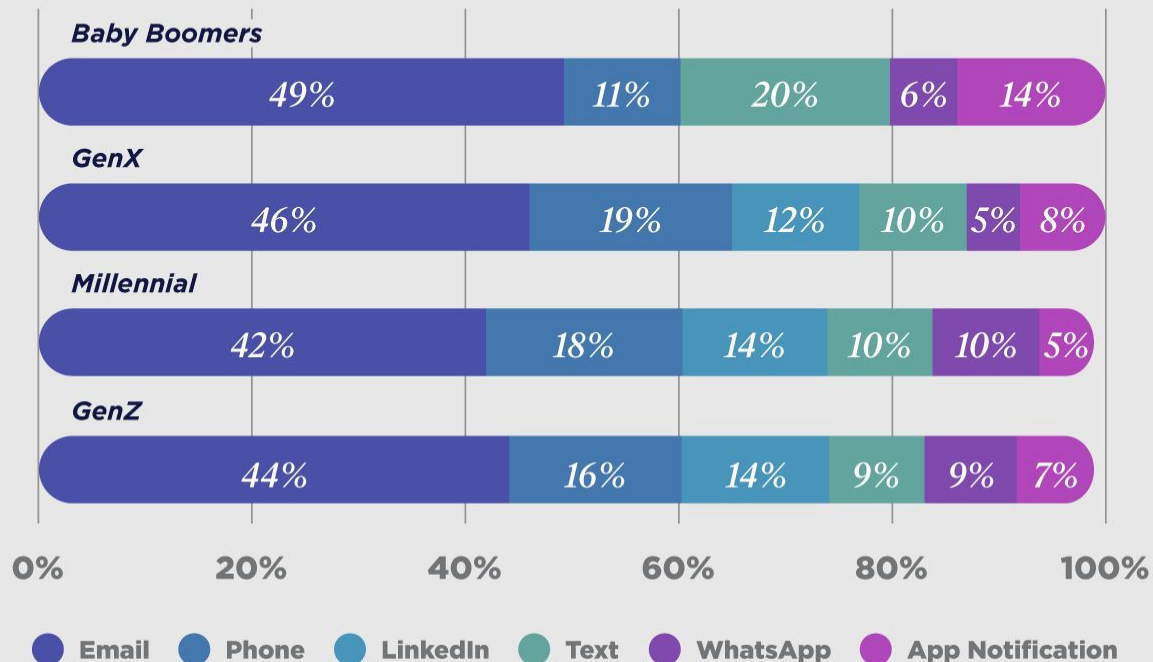
Create intuitive, self-service talent-centric experience



*Talent experience
through the lifecycle*

Email is the best way to communicate, but apps are growing

Communication preferences by generation



Insight:

All age groups strongly prefer emails from recruiters



Recommendations:

Take an omnichannel approach to candidate communication

Professional candidates prefer LinkedIn more than other candidates

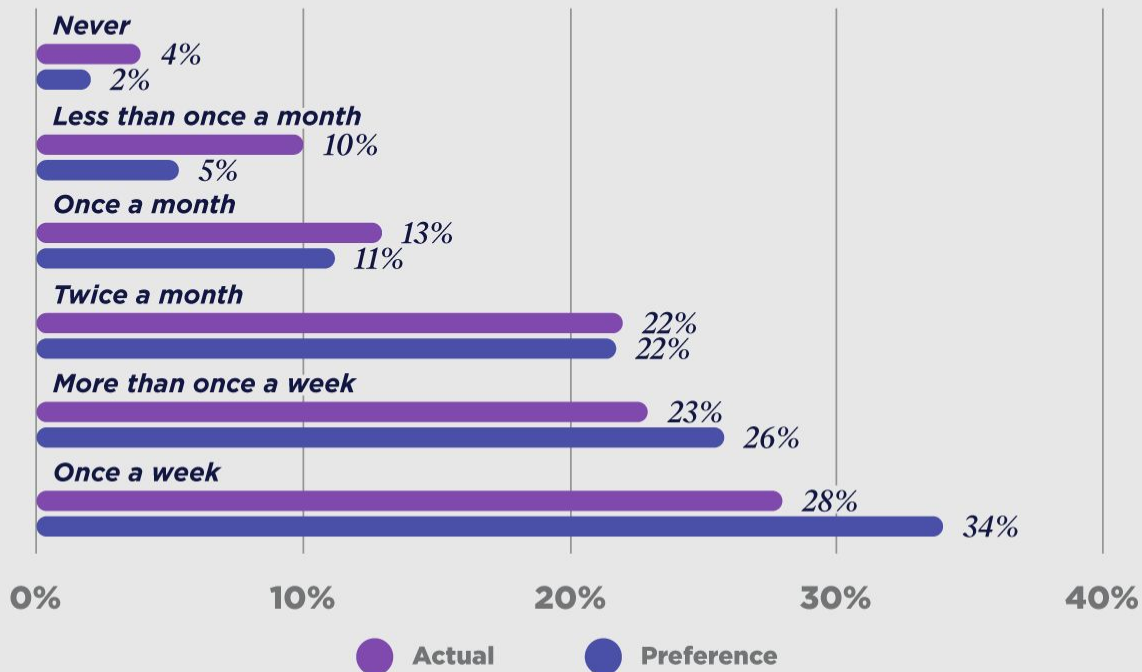
WhatsApp and other app notifications are more popular with Millennials and GenZ, and will likely grow in popularity



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Candidates want recruiters to communicate at least once a week

How often do you want your recruiter to reach out with opportunities and how often do they?



Insight:

Recruiters are falling short of candidate expectations for communication

84% of candidates who hear from their recruiters more than once a week would keep working with the agency



Recommendations:

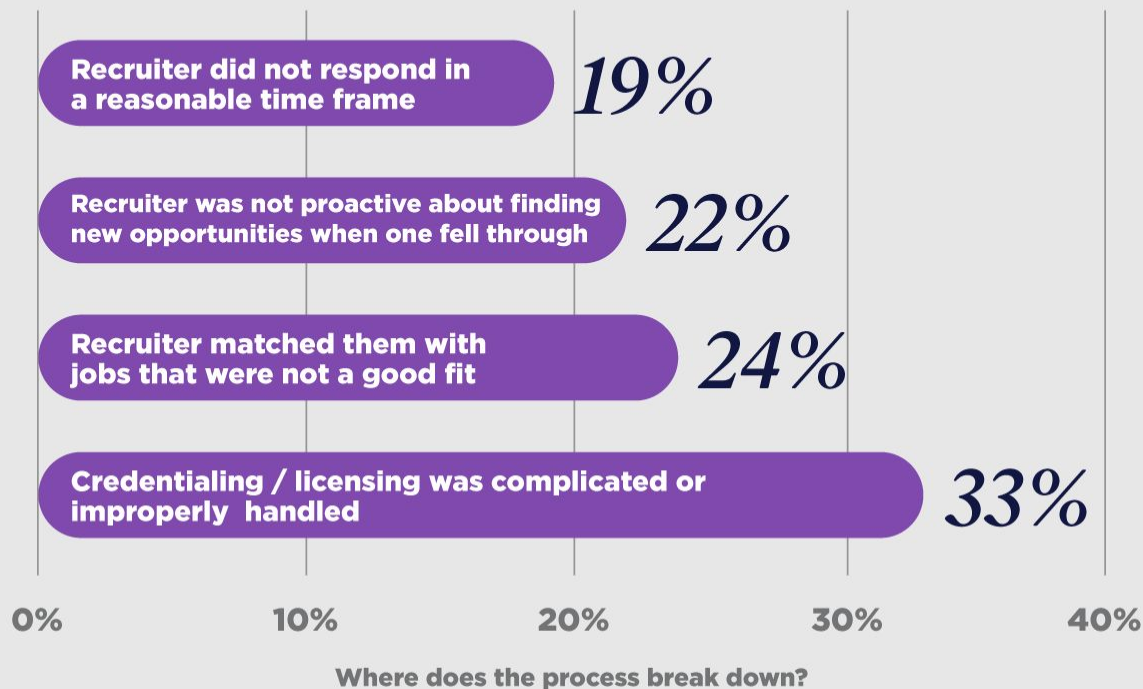
Enable automated communications to keep up the pace

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Over 20% of candidates have a negative experience



Insight:

Nearly ¼ say they weren't matched to the right jobs



Recommendations:

- Focus on redeployment while candidates are still on assignment
- Automate credentialing

Where to focus in 2024

Goals:

Tailor communication method by candidate and reach out once a week



Generative AI to create emails and other communications

Speed up time to placement



Automate job matching

Track talent-centric metrics



Use purpose-built analytics tools to track the metrics that matter

How to get there: