



# 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 staffing firm 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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- 3 What is the current candidate experience?

# 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**

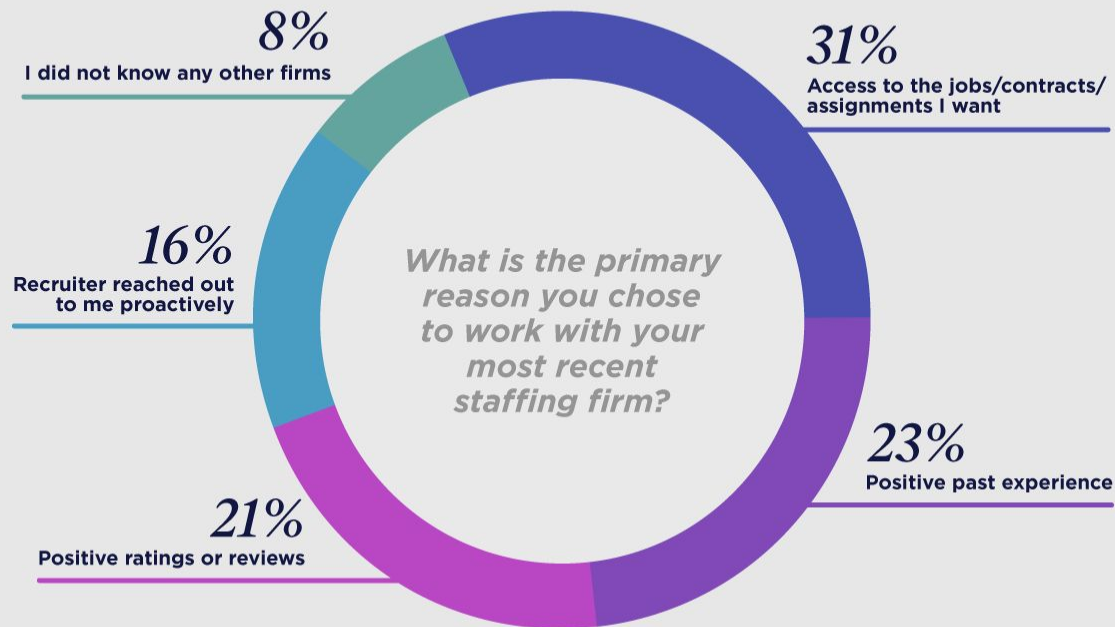
No one phase is more important, you need to nail every phase of the lifecycle

Bullhorn 



# *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

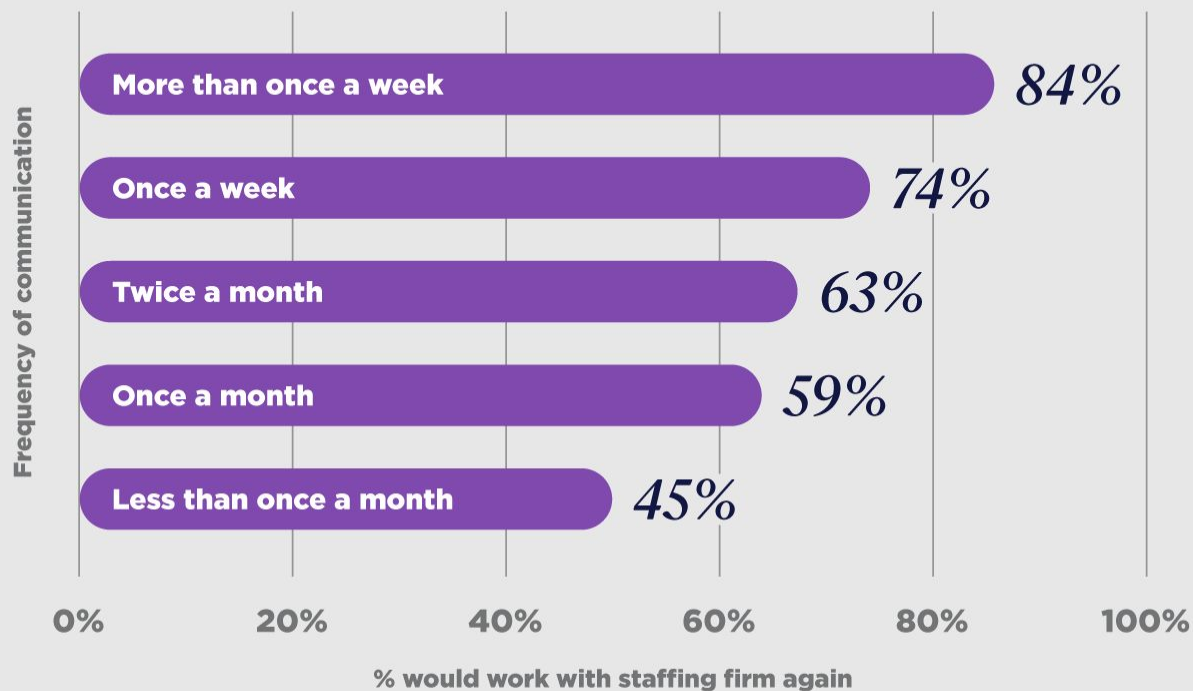
Actively encourage satisfied candidates to post online reviews

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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

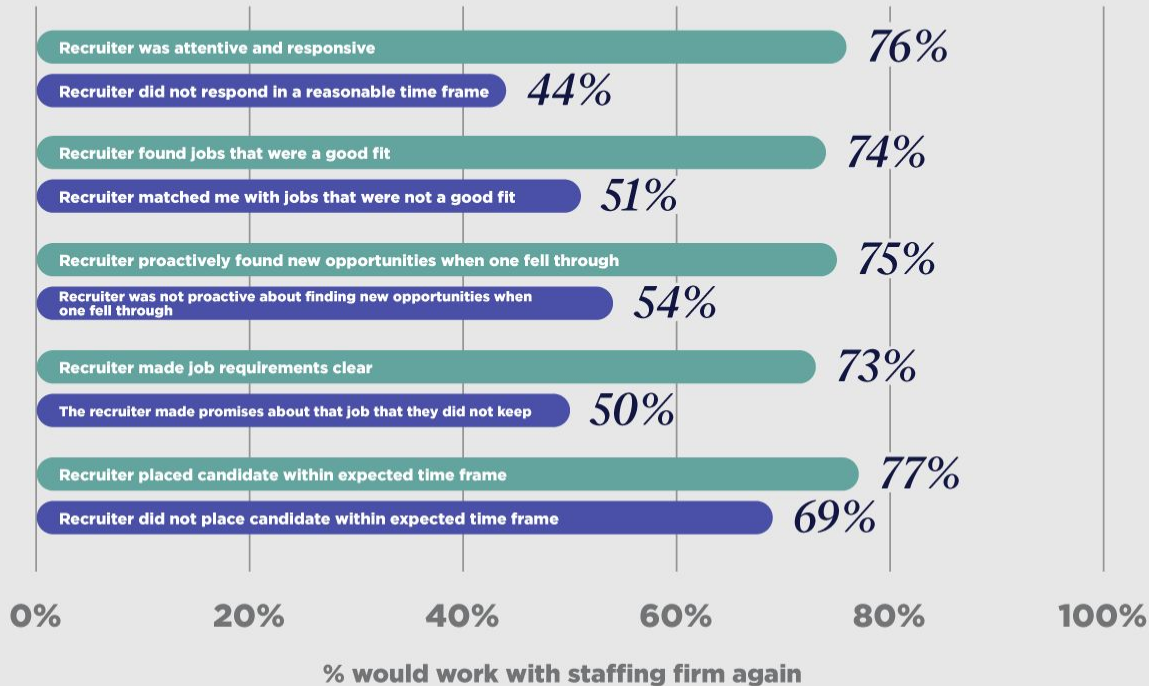
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# Quick placement in the right job and communication are key



## 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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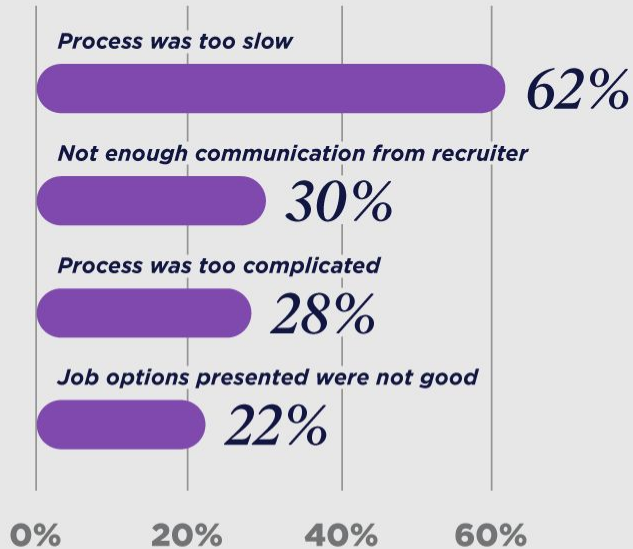


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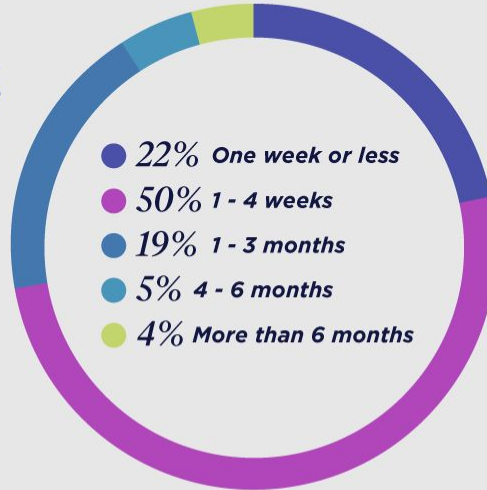


# Nearly 2/3 of candidates not satisfied with speed of placement

### Why candidates give up on working with a staffing firm



### 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 firm placed them*

*Candidates expect to be placed within four weeks*



## Recommendations:

Deploy AI tools to automate matching

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

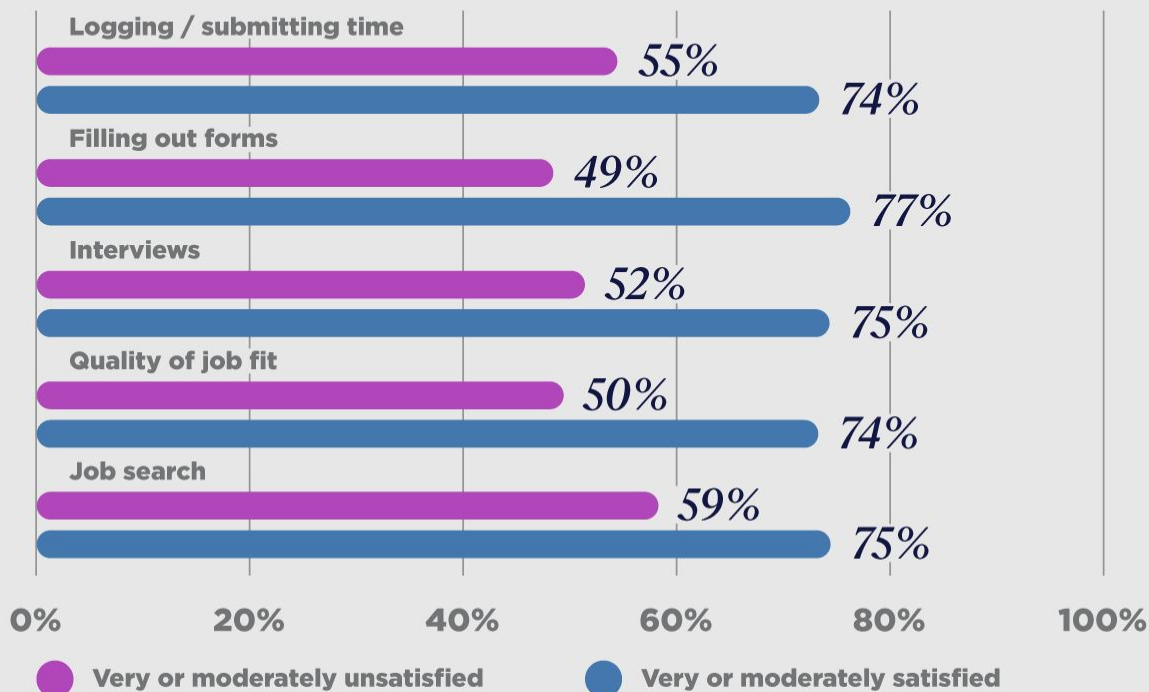
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# All the moments in the talent lifecycle matter

*% who would work with the staffing firm again*



Insight:

*Keeping candidates satisfied throughout the cycle drives higher loyalty*



Recommendations:

Get to know candidates through conversation and skills matching

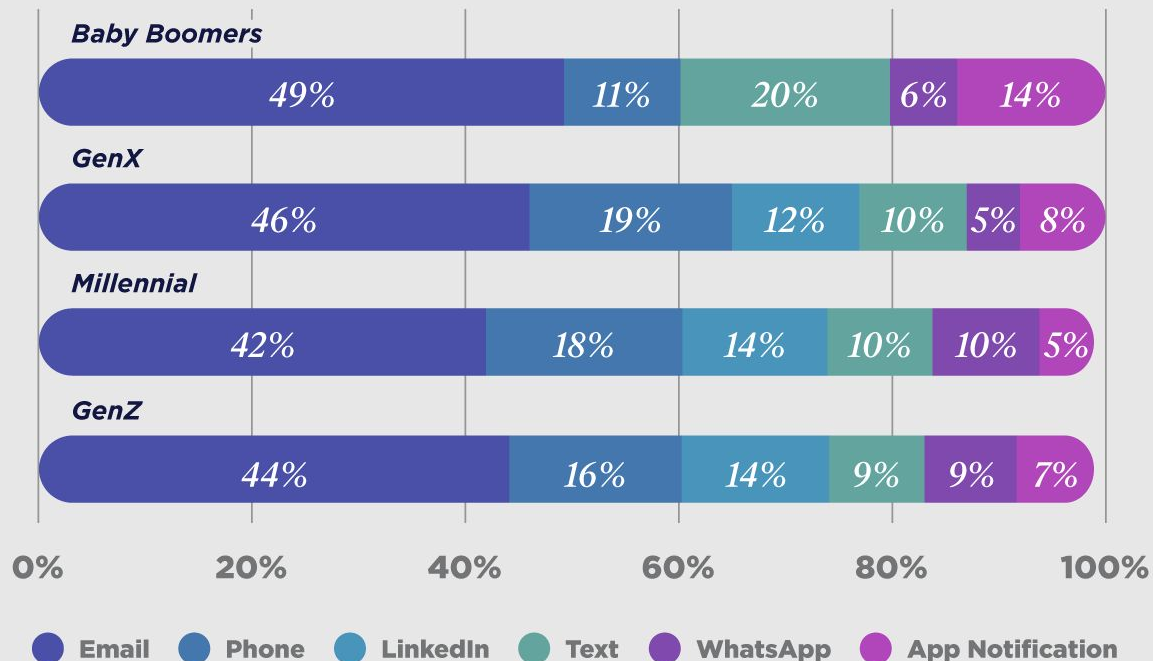
Create an intuitive, self-service talent-centric experience



*Talent experience  
throughout 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

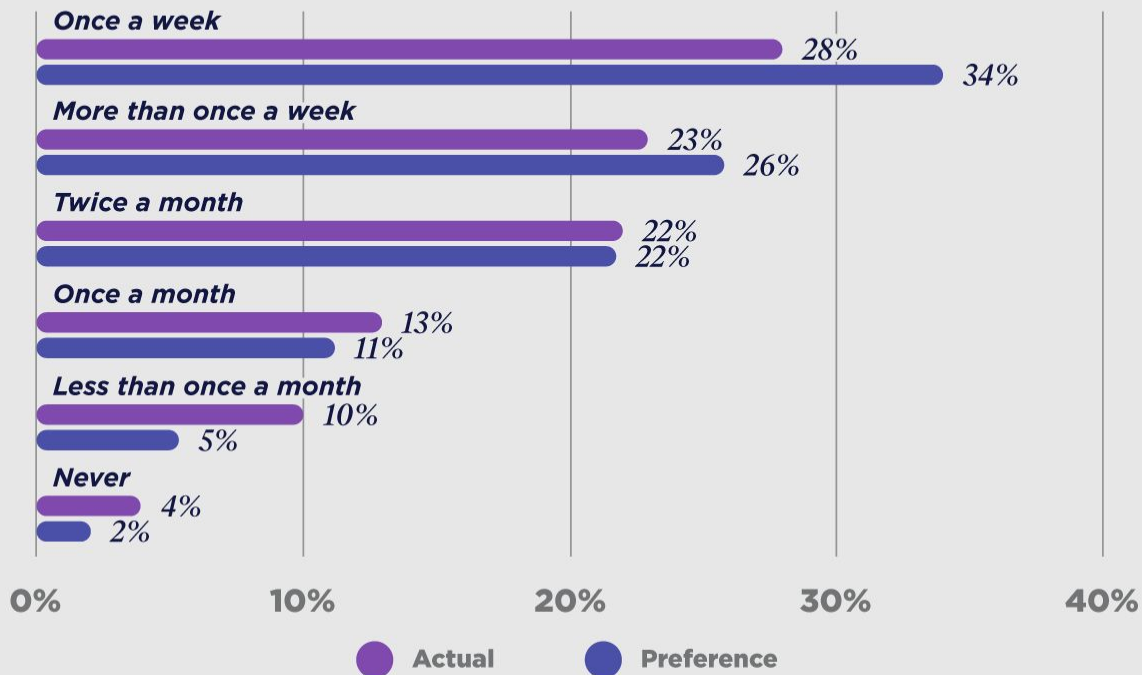
WhatsApp and other app notifications are more popular with Millennials and GenZ, and will likely grow in popularity



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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 firm*



Recommendations:

Enable automated communications to keep up the pace

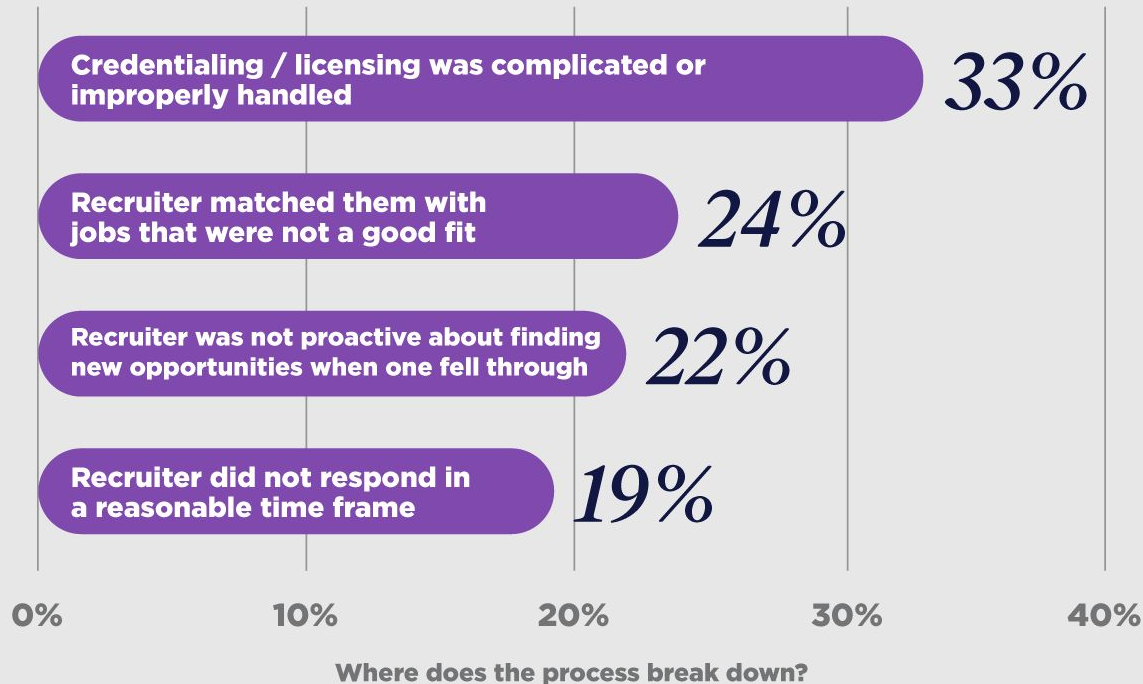
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# Over 20% of candidates have a negative experience



## Insight:

*Nearly 1/4 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*



*Use 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:*