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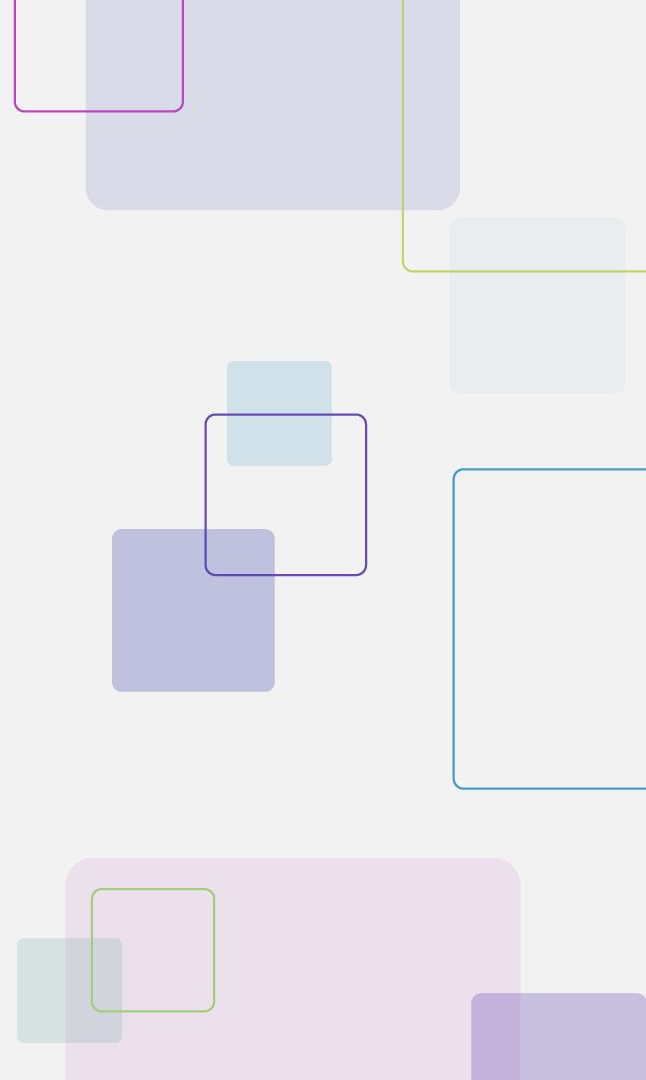# GRID

TALENT TRENDS REPORT

About the GRID 2024 Talent Trends Report

We surveyed 2400+ contingent workers around the globe about the trends that matter for 2024. The report includes 125-950 respondents from each of the following areas:

Regions

APAC
Benelux
DACH
North America
UK and Ireland

Industries

Commercial
Healthcare
Professional

Generations

Gen Z
Millennials
Gen X
Baby Boomers

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- Key insights

- Candidate expectations

- How do candidates feel about AI?

- What drives candidate loyalty?

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Top takeaways

1
Job fit and placement time are top priorities

Speed and accuracy in job matching are what matter most to candidates

2
Candidates are ready for AI

Candidates are very comfortable with AI in recruiting as long as it improves speed and accuracy

3
Every stage of the process impacts loyalty

No one phase is more important; you need to nail every phase of the lifecycle using the right tech
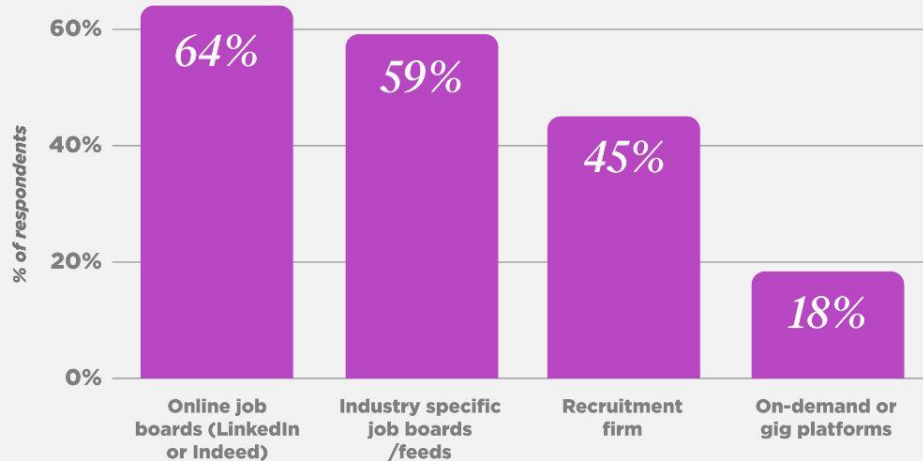
AI will be a gamechanger

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Candidate expectations and preferences

Job boards are beating agencies for first touch

Most candidates turn to job boards before staffing firms

% of respondents

- 64% — Online job boards (LinkedIn or Indeed)
- 59% — Industry specific job boards /feeds
- 45% — Recruitment firm
- 18% — On-demand or gig platforms

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- Only 45% of candidates prefer working with staffing firms

- Majority of candidates (64%) turn to job boards first

- 58% of candidates are looking to leave the contingent workforce for permanent work in the next two years

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Candidates want speed and clear communication

Ideal placement time

41%
10-19 days

14%
20-29 days

39%
1-9 days

6%
30 days or more
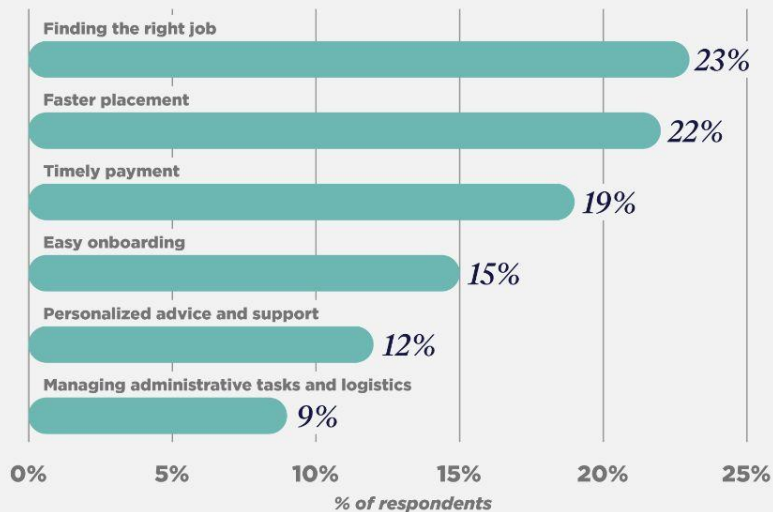
- 80% of candidates expect to be placed in less than 20 days

- 65% of candidates want communication from recruiters once a week or more (57% is what's happening)

- 46% of candidates chose their current firm because of a positive past experience (their own or others)

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Job fit and placement time are top priorities for candidates

Greatest value recruiters can offer candidates

Finding the right job
23%

Faster placement
22%

Timely payment
19%

Easy onboarding
15%

Personalized advice and support
12%

Managing administrative tasks and logistics
9%

0%   5%   10%   15%   20%   25%

% of respondents

- When asked about the greatest value recruiters offer, candidates say finding the right job and faster placement

- This is a huge differentiator when compared to job boards and gig platforms

- AI is going to be the single best way to uplevel sourcing and screening

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Candidates are ready for AI

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Candidates want speed and clear communication

How do candidates feel about AI in staffing today?

81% of candidates would be willing to work with an AI-powered recruiting assistant if it sped up the process

63% of candidates working with AI say they received faster responses

49% of candidates working with AI say the jobs were more relevant to their experience

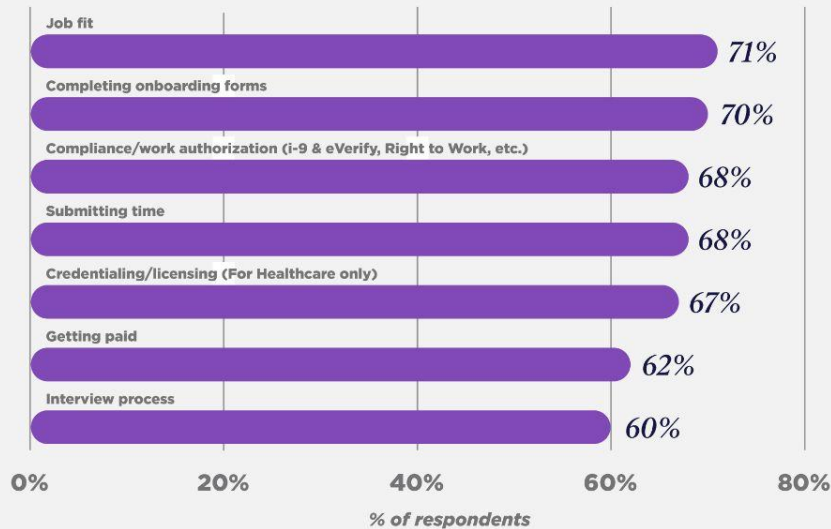**79%** of candidates would be willing to work with an AI-powered recruiting assistant if it doesn't sacrifice personalization

- 55% of candidates are aware that their firms are using AI

- Most who know they are working with AI are having a positive experience

- There is room to improve on job match

- 79% of candidates are okay with AI if it doesn't mean losing personalization

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Job fit and administrative tasks are what candidates want AI to handle

Percentage of candidates comfortable with AI

Category	Percentage
Job fit	71%
Completing onboarding forms	70%
Compliance/work authorization (i-9 & eVerify, Right to Work, etc.)	68%
Submitting time	68%
Credentialing/licensing (For Healthcare only)	67%
Getting paid	62%
Interview process	60%

% of respondents

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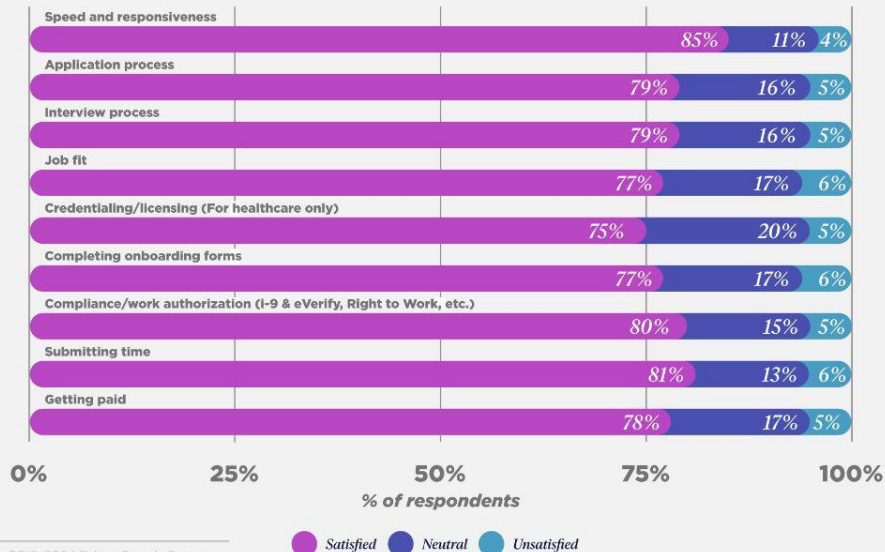
Respondents picked top 3

- Candidates are most comfortable with AI handling job fit

- Also comfortable with AI handling cumbersome administrative tasks

- Overall, 60+% of candidates are comfortable with AI at every stage of recruitment

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Candidate satisfaction and pain points

Most candidates are satisfied with their recruiting experience

Candidate satisfaction throughout the recruiting cycle

Category	Satisfied	Neutral	Unsatisfied
Speed and responsiveness	85%	11%	4%
Application process	79%	16%	5%
Interview process	79%	16%	5%
Job fit	77%	17%	6%
Credentialing/licensing (For healthcare only)	75%	20%	5%
Completing onboarding forms	77%	17%	6%
Compliance/work authorization (i-9 & eVerify, Right to Work, etc.)	80%	15%	5%
Submitting time	81%	13%	6%
Getting paid	78%	17%	5%

% of respondents

0% 25% 50% 75% 100%

● Satisfied ● Neutral ● Unsatisfied

- 75-80% of candidates are satisfied with their recruitment experience

- But that does leave room for improvement

- AI can help firms maintain or improve satisfaction with less manual effort

- And AI will be crucial to scaling up when the economy improves

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Unhappy candidates say processes are too slow and too complicated

What went wrong for dissatisfied candidates

Job fit - *Recruiter didn't understand my objectives*
56%

Work authorization - *Documentation submission was complicated*
47%

Onboarding - *Forms were complicated*
46%

Application process - *Application was too long*
45%

Speed and responsiveness - *Responses from recruiter were too slow*
44%

Submitting time - *Too many steps/clicks*
43%

Interview process - *Process was slow*
39%

0%   10%   20%   30%   40%   50%   60%

% of dissatisfied respondents

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- Pain points around speed, complexity, and poor job fit

- 56% don't think recruiters understand what they want

- Process optimization is common theme

- Leveling up sourcing and screening can address all these pain points

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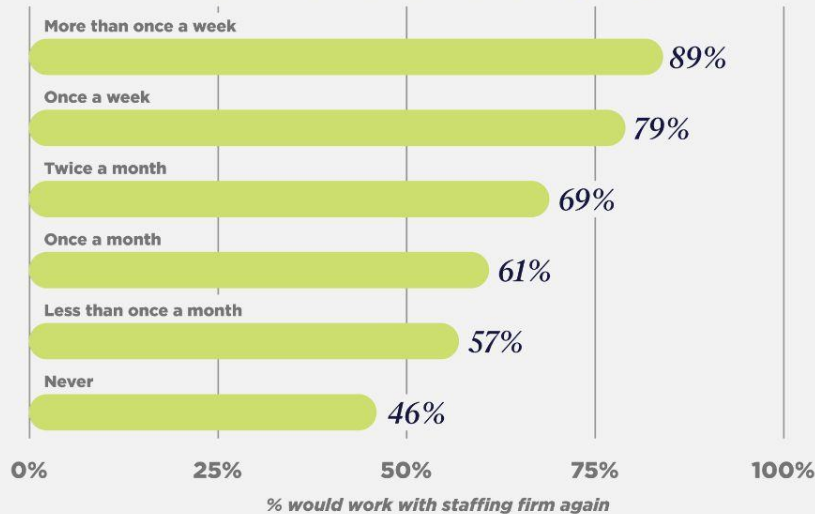
Building candidate loyalty

75% of contingent workers would work with their firms again

But what shifts that number up or down?

1 Rises to **89%** when recruiters reach out more than once a week

2 **88%** when candidates have been able to take advantage of reskilling programs

3 **85%** when recruiters reach out with new job opportunities before the assignment ends

4 **81%** when onboarding is automated
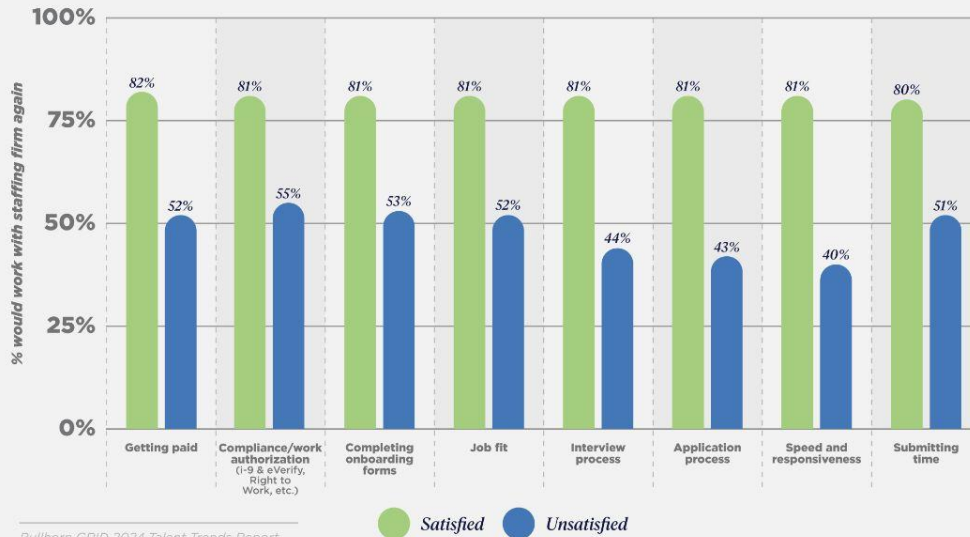
Communication is a key factor in candidate loyalty

Communication frequency drives candidate loyalty

More than once a week
89%

Once a week
79%

Twice a month
69%

Once a month
61%

Less than once a month
57%

Never
46%

0%   25%   50%   75%   100%

% would work with staffing firm again

- Candidates want communication at least once a week

- Loyalty nears 80% when recruiters reach out at least once a week

- Frequent, personalized communication is key and automation and AI can help

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Candidate loyalty tied to satisfaction at every stage

Every stage of the recruitment process matters when it comes to candidate loyalty

% would work with staffing firm again

Stage	Satisfied	Unsatisfied
Getting paid	82%	52%
Compliance/work authorization (i-9 & eVerify, Right to Work, etc.)	81%	55%
Completing onboarding forms	81%	53%
Job fit	81%	52%
Interview process	81%	44%
Application process	81%	43%
Speed and responsiveness	81%	40%
Submitting time	80%	51%

Satisfied · Unsatisfied

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- Candidate loyalty increases 1.5-2x's with satisfaction

- Every stage matters - you have to nail them all

- But making the process faster, smoother, and clearer has huge effect

- AI and automation can enhance all of these

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Thank you!

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