iCIMS

Top 5 hiring challenges and how to solve them

Employers' creative solutions to stubborn recruiting issues

The only thing consistent about the labor market is that it changes. While the specifics evolve, the most common hiring challenges don't – at least not nearly as quickly.

The upside is there are usually smart people who have already figured out a solution. Here is a brief list of top hiring challenges and the innovative solutions employers use to solve them.

1

"We're not attracting enough of the right talent to our jobs."

Attracting talent isn't just about volume. It's about quality. You can get 1,000 applicants for your job. It does you no good if none of them is a fit for experience, skills, and culture.

Promote shared values

Celanese, a global Fortune 500 company, hires employees with specialized-skills in the chemical manufacturing industry. To attract candidates for hard-to-fill roles, Celanese customizes the hiring experience by posting jobs in the local language. They also use employee videos to attract candidates that share their values of protecting the environment. Robust reporting helps Celanese track candidates through the talent lifecycle and develop strategies to reduce drop-off and move quality candidates through the pipeline.

Celanese

2

"We're not seeing great engagement with our candidates."

Candidate engagement is key throughout the recruiting life cycle. If a candidate is applying for a job at your company, they're most likely also interviewing at several others. Staying in touch with candidates is an important step in getting them through the later stages of the interview process.

Building talent pipelines

Perspecta hires a lot of engineers, analysts, investigators, and architects, many of whom require high-level security clearances for projects with the U.S. government. They engage candidates by sending automated text updates throughout the hiring process and using an AI-powered chatbot named PAT (Perspecta's Assistance Tool).

perspecta

Staying connected

Cedar Fair hires 47,000 seasonal candidates every year to operate their 11 theme parks across North America. For many, hiring happens months before their start date, including the 35% rehired from the year before. Keeping those new hires engaged during the interim is key, which is why Cedar Fair's team monitors email open rates and uses text messages to follow up with those at risk of falling off.

Cedar Fair Entertainment Company

3

"We have a low acceptance rate with our job offers."

Your team spends valuable time and resources attracting and hiring talent. Getting offer letters out the door quickly and accurately protects that investment and can help to reduce compliance risks.

Fast and compliant worldwide

Each year, Peet's Coffee hires between 3,000 and 5,000 people to support all stages of the coffee-making process. Peet's uses a job offer management system to get offers out the door quickly (8 ½ days faster than their previous manual process). The automated system also helps the company comply with a web of local, state, and national regulations in the U.S. and China.

Peet's Coffee

Decentralized offer management

PRMG hires for a variety of complex finance positions, including sales and B2B account executives, which include a variety of guarantees, performance goals, earning tiers, and bonuses. PRMG's 250 branch managers create job offers in 5 to 10 minutes (down from 45 using a manual process) by using a library of existing templates and clauses where candidate details populate automatically.

PRMG Paramount Residential Mortgage Group, Inc.

4

"We're having trouble retaining talent."

The job market is burning hot and there are a lot of opportunities out there for top talent. Keeping current employees engaged helps keep normal business operations running and can open up possibilities for internal advancement.

Making the most of employees

American Heart Association (AHA) hires a lot of fundraisers - positions that can lead to burnout and high turnover at many nonprofits. Knowing this, AHA makes the most of internal resources to keep employees engaged. By re-purposing career site technology, AHA connects employees to special projects based on their skills and interests. This also promotes cross functional development and team building.

American Heart Association®

5

"Our recruiting solutions don't integrate."

Life is a lot easier when your talent acquisition solutions integrate with each other and your HCM. Recruiters spend less time on manual tasks like data entry and more time sourcing and vetting candidates. Integrated solutions can also reduce security risks and present a bigger, more accurate data picture.

Efficiency that pays for itself

AmTrust Financial is a Fortune 500 property and casualty insurer with 7,000 employees spread across 70 countries. Integrating its recruiting and HR solutions helped AmTrust's team automate much of the talent acquisition process and achieve greater productivity. As a result, AmTrust hires 50% faster and saves $13 million per year on external staffing agencies.

AmTrust FINANCIAL

Hiring quality quickly

For Hard Rock, expanding to 75 countries meant finding the right people to "create authentic experiences that rock" very quickly. That's why their recruiting team integrates some of the best third-party talent acquisition applications on the market, including assessment providers, into the iCIMS Talent Cloud.

Hard Rock

iCIMS The Talent Cloud

Talent Powers Transformation

The iCIMS Talent Cloud is the all-in-one hiring platform that delivers enterprise hiring solutions and superior candidate experience across every stage of the talent journey.

For more information, visit www.icims.com