Strategies to Overcome

Your Biggest Talent Acquisition Challenges

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Introduction

Do hiring challenges keep you up at night?

As a top-level leader, you may feel like a circus performer balancing an impossible number of spinning plates. You advocate for your people and the needs of your organization while guiding your team through unrelenting economic and cultural change.

The pressure can leave you counting job vacancies instead of sheep.

When these duties begin to feel impossible to fulfill, it's helpful to turn to like-minded leaders. Your peers can provide the inspiration you need to succeed in challenging times.

In this guide, you'll learn how talent acquisition leaders tackle the field's top challenges — and the real-life solutions they use to stay resilient.

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Learn how leaders:

1. Hire global talent

2. Speed hiring with AI

3. Bridge the skills gap

4. Navigate DEI

5. Prove their impact

Hire global talent with consolidated tech

Talent acquisition teams that recruit globally face many challenges, from keeping up with international laws to building an employer brand that resonates across cultures.

For each of these challenges, you can likely find a software provider that promises to solve them.

But while it's tempting to assume that you can make recruiting easier by adding more technology to your toolbox, the reality is that unconnected point solutions lead to higher costs and less efficient processes.

The answer to global recruiting teams' challenges is not more tech. It's better tech.

Successful global hiring teams consolidate their tech stack to simplify and enhance their workflows.

When you streamline your operations with a single, purpose-built platform, you can better understand your candidates' digital footprint, pinpoint the best candidates on the market and accelerate the hiring process for recruiters and job seekers alike.

MARCH 2024

iCIMS Insights

Workforce Report

According to an **iCIMS workforce report**, hires in the US held relatively steady in March 2024. In EMEA, however, employers held off on hiring amidst economic uncertainty.[1]

Global employers need standardized data to understand and adapt to regional hiring needs.

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[1] iCIMS, March Workforce report, 2024

Expleo transformed its tech stack to enable global hiring

(**expleo**)

Expleo's talent acquisition system once spanned 21 separate entities. The muddle of tools prevented the engineering service provider from achieving a truly global business model, as its segregated approach made rolling out to new countries challenging. Expleo needed a solution to streamline hiring and build efficiency across global regions.

The team invested in a single platform for all 21 entities, **transitioning the company from a heavily localized system to one global solution.**

With its new, unified platform, the Expleo team has established a global candidate database and standardized its reporting process. The Expleo team can now report on global hiring metrics like the length of the recruitment process, the time it takes to fill a role and their candidate sources.

Most importantly, the new system is simple. Expleo has reduced the number of login groups by 88%, cut local workflows by 94% and decreased the number of fields by 77%.

How the team hires worldwide with an integrated system.

Read the full story >

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Speed hiring with AI

Understaffed teams are tired of trying to do more with less. Administrative tasks like interview scheduling take hours every week, stealing time recruiters could use to build candidate relationships and improve talent pipelines.

With the rise of AI-powered technology, recruiters and hiring managers can take back some of the time administrative work has long demanded.

Generative AI tools help talent acquisition teams speed up day-to-day tasks. Take the work out of interview prep, optimize job descriptions and make more confident hiring decisions with AI-optimized recommendations.

AI Smith, iCIMS Chief Technology Officer, gave HR Excellence Magazine an inside look at how generative AI helps him through the hiring process.

"As a hiring manager, I'm often asked to join interviews with short notice and very little prep time. Understanding who the candidate is, what the role is and pulling together relevant interview questions can be a challenge.

GenAI capabilities can help you compose tailored interview questions in just seconds based on the job description and the candidate's resume. This is a feature that I am particularly excited about and will help me have more productive conversations with candidates and ultimately lead to higher quality hires.

GenAI capabilities can also help refine job descriptions. I'm a tech guy, so writing code comes more naturally than writing job descriptions. GenAI can be a gamechanger in lessening the burden of writer's block and get you to a better starting point so you can hire faster and at scale."[2]

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[2] HR.com, HR Excellence Magazine, ChatGPT Didn't Write This: Adopting The Right Generative AI For Business, And Using It Right, 2023

Look internally to bridge the skills gap

It seems like every organization is hurting for skilled talent. From healthcare to manufacturing, industries are hunting high and low for workers with the skills they desperately need to keep their companies productive and innovative.

The struggle for skilled talent raises an important question: Where are these workers hiding? One possible answer is that they're going unnoticed and underutilized in your own organization.

To unlock the potential of the talent already at your fingertips, consider investing in internal mobility. These programs can transform your skills gap from your most pressing problem to your best mechanism for retention, according to iCIMS Chief People Officer Laura Coccaro.

"There's hidden merit in internal mobility investment. Employees who are already familiar with organizational processes, tools and personnel have less of a learning curve and can jump into responsibilities more quickly," Coccaro wrote in a Forbes post.3

"Even if employees change departments or teams, that institutional knowledge is retained and onboarding can be expedited."

A robust internal mobility program helps talent teams fill critical roles more quickly and can also be a selling point for new job seekers, positioning your company as a magnet for skilled, motivated talent.

22%

Employers see a 22% fall in productivity when employees lack the skills they need to do their jobs well.[4]

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3 Forbes, Seize The Day With Internal Mobility Planning, 2024
4 McKinsey & Co., Increasing your return on talent: The moves and metrics that matter, 2024

Norman Regional Health System draws former employees home

Norman Regional Health System fills critical roles with its Welcome Home Campaign. The program invites alumni employees to return to the hospital, an effort that has garnered 20 rehires quarter over quarter.

The campaign is executed chiefly through text messaging. Norman Regional Health System keeps things informal with messages like: "'Hey, how's it going over there? You've been gone for a couple of years. We'd love to have you here. If you're ever interested, we still want you back,'" Talent Acquisition Manager Eric Shaw said.

The healthcare organization also shares the stories of these boomerang employees to show current staff that they're valued and "there's no place like home".

Just like Norman Regional Health does with former workers, your organization can use an internal talent marketplace to help existing employees find a role that highlights their skills.

You can even create similarly personalized campaigns to target employees who have the right skills for open roles.

To source more skilled workers, Norman Regional Health System targets former talent to come back 'home' to the hospital.

Read the full story >

Navigate changing tides on DEI

As rules, regulations and attitudes regarding DEI change, your DEI program will adapt accordingly.

If your organization is de-emphasizing DEI, it still needs inclusive hiring processes that ensure compliance with anti-discrimination laws.

Laws like Title VII of the Civil Rights Act of 1964 mandate that employers may not discriminate against applicants and employees on the basis of protected characteristics like sex, race and religion.

Other important statutes like the Americans with Disabilities Act and the Age Discrimination in Employment Act forbid employers from treating workers differently due to their abilities or age.

With the right technology, you can maintain inclusive hiring practices, mitigate bias and promote compliance — even if DEI is taking a back seat as an overall business priority.

DEI analytics will propel your inclusive hiring efforts, even if DEI is being downplayed overall.

With the right reporting functions, your talent acquisition team can maintain its progress in adding diverse talent to your workforce.

Analytics can pinpoint where hiring breaks down. For instance, candidates of color aren't making it past the interview stage in the marketing department. Or female candidates aren't hired for leadership positions in proportion with males.

Through this data, talent acquisition leaders can bring clarity to complex situations. Do hiring managers simply need better training — or are they actively discriminating against candidates based on a protected class?

Make sure your recruiting platform has detailed, DEI-specific analytics that equips leaders with the information they need to assess complex problems and take effective action.

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Use data to prove your impact

In today's unpredictable economy, companies are cutting costs aggressively across the organization. It follows that they expect any and all investments to provide an immediate, obvious return.

It's no different in the world of talent acquisition. Leaders need to illustrate the pay-off generated by the time, effort and resources they invest into their department. Armed with evidence of quick wins and long-term growth, leaders can show how talent acquisition benefits the bottom line and beyond.

Your tech stack should offer a holistic view of your team's success. With the right insights, talent acquisition leaders can:

- Find opportunities to drive efficiency through faster time to fill rates and better application volume

- Keep tabs on DEI progress and champion fair hiring for your organization

- Pinpoint the talent pools that bring the best and brightest to your business

A data-driven tech stack is **the best tool** to create an **immediate return** on your investment – and **illustrate the wins** your team delivered with it.

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Become the baseline for success in recruiting

Analytics tell the story of candidates' end-to-end experience with your company. When a job seeker finds your career site, for example, what does she encounter? Will she feel intrigued? Or will she click away after a few inattentive moments?

Analytics reveal the answers to these questions. They help companies like Norman Regional Health System create data-driven hiring practices that enhance the candidate experience.

After adopting a data-driven tech stack, this healthcare organization outpaced national benchmarks and now holds itself accountable by creating its own baseline.

NORMAN REGIONAL
Health System

"We've been able to establish service level agreements for applicants' time to review, time to disposition, time to offer and time to hire. Those now have credible meaning, and we're able to share those with our leaders."

Keith Minnis
Vice President of Human Resources
Norman Regional Health System

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How to drive growth across the organization

As talent acquisition teams work to fulfill high expectations amid budget cuts and layoffs, they need a single tool to help them do more with less. **Consolidate and modernize your recruiting tech stack with iCIMS all-in-one hiring platform.**

Designed to cut costs and increase efficiency, our customers report results like:

- 70% IT time savings thanks to configurable workflows

- One customer estimated it would need to double the size of its recruitment team if it used its HCM's free recruitment module

- A lower total cost of ownership than would be possible when implementing and integrating multiple point solutions

The world's top analyst firms have named iCIMS a leader in talent and HR transformation.

NUCLEUS RESEARCH

Bersin by Deloitte.

FOSWAY GROUP

IDC

Gartner.

FORRESTER

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Overcome your biggest talent acquisition challenges with iCIMS

With iCIMS' best-in-class, AI-powered hiring platform customers have seen:

$1M
savings
in recruitment
marketing spend

5
days faster offer
and onboarding
process

37%
decreased
time to fill

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Build a rock-solid business case for talent acquisition tech with our collection of best practices and resources.

Get resources