

# TOP 5 RECRUITMENT TRENDS TO WATCH IN 2022

CANDIDATE



AUTOMATION

EMPLOYER  
BRANDING



TALENT



EMPLOYMENT



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## **TOP 5 RECRUITMENT TRENDS**

Technology has given rise to a new breed of recruiters amid changes in the HR sphere and disruptions caused by the COVID-19 epidemic.

## **TOP 5 RECRUITING PRIORITIES IN 2021**

The talent acquisition landscape has changed drastically in the COVID-19 era, with recruitment managers employing new strategies and setting new goals in the next 1 year

## **TOP 5 EMPLOYER BRANDING STRATEGIES**

over 75% of job seekers research employer brand and reputation before they apply (LinkedIn).

Businesses plagued with a bad reputation find it hard to attract new talents and retain hired ones.

## **TOP 5 EMPLOYER BRANDING TREND**

A powerful employer brand is crucial in attracting and retaining the best talents.

## **TOP 5 CHANGE IN AUTOMATED HR**

HR automation tools are increasingly used by recruiters in their tasks. These tools help streamline recruitment, making it more efficient and faster.

## **TOP 5 USES OF DATA IN THE HIRING PROCESS**

The proper use of HR analytics data has been proven to enhance a number of key hiring metrics.

## **5 STEPS TO IMPROVE CANDIDATE EXPERIENCE**

A recruitment experience motivates 97% of candidates to refer to other candidates.

Over 50% of candidates would even share their positive experiences via social media.

## **TOP 5 BENEFITS OF HIRING FOR SOFT SKILLS**

Today, hiring for soft skills is critical for your organization's success. You can attract and retain top talent by focusing on soft skill recruitment.

# NEW NORMAL, NEW MOMENTUM

## TOP 5 RECRUITMENT TRENDS



Employer Branding



HR Automation



Data-driven  
Recruiting



Organizations are  
Hiring for Soft Skills



Candidate  
Experience

## TOP 5 RECRUITING PRIORITIES IN 2021



Improving Quality of  
Hire



Increase  
Retention Rate



Improving Time to  
Hire



Growing Talent  
Pipeline



Diversity Hiring

Technology has given rise to a new breed of recruiters amid changes in the HR sphere and disruptions caused by the COVID-19 pandemic.

These technology-empowered headhunters are pro-active, savvy, and highly strategic in hunting down the right talent for the job.

The talent acquisition landscape has changed drastically in the COVID-19 era, with recruitment managers employing new strategies and setting new goals in the next 12 months.

With this current situation, hiring saw many major transformations. These changes will seep into the way we carry out and continue to recruit job-seekers this year

## TOP 5 EMPLOYER BRANDING STRATEGIES



Use Data-driven decision-making.



Activate your company's blog & social media.



Add individual traits to workforce segmentation.



Offer & communicate remote work possibilities.



Share your employees' stories

## TOP 5 EMPLOYER BRANDING TREND



Supply & Compensation



Flexibility



Employee Wellness & Burn Out



Corporate Social Responsibility



Employee Experience

Employer branding strategies are becoming more crucial to creating an attractive employer brand.

In fact, over 75% of job seekers research employer brand and reputation before they apply.

Businesses plagued with a bad reputation find it hard to attract new talents and retain hired ones.

Internal polling/feedback, as well as external candidate interviews, can provide important data for determining what matters to candidates today.

### Employer branding highlights

- A powerful employer brand is crucial to attracting and retaining the best talents.
- Successfully building your own top-notch work teams relies on having a robust employer brand.
- An employer brand must have a good EVP to seal the deal for long-term retention.

## TOP 5 CHANGE IN AUTOMATED HR



Recruitment



Learning &  
Development



Onboarding/  
Offboarding



Employee 360



Payroll Processing

## TOP 5 USES OF DATA IN THE HIRING PROCESS



To Increase Retention



To Evaluate Skill Gaps



To Understand What  
Candidates Want



To Assess Talent  
Supply & Demand



To Compare Talent  
Metrics to Competitors

HR automation tools are increasingly used by recruiters in their tasks.

These integrated technology solutions help to find, attract, engage, nurture, and convert candidates to become applicants.






By automating the hiring process, these tools help streamline recruitment, making it more efficient and faster.

The proper use of HR analytics has been proven to enhance a number of key hiring metrics.

These include quality-of-hire, cost-to-hire, and time-to-hire. Businesses are turning to data-driven recruiting to drive their overall talent lifecycle.

Organizations use people analytics to help them continuously enhance their recruitment strategy.

## 5 STEPS TO IMPROVE CANDIDATE EXPERIENCE

-  Ditch the “only successful candidates will be contacted” tagline
-  Reply to every applicant
-  Inform unsuccessful candidates that their application has been rejected
-  Protocol for candidates rejected after soft screening
-  Protocol for rejected candidates after an interview

A recruitment experience motivates 97% of candidates to refer to other candidates.

Over 50% of candidates would even share their positive experiences via social media.

As much as candidates are keen to share their positive experiences, candidates are also likely to share their negative experience to friends or on social media channels.

## TOP 5 BENEFITS OF HIRING FOR SOFT SKILLS

-  Broaden and diversify your hiring pipeline
-  Increase workplace productivity & retention
-  Improve customer satisfaction & experience
-  Ease upskilling
-  Reduced turnover

Today, hiring for soft skills is critical for your organization’s success. You can attract and retain top talent by focusing on soft skill recruitment.

According to Global Talent Trends survey, 92 percent of hiring professionals stated that it’s “increasingly important” to hire candidates with well-developed soft skills, especially in today’s changing workplace.