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Top Recruiting Trends for 2024

Introduction

There's a saying that wherever consumer brands go, recruiting often follows. This year, in very short order, companies are embracing operational efficiency while continuing to prioritize growth. In 2024, recruiting will follow suit.

We've seen this play out in a number of ways: layoffs at more than 1,000 tech companies, declines in digital ad spend, and a strong push to bring AI into business landscapes as part of the efficiency agenda. And while, in that context, the term "operational efficiency" can elicit some apprehension, we see many reasons that efficiency is a significant opportunity for recruiting and talent acquisition.

As things stand, 2024 looks set to be recruiting's year of efficiency. Budgets are coming down, whether due to a post-pandemic reset or the economy. Yet recruiters are still battling against rampant skills shortages, and it's as hard to hire in some sectors as it has ever been. For talent acquisition teams, more needs to be done with less, and efficiency — in time, resources and process — will be key to making the entire recruiting function more productive and effective. There are a plethora of efficiency opportunities in more deeply leveraging data, in new technology solutions and in realigning strategies to be more nimble amid changing market conditions.

"Efficiency will play a more important role in 2024. Recruiters will need to be more efficient with recruitment marketing budgets, more efficient with processing candidates, and more efficient with communicating back and forth with hiring managers."

– Eric Holwell, VP of Strategy

About the trends

At Appcast, we have been doing what we always do: digging deep into the data, analyzing the market, talking to our customers about their experiences on the ground, and consulting our vast team of experts (which expanded significantly with our July 2023 acquisition of Bayard Advertising). This approach has led us to identifying more than double the number of trends for this year's report, compared to the last — 15 in total. We grouped them into five broad categories to make it easier to consider related trends: labor market impacts, the AI revolution, employer branding, new sourcing channels and data as an efficiency enabler.

As always, the trends don't stand in isolation. There's power in looking across the categories to uncover synergistic opportunities for recruitment optimization.

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CATEGORY #1

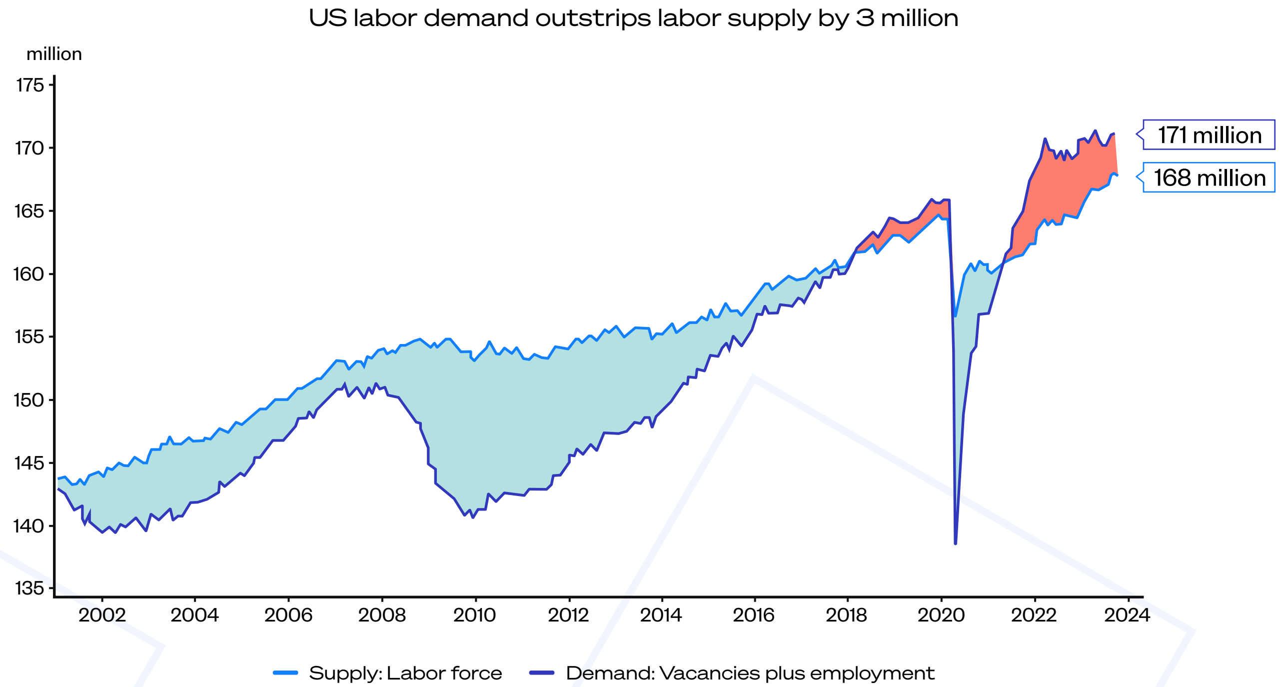
The labor market will bend but not break

Trend #1	Trend #2	Trend #3
Hiring will slow (but not stop) and is unlikely to get any easier	“Standing up” positions will heat up, while “sitting down” positions slow	Decisions about office real estate will impact decisions about work from home policies.

TREND #1

Hiring will slow (but not stop) and is unlikely to get any easier

Across the U.S. economy, the outlook is for slower growth — in demand, in employment and inflation. The economy is limping rather than sprinting. But we're closing 2023 definitively not in a recession and the odds of one happening in the near term are dropping all the time.



Source: BLS via Macrobond created 11/08/2023

The labor market is losing a bit of steam. At the time of writing, and using the **most recent government data** from September 2023, job openings have dropped from a record 12 million in March 2022 to 9.6 million. But there are still 3 million more unfilled jobs than unemployed workers, and layoffs are low by historical standards. Even the most pessimistically forecasted increases in unemployment are modest — from 3.8 percent to **4.7 percent in Q4 2024.** That number is higher than we're used to but not unusually elevated.

All in all, there's going to be a slight tilt in the balance of power back towards employers. But — workers still have leverage, and anyone hoping for a big pool of newly laid-off candidates returning to the market is likely to be disappointed.

There's a caveat to this. To borrow the words of JP Morgan, a slow-growing economy is “rather like a slow-moving bicycle — the slower it moves, the easier it is to topple over.” And so we have multiple risks that threaten the picture we’ve just painted. On their own, strikes, student loan repayments, oil price shocks or conflict in the Middle East are not enough to tip the scales, but together, they could push the economy into recession or revive inflation.

As of today, we are in a slow-motion slowdown that is gently cooling hiring. It’s extremely tough to forecast whether the labor market is going to pick up or slow down further. Bottom line: to protect your talent strategy, prepare for a range of scenarios and strive for agility.

“While high interest rates continue to slow or moderate hiring trends, U.S. job growth remains surprisingly strong. I expect the labor market to bend, but it won’t break.”

– Andrew Flowers, Labor Economist

TREND #2

“Standing up” positions will heat up, while “sitting down” positions slow

While overall job growth will be slow, there are widening divergences (as we said earlier this year, **“there is no one labor market”**). The great “rich-cession” that removed almost a quarter-million jobs from the tech industry alone is mostly over, but companies continue to meaningfully slow the pace of hiring for so-called knowledge or “sitting down” jobs. We expect hiring freezes and slowdowns to remain the norm in these sectors — tech, finance, media, professional services and information. As demand cools, it should be mildly easier to recruit for these jobs.

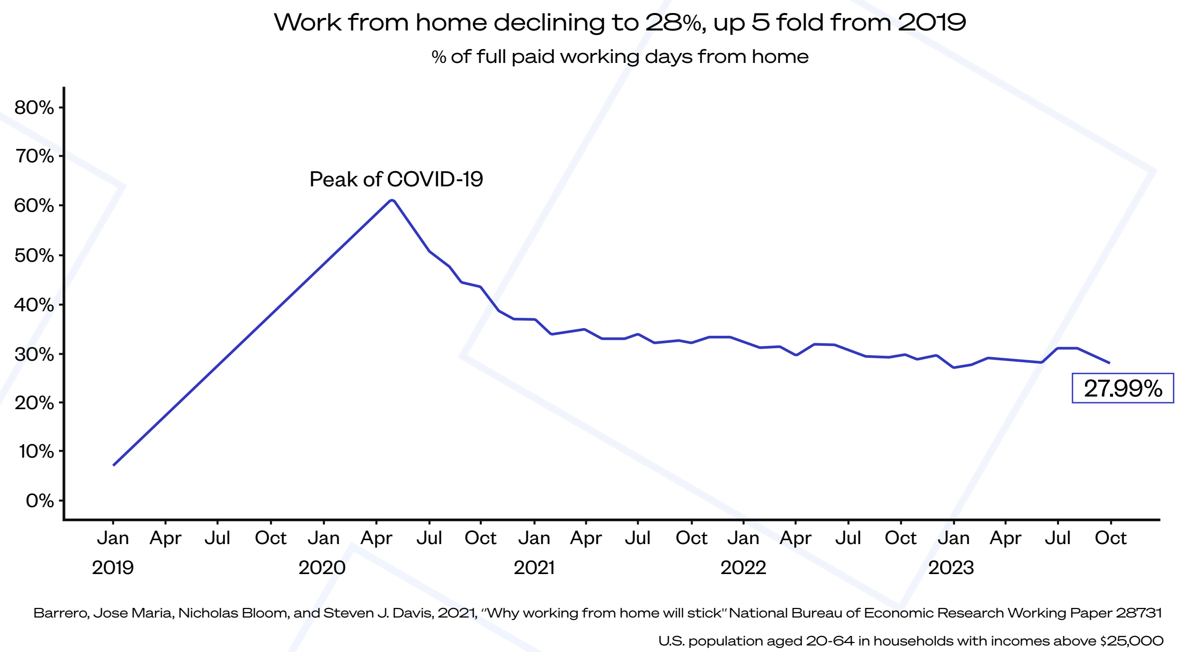
Meanwhile, the direct care, construction, manufacturing, leisure, hospitality and rip-roaring healthcare sectors are still very hot. Recruiting for these — let's call them "standing up" — jobs will continue to cause headaches for recruiters amid talent droughts and persistently high levels of churn.

Talent acquisition teams will have to look under the hood of national jobs reports to explain the hiring challenges they are facing in their own organizations.

TREND #3

Decisions about office real estate will impact decisions about work from home policies.

From a macro perspective, remote working reached a steady state in 2023 and stabilized at around 28 percent of days being worked from home as shown in the chart below. Specifically for jobs that can be done remotely, that figure is 40 percent (from a survey conducted by WFHresearch.com). For employees, remote and hybrid work opportunities continue to be a sought-after benefit. Offering this flexibility wherever possible is a key differentiator for employers.



Source: Survey of Working Arrangements and Attitudes; created on Nov 08 2023

However, the ripple effects of work-from-home are substantial. Companies do not need as much space when employees go to the office fewer days per week. As cost-cutting initiatives put commercial real estate expenditures under scrutiny, companies are going to have to make some tough decisions around their rents, leases and office needs. These decisions (ideally **driven by data, which in this context, is a challenge** in itself) could go either way — some companies will opt to cut the office footprint while others may consider higher-quality spaces as a way to lure employees back to the office.

Whichever side of the coin you land on, the days of tentatively allowing employees to determine their own arrangements are over. Real estate decisions soon will have to be made, and they will force broader conversations about the workplace culture and how much flexibility employers are willing to provide to employees.

ACTIONABLE ADVICE

Stay flexible.

As we continue to navigate uncertainty, avoid making multi-month or, at least, multi-year budget commitments. Work with partners and leverage technology solutions that can hold or deploy talent acquisition budgets as needed and scale on demand.

Build and nurture a talent pipeline.

During hiring slowdowns, pipeline planning can be an employer's best friend. Pipelining is a long-term play, and reaching out to prospective candidates before a role is open and building a pipeline of engaged, ready-to-hire candidates ensures that you're not flat footed when hiring bounces back. It also creates the business case for preserving and defending your recruitment marketing budgets in times of uncertainty.

CATEGORY #2

AI moves from hype to reality

Trend #4	Trend #5	Trend #6
Recruiters will become more tech savvy as they adopt AI	AI becomes a co-pilot in everyday recruiting workflows	Talent leaders will need to reposition AI as an efficiency investment

TREND #4

Recruiters will become more tech savvy as they adopt AI

“AI could replace 300 million jobs. Is yours on the list?” It’s with doomsday headlines like these that ChatGPT debuted to great fanfare in late 2022 and quickly became the **fastest-growing consumer app** in history (a title since lost to Meta’s Threads). But hype and click-baiting headlines aside — AI is not a fad.

McKinsey research estimates that, by 2030, tasks that account for 30 percent of working hours could be automated — a trend accelerated by generative AI. But as McKinsey is keen to point out, AI will actually augment the way that people work rather than eliminating a significant number of jobs outright.

At the recruiter level, it’s hard not to get excited about AI. The technology promises to remove all sorts of drudgery from recruiter workflows, enabling recruiters to reclaim time for value-added activities like relationship-building. With the right tools applied in the right ways, AI can research salaries, write job ads, customize placements, filter resumes, shortlist candidates, coordinate interviews and much more — selecting the next best step in the recruiter’s workflow and reducing time to hire. In an era of budget cuts, that capability is critical.

Is it all good news? Probably not. During a **recent panel discussion**, someone asked Chris Hyams, Indeed’s CEO, if he was excited or concerned about AI. His answer? “Yes.” Like any new technology, generative AI brings with it new types of risk. Top of the list are ethical consideration, and AI raises many questions around embedded bias, data governance and the explainability of AI outputs. Regulators are sniffing around and these issues may create speed bumps on the road to AI adoption.

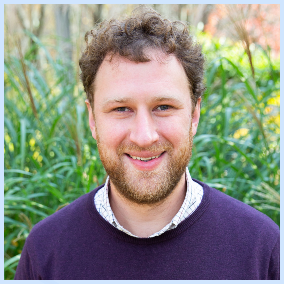
But, at least for now, the siren song of AI is hard to ignore. Recruiters who learn to use it may unlock efficiency gains that would otherwise be difficult or expensive to achieve.

TREND #5

AI becomes a co-pilot in everyday recruiting workflows

What's going to drive AI adoption? Simply, integration. So far, talent teams have relied on point solutions to solve a particular problem and those solutions don't always integrate into recruiter workflows. Using multiple applications with different logins, prompts and rules creates a more complex work environment and slows adoption of AI.

That changes when tools get baked into recruiting platforms. Most systems, from feature-packed enterprise solutions to free ATS software, will soon incorporate AI in some way. Once embedded in everyday routines and workflows, AI becomes a recruiting co-pilot — an indispensable teammate for speeding up, scaling or otherwise improving recruiting processes.



"AI will soon be a natural part of the ATS experience; it will feel like a human is helping recruiters in their daily routines. What's going to drive AI adoption is the integration into those systems."

– Tom Chevalier, General Manager at Appcast Labs

TREND #6

Talent leaders will need to reposition AI as an efficiency investment

The stumbling block with any technology investment is cost and the complexity of implementation. Increasingly, it will fall to talent leaders to prove the business case, comparing the costs of implementing the AI solution with the potential benefits.

In recruiting's year of efficiency, the problems and opportunities that can be solved with AI tend to fall into one of three categories: hiring process effectiveness (speeding, scaling and trimming waste from the hiring process to reduce fill times and cost to hire), recruiter productivity (the ability to manage more requisitions, more effectively, so fewer resources are needed to fill open roles) and candidate experience (responsiveness and communication to improve the candidate experience and reduce dropout rates).

Many of the more robust AI solutions will solve several of these challenges. Talent leaders will need a thorough understanding of how AI works against these metrics to ensure it drives ROI against hiring goals.

ACTIONABLE ADVICE

Use AI where it makes sense.

AI isn't a silver bullet, nor a one-size-fits-all solution. This is about solving real problems with how your organization hires, so aligning around your use cases is a critical first step. How will the technology improve recruiter and candidate experiences? How well does it integrate with your workflows and tech stack? How will you measure success?

Take a low-risk phased approach.

Start with one or two AI features that address your biggest challenges. This allows you to realize immediate benefits as you evaluate the business case. As the efficiency gains become clear, you can consider further investments.

CATEGORY #3

Branding becomes more important in C-suite conversations

Trend #7	Trend #8	Trend #9
Employers must highlight their social responsibility footprint to attract Gen Z	Employers will recommit to DE&I, with a new emphasis on belonging	AI will become the job coach of the future, exposing employer brand inconsistencies

TREND #7

Employers must highlight their social responsibility footprint to attract Gen Z

Gen Z has entered the workforce and they want to save the world, not just make money. The vast majority, 87 percent, would be prepared to quit their jobs and work elsewhere if the new company better matched their values, LinkedIn data says. Organizations that do not plant their flag and take a public stance on the sociopolitical issues Gen Z cares about — whether it's racial justice, sustainability, mental health or global poverty — risk losing favor with this large and increasingly influential cohort.

For employers, these are choppy waters. Companies that adopt a social stance may benefit from increased brand awareness and higher application volumes from Gen Z. But the world is divided, and taking a bold position may risk alienating other stakeholders who feel the company's values no longer align with their own.

It's a difficult topic and difficult conversations lie ahead. But the big takeaway is that employer branding can no longer be considered as just an HR, marketing or communications function — it is a business function. The C-level increasingly will play a more visible role in shaping the branding strategy and putting the corporate position in the public eye.

"A Gen Z'er concerned with climate change will gravitate towards companies that have made a public declaration on this issue when making career decisions. Boldly stating your position is a strong attraction element, and companies that don't plant their feet in the ground will find themselves under increasing pressure to pick a side."

– Matthew Gilbert, Head of EVP & Employer Brand Strategy & Design

TREND #8

Employers will recommit to DE&I, with a new emphasis on belonging

The U.S. Supreme Court decision around affirmative action, effectively ending race-conscious college admissions, rippled through workplaces in 2023 and left many DE&I practitioners confused about how to respond. But early data suggests the era of diversity and inclusion is far from over. In fact, we're seeing a doubling down on diversity commitments as organizations seek ways to make their programs more actionable and measurable.

Looking beyond SCOTUS, a clear trend that's emerging is a move away from an overemphasis on headcounts and identity groups towards the concept of "belonging" as its own distinct pillar in the DE&I strategy. Since the practice of DE&I gained greater momentum in 2020, C-suite executives and experts alike discovered how difficult it is to hire to a certain headcount. Through the lens of belonging, companies can ensure they are attracting diverse groups, and keeping their employees engaged and happy. Though definitions can vary across organizations, most describe belonging as the sense of psychological safety — the feeling of being wholly accepted and included as part of the group.

A firm sense of belonging correlates strongly with retention, itself a key theme for employers in 2024. Even a workplace that delivers on its DE&I commitments sometimes fails to retain employees from underrepresented groups because they don't feel like they belong.

"Belonging is going to be a powerful word in 2024. Having diverse genders, ages, cultures and backgrounds in the workforce is important, but if people don't feel like they belong; if they don't feel welcome and safe to bring their authentic selves to work, then your diversity programs will fall apart."

– Kendra Williams, VP, Head of Diversity, Equity and Inclusion Practice

TREND #9

AI will become the job coach of the future, exposing employer brand inconsistencies

Employers are not the only people who are feeling their way through the benefits of AI for recruiting. Candidates are becoming more 'bot-savvy, too, and new search tools and platforms are emerging all the time. For example, LinkedIn's latest premium perk is an AI job coach that promises to help users get their next job. The new feature provides job seekers with conversational search about open job opportunities, whether they're a good fit for a role and what skills they need to stand out, as well as answering questions about the company they might be interested in working for.

For employers, the interesting part is the coaching angle. Job seekers no longer have to read the company's career site, social feeds, reviews and news to research it, they can simply ask the chatbot, "Am I a good fit for this job?" In just a few minutes, AI can spill the beans on benefits, work hours, ethos, culture and the experiences of peers who work there. The question for employers is — who is in control of the narrative?

It may be an unintended consequence, but AI job coaches can easily expose gaps between what employers say and what they do. There's a high cost to empty promises, and AI will expose companies that do not 'walk the talk' on their employer brand.

"The employer brand is often second in the recruiter's mind behind other priorities. But recruiting becomes much more efficient when the employer brand is clearly and consistently vocalized, and there's a perfect match between the company's values and the candidate's values at the beginning of the job-seeker journey."

– Amber Littleton, Director of Media

ACTIONABLE ADVICE

Use branding signals to attract better-aligned candidates.

With candidates doing more research on the backend, it's important to give them a full picture of your company by widely and consistently communicating your brand. Some candidates may not prefer your value proposition, but recruiting becomes more efficient when the applicants you attract are matched to your values and expectations from the start.

Have conversations about your DE&I budget.

DE&I budgets historically have been separate from branding, awareness and marketing budgets — and are less protected as a result. But as DE&I matures and becomes part of the broader story your company is telling, there's an argument for merging the two. Be prepared to have conversations about how DE&I initiatives are funded to protect your progress.

CATEGORY #4

New options for candidate sourcing will improve velocity and expand recruiting reach

Trend #10	Trend #11	Trend #12
The industry's biggest players expand capabilities to benefit employers	Clickable video will dominate social sourcing	In-person hiring events return with a bang — and new efficiencies

TREND #10

The industry's biggest players expand capabilities to benefit employers

We're seeing evidence of many product movements from major job market players, all of which are good news for employers.

LinkedIn, the dominant player in candidate sourcing, is continually expanding offerings to better serve employers. One example of this is recent investments in job advertising, including even an **AI-powered tool** to help recruiters build better job ads that drive faster and more effective results.

Indeed — dominant in job postings, search and driving applications — has made significant strides with their resume sourcing and **candidate matching** abilities.

Also showing a strong commitment to increasingly driving results for employers (via performance-based job ads) are **Google** and Bing. In addition, Google has been changing how it organically rewards players in the job space. **The algorithm** remains a mystery, but it seems (as we can see in the snapshot below from the Sistrix Visibility Index using Google.com U.S. Index) that user-generated content is appearing higher in search visibility than SEO and the job content itself.

Domain	8-22-23 Visibility	9-8-23 Visibility	Percentage change	Absolute Change
reddit.com	141.983	233.820	64.68%	91.8365
cambridge.org	589.548	659.742	11.91%	70.1941
wiktionary.org	318.479	388.115	21.87%	69.6359
britannica.com	655.446	722.745	10.27%	67.2983
instagram.com	688.145	753.172	9.45%	65.0269
facebook.com	854.838	917.428	7.32%	62.5904
apple.com	204.592	266.810	30.41%	62.218
merriam-webster.com	1094.693	1152.661	5.30%	57.9674
webmd.com	201.383	243.851	21.09%	42.468
quora.com	74.715	115.758	54.93%	41.0427
pinterest.com	291.363	331.412	13.75%	40.0489
imdb.com	869.598	904.049	3.96%	34.451
twitter.com	241.676	268.121	10.94%	26.4453

Domain	8-22-23 Visibility	9-8-23 Visibility	Percentage change	Absolute Change
wikipedia.org	6325.385	5898.396	-6.75%	-426.989
youtube.com	1834.486	1436.593	-21.69%	-397.894
amazon.com	3236.003	3018.748	-6.71%	-217.255
wallmart.com	802.871	671.979	-16.30%	-130.893
google.com	731.897	658.203	-10.07%	-73.693
indeed.com	315.177	267.154	-15.24%	-48.023
vocabulary.com	256.803	210.003	-18.22%	-46.800
ebay.com	557.592	510.947	-8.37%	-46.645
microsoft.com	513.774	470.400	-8.44%	-43.374
nytimes.com	326.649	286.409	-12.32%	-40.240
tripadvisor.com	555.174	519.026	-6.51%	-36.147
genius.com	274.862	240.372	-12.55%	-34.490
etsy.com	283.205	254.564	-10.11%	-28.641

If paid and user-generated jobs content starts to grab that coveted first-page listing, it's going to structurally change how job seekers discover job ads from places like Indeed, ZipRecruiter and CareerBuilder. Talent teams will need to pay close attention to page visibility and adjust their sourcing strategies accordingly.

Lastly, since **Glassdoor acquired Fishbowl**, they've seen a 20% increase in user traffic and are continuing their transformation beyond a ratings and review site, to more of a **workplace community**. Glassdoor wants to be a destination for workplace conversations among job seekers, employees and employers, where they can engage with each other, ask questions, get feedback and learn.

As these market leaders expand and evolve their capabilities, employers should benefit from greater competition (and ideally, lower prices as a result) and greater choice and efficiency.

TREND #11

Clickable video will dominate social sourcing

Programmatic is perhaps the easiest and most efficient media buying that talent teams can do, but it isn't the only way to source candidates. Generation Z is bucking traditional recruiting trends, and recruiters who haven't jumped on the TikTok (Instagram, Facebook, Youtube, Twitch) train, may lose out on highly qualified Gen Z candidates.

Of the many social sourcing strategies available, bumper ads are a high-performance way to maximize your top-of-funnel reach to passive candidates. These 15-second ads autoplay seamlessly in the user's video feed and they look and feel like native content. They are effective because the user cannot skip them.

Another bumper-ad perk is they're clickable — candidates can click through to a careers site, lead form, apply form, messenger or somewhere else. This feature turns the video from a simple branding vehicle into something much more tangible, driving actual leads and applications, and providing direct attribution data to guide your budget allocation.

“Video bumper ads are fantastic for spreading brand messaging, but they’re also clickable. That means they add value to your traditional ad spend, by generating both awareness and recognition. Recruiters want the impact of those ads.”

– Alexandra Horwitt-Anema, Director of Social Media

TREND #12

In-person hiring events return with a bang — and new efficiencies

Recruiting events have been a key hiring strategy for decades. This time around, they’re facilitated by technology, creating ultra-efficient workflows that make it possible for recruiting teams to do more — and hire more — on the day.

Options are as broad as they are long. In competitive markets, geofencing technology can be used to precisely target ads to users in a specific area, flushing out active, semi-active and passive candidates around the job’s location who don’t have to travel to the event. Across all channels, advertising can be optimized to drive traffic to custom landing pages where candidates register, get screened and schedule interview slots. The process is automated and integrated with HR technology so crucial pieces of information don’t get lost.

For recruiters with volume hiring needs, an in-person, ‘one and done’ approach can move candidates from awareness to offer in a few days or less. Technology handles and scales the back end, leaving managers free to interview and make offers on the spot.

“In-person hiring events have always been popular, but until recently, there has not been a platform to support them. Today’s tools are extremely efficient and remove the back-and-forth between candidates and recruiters. Recruiters can focus resources on interviewing pre-qualified candidates on the day.”

– Michael Halperin, SVP of Strategy

ACTIONABLE ADVICE

Keep your budgets flexible.

Committing all your budget to the vendors that exist right now means you cannot move to new sources if and when they come to the market. Similarly, as mentioned earlier, working with vendors who promote more flexible terms (such as monthly or quarterly, versus annually or multi-year) allows you to pivot your strategy and your spending as your needs change or as the market forces you to change. Don’t predetermine where you're going to spend your money for the whole year.

Explore alternative sourcing strategies.

Your job postings are not the only route to market. Keep an open mind and seek out dynamic partners that: deliver on all recruitment marketing channels, help you keep your finger on the pulse of the shifting recruiting environment, and can ultimately drive the results your organization needs – high-quality candidates.

CATEGORY #5

Data takes the stage as an efficiency enabler

Trend #13	Trend #14	Trend #15
Investment decisions must get surgical, guided by data	Demand for full-funnel attribution drives increasing precision in lead tracking and targeting	Time to contact, response and interview become key efficiency metrics

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TREND #13

Investment decisions must get surgical, guided by data

Budgeting-as-usual isn't up to coping with economic uncertainty. The strange "will it or won't it" period that could precede a hiring cooldown (or indeed, a hiring pick up) makes it almost impossible for talent acquisition leaders to plan for a full year.

We're calling 2024 the year of efficiency for a reason. When budgets are flatlining to meet the same hiring goals, recruiting teams are going to have to be surgical about where they invest their money to attract the right talent in the right volume, using real-time data and predictive models to help guide decisions on a month-to-month basis.

No single metric tells the whole story of your recruiting operations. But if you're looking solely at cost-per-click and cost-per-application, you may get a distorted view. Using media that finds jobseekers through highly targeted methods (such as geolocation, keyword targeting, or job title targeting through Google Paid Search), tend to not perform as well as programmatic on cost-per-application basis, but if you look further down funnel, candidate quality is often higher. Getting surgical means tracking performance down to hiring signals so you can see which job sites are delivering quality candidates (that turn into hires) for the lowest cost, opening conversations with your programmatic partners to optimize your best sources.

"Tracking down to hire signals gives a more realistic view of what the apply volume per job should be. It enables recruiters to stop wasting money on applications they will never review and become more efficient with the pool of candidates they do have."

– Kyle Leigh, VP of Programmatic Strategy

TREND #14

Demand for full-funnel attribution drives increasing precision in lead tracking and targeting

Lead tracking is critical for helping employers identify which of their lead generation activities is paying off to avoid wasting time and resources on dead ends. But today's audiences extend far beyond the job boards, and candidates journey through multiple touch points before deciding to make an application. It's extremely difficult to track leads without the proper tools in hand.

Coming up, we expect to see full-funnel attribution tools making a big splash in the market. These tools will drive and store leads from all sources — not just programmatic but also organic social, paid social and paid search — to one place and track them deeper into the recruiting funnel — from the initial point of awareness to the application, to the quality of candidate, to the hire.

Full-funnel attribution is the holy grail for recruiters trying to determine what a conversion audience looks like and which sources are generating hirable candidates for different roles. Getting access to this data will have an outsized impact on budget optimization and buying decisions.

"Lead tracking in the past has been shaky at best, because leads typically are going in twenty different directions. The ability to track all leads, not just someone clicking a job board listing but also people viewing a Google or Facebook ad, and track them all the way to hire, is incredibly valuable."

– Megan Weinert, Director of Search Engine Marketing

TREND #15

Time to contact, response and interview become key efficiency metrics

Time-to-hire is an indicator of how effective your recruiting team is. But it's a tough metric to benchmark when the path to hire may look very different from one role to the next. For recruiters looking to optimize their workflows, shifting to more universal metrics such as time-to-response or time-to-interview might make more sense. There's a huge opportunity for recruiters to get more efficient by changing how quickly they review candidates and get them into the next disposition phase.

However, recruiters do not work alone. Talent teams and hiring managers will have to come to a mutual understanding of what a fast and streamlined candidate turnaround looks like — and work out how to achieve it at scale.

Time-to-response is a real-world use case for AI. Interview scheduling tools can scan calendars, auto-schedule interviews and chat with candidates about the arrangements, without the three-way back-and-forth between candidates, recruiters and hiring managers. By returning to the first principles of automated process efficiency, recruiters can set out removing the extraneous stuff from their workflows while meeting their hiring goals, even with less budget. Companies that act with speed and professionalism are going to win out.

ACTIONABLE ADVICE

Choose the right efficiency partners.

Work with vendors that have the flexibility to alter candidate sources and bids and to estimate projected hires. The priority must be to get the volume of quality candidates you need with a reduced budget.

Clean up your process.

Dig into the details of how quickly you move candidates to the next disposition phase. What's your time to review, time to screen, time to respond, time to interview, time to decide? Analyze how long each stage takes and how you can improve it by decreasing the time it takes to convert a candidate to a hire.

Conclusion

The recruiting industry is entering a new age of efficiency — one defined by lower budgets, increased reliance on data and tight labor markets. The trends we've laid out will not only impact 2024 but will likely be fixtures in recruiting for years to come. Welcome the year of efficiency with open arms, and you'll be ready for the road ahead.

"The dynamics of the hiring landscape continue to throw curve balls for talent acquisition. Organizations that focus on agility and adopt a relentless obsession with data-driven strategies will be best equipped to outperform competitors in the race to attract quality talent."

– Chris Forman, Founder & CEO

Appcast is a leading provider of recruitment marketing technology solutions. We optimize recruitment marketing for the world's leading employers using data, tech, and our world-class expertise.

If you need to fill your hiring funnel with qualified applicants, we'd love to help — visit our website or request a demo to learn about Appcast's enterprise solutions that are designed to meet all of your talent acquisition needs.

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