

TALENT ACQUISITION TECHNOLOGY 2018: WHAT BUYERS WANT

The most basic talent acquisition technologies — applicant tracking and job posting distribution — remain the most critical for employers, while analytics/reporting solutions top the list of planned purchases or upgrades, according to Brandon Hall Group's 2018 Talent Acquisition Technology Study. Predictive analytics is the most coveted emerging technology; the biggest barrier (by far) to satisfaction with current solutions is the price tag.

Technology Functionalities: Importance and Satisfaction

Applicant Tracking Systems are seen as the most critical technology, and the most likely solution to be purchased or upgraded. That may be because there is a 30-point gap between its importance and organizations saying they are currently satisfied. Overall, employers are most satisfied with their job-posting distribution solution and least satisfied with candidate feedback survey functionality.

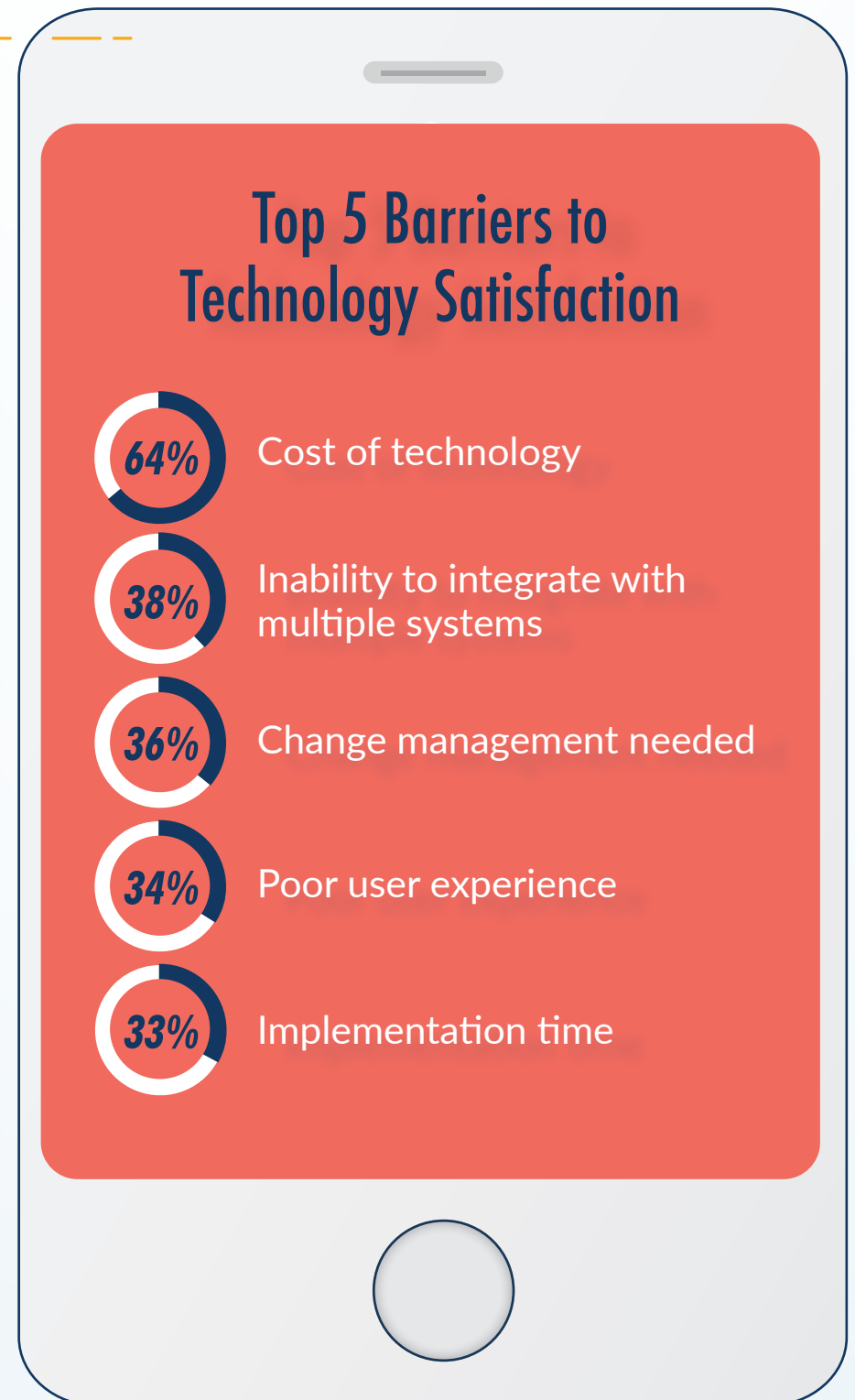
Functionality	% of Organizations Rating Critical/Essential	% of Organizations Rating Satisfied/Very Satisfied
Applicant tracking system	77%	47%
Job posting distribution	73%	62%
Onboarding solution	72%	49%
Analytics/reporting	69%	47%
Candidate experience portals/landing pages	68%	48%
Interviewing tools	65%	53%
Candidate relationship management (CRM)	60%	45%

Functionality	% of Organizations Rating Critical/Essential	% of Organizations Rating Satisfied/Very Satisfied
Social recruiting	59%	47%
Employee referral solution	56%	50%
Sourcing solutions (automated search, diversity search)	56%	40%
Scheduling	56%	56%
Offer extension functionality	52%	55%
Candidate feedback surveys	43%	41%
Event management (career fairs, campus recruiting, etc.)	36%	50%
Video screening/interviewing	34%	47%

Plans to Buy, Replace or Upgrade: Next 12 Months

Candidate experience, long discussed as fundamental to recruiting success, ranks second on the purchase upgrade list. Video interviewing, once touted as the next big thing, ranks last in importance and, accordingly, near the bottom of purchase priorities.

Functionality	% of Organizations
Analytics/reporting	42%
Candidate experience portals/landing pages	34%
Applicant tracking system	34%
Onboarding solution	31%
Candidate feedback surveys	28%
Social recruiting	26%
Interviewing tools	25%
Candidate relationship management (CRM)	25%
Job posting distribution	23%
Employee referral solution	23%
Sourcing solutions (automated search, diversity search)	17%
Video screening/interviewing	15%
Scheduling	12%
Offer extension functionality	12%
Event management (career fairs, campus recruiting, etc.)	9%



Planned Purchases of Emerging Talent Acquisition Technologies, Next 12-24 Months

Many solution providers are touting chat bots, but employers haven't gotten the message yet — they rank last among planned purchases of emerging technologies over the next two years.

