



May 2018

# 2018

# Talent Acquisition Technology Study



# About this DataNow® Snapshot

DataNow® Snapshots provide highlights of Brandon Hall Group research and illustrate how the data can be filtered by organization size, revenue, corporate performance and more, using DataNow®, Brandon Hall Group's proprietary HCM research tool. This Snapshot features data from the 2018 Talent Acquisition Technology Study.

## 2018 Talent Acquisition Technology Study

Over the next two years, organizations will be far more focused on candidate experience and onboarding solutions than any other type of talent acquisition technology, according to new Brandon Hall Group research.

About one-third of organizations said they have a formal talent acquisition technology strategy and roadmap, with technology deployed for most talent acquisition processes in a consistent and integrated fashion.

Of those organizations, about three-quarters realized increases in productivity and quality hires since implementing their talent acquisition technology, the study showed, compared to just 35-45% of organizations with no technology strategy or a loosely defined one.

When it comes to emerging talent acquisition technologies, organizations are most interested in acquiring artificial intelligence tools that will predict time-to-fill, candidates most likely to be offered a position and employees most likely to leave their jobs, the study showed.

The biggest barrier to satisfaction with talent acquisition solutions — by close to a 2-to-1 margin — is the cost of the technology.

### Other highlights of the research results include:

- Right now, the most critical technologies to organizations overall are applicant-tracking systems, onboarding solutions and analytics reporting.
- When considering replacing current talent acquisition technology, organizations favor an HCM solution that includes talent acquisition over a best-of-breed, point solution by a margin of 65% to 35%.
- The five most valued competencies of a talent acquisition solution provider are: Reporting/dashboards (79% of organizations), integration capabilities (77%), customer support services (72%), intuitive, user-centric interface (72%) and user training (71%).

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<http://datanow.brandonhall.com/>

# Demographics - 2018 Talent Acquisition Technology Study

**295** Total Responses

 **31** Countries

- **77%** US/Canada
- **15%** EMEA
- **4%** APAC
- **4%** Carribean/South America

 **31** Industries

Top 5: Healthcare,  
Technology/Software,  
Consulting, Manufacturing,  
Education

Small, Mid-Size, and  
Large Organizations



**35%**

Under 500  
employees



**27%**

501-4,999  
employees



**38%**

5,000+  
employees

- 27%** HR/Talent Management Head or Professional
- 18%** Executive/Senior Leadership
- 18%** Talent Acquisition Head or Professional
- 17%** Learning/Leadership  
Development Professional
- 8%** Head of Learning/ Leadership Development
- 6%** Business Unit Operations Management
- 3%** Technical/Production Role
- 3%** Non-HR/Individual Contributor

# Definitions - 2018 Talent Acquisition Technology Study

\*Small Organizations: Under 500 employees

\*\*Mid-Size Organizations: 500 - 4,999 employees

\*\*\*Large Organizations: 5,000+ employees

# Research Highlight

These research results, downloaded from DataNow®, are available online and can be filtered by organization size, revenue, industry segment and geography. Some filtered results are shown in the following slides.

To see more, contact us at  
[success@brandonhall.com](mailto:success@brandonhall.com)



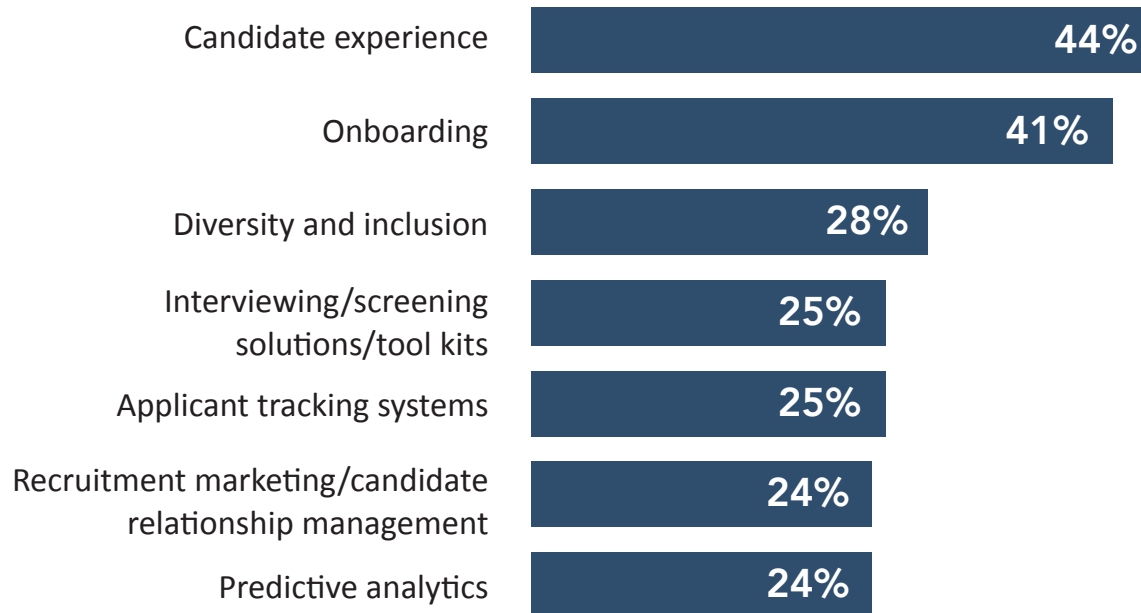
# Questions - 2018 Talent Acquisition Technology Study

- Overall (from sourcing through onboarding), how would you describe the level of your talent acquisition technology maturity?
- How have your business metrics changed since implementation of your talent acquisition technology?
- **Please select up to 3 top Talent Acquisition technology priorities for the next 12 to 24 months.**
- How essential are each of the following talent acquisition technologies/functionalities to your organization?
- **Please rate your satisfaction with each of the following talent acquisition technology solutions currently used at your organization.**
- Which of the same solutions/functionalities does your organization intend to either acquire new, replace or upgrade in the next 12 months? (Select all that apply)
- **Do you plan to purchase any of the following emerging talent acquisition technology solutions in the next 12-24 months?**
- What are the biggest barriers to satisfaction with your organization's talent acquisition technology? (Select all that apply)
- If you were purchasing or replacing any of your current talent acquisition technology solutions, which type would you be most likely to purchase?
- **How essential are the following provider/vendor competencies when considering the purchase of a talent acquisition technology solution?**
- What percentage of your current HR budget is allocated to talent acquisition technology?
- How will next year's talent acquisition technology budget compare to your current budget?
- Regarding your current talent acquisition technology budget, how much is allocated to each of the following areas?
- What do you expect to happen to the percentages reported above in the next 12-18 months?
- For each main area of talent acquisition, how long have your talent acquisition technologies been in place?
- How will GDPR (Europe's General Data Protection Regulation) impact your organization's talent acquisition/recruitment processes and technology solutions?
- Which functions were represented on the selection team for your organization's most recent talent acquisition technology purchase or upgrade? (Select all that apply)
- In hindsight, what would you have changed or liked to have known prior to implementation/selection of your current talent acquisition technology?

The data from the questions highlighted in green are featured on the following pages. Each Brandon Hall Group research study contains a standard set of demographic questions used to filter and segment data. For more information on how to access this entire study, e-mail [success@brandonhall.com](mailto:success@brandonhall.com).

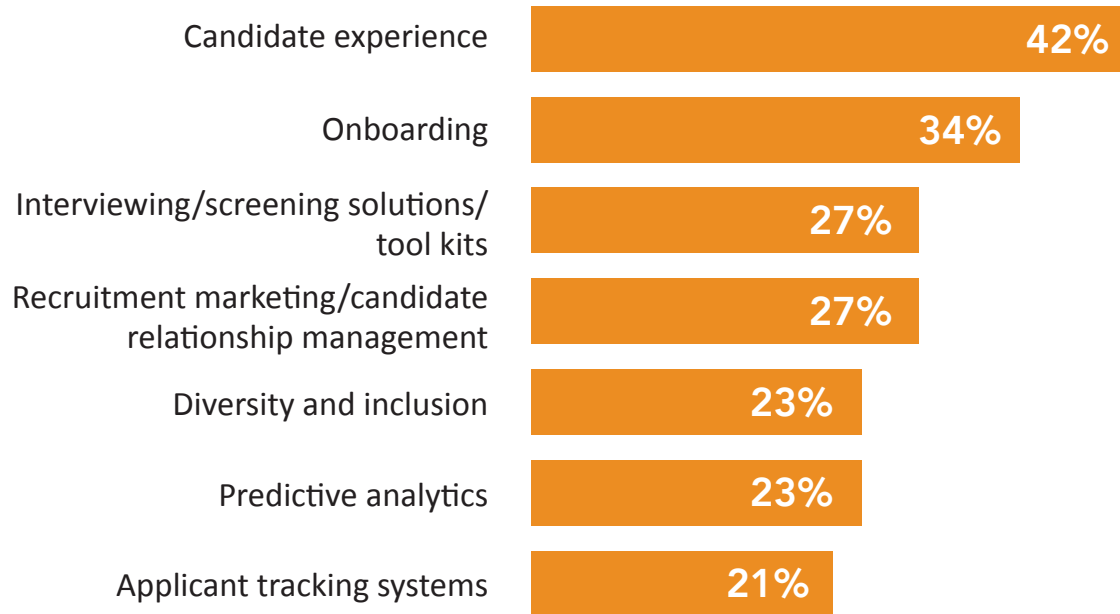
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## Overall



Please select up to 3 top Talent Acquisition technology priorities for the next 12 to 24 months.

## Small Organizations\*

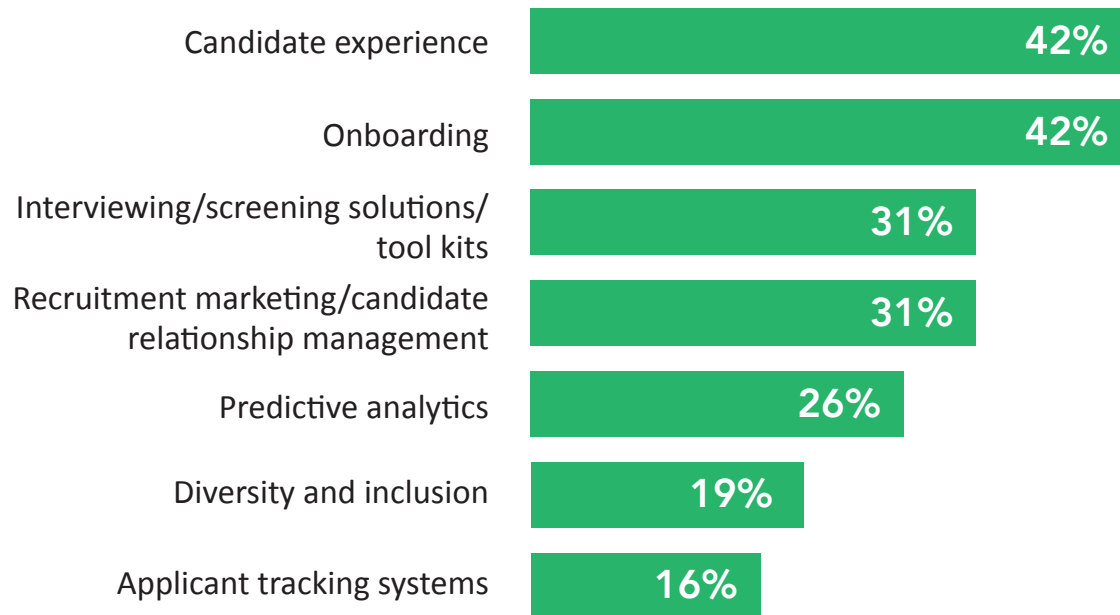


*Descriptors for the data segments can be found on page 4.*



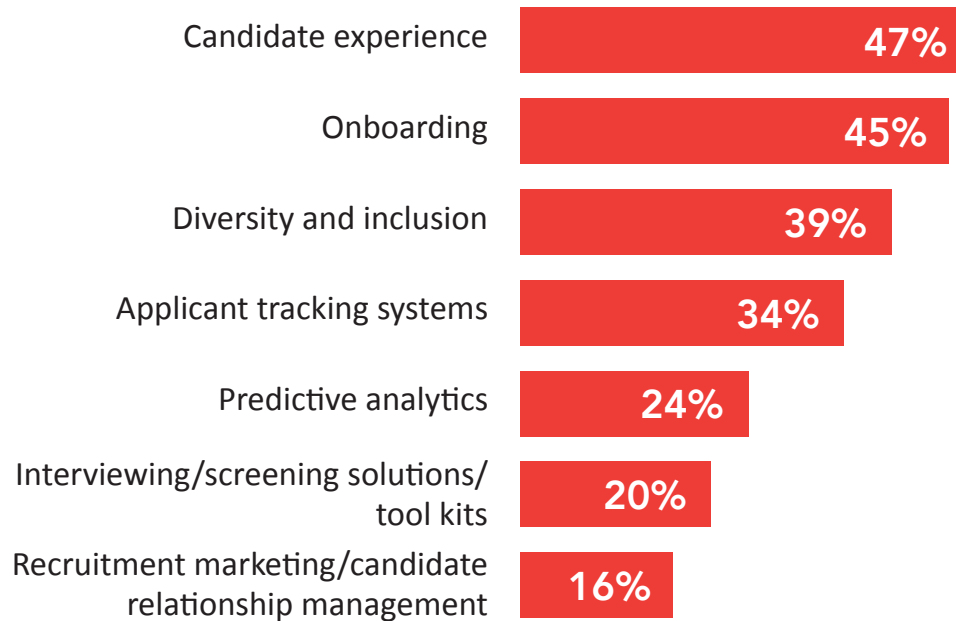
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## Mid-Size Organizations\*\*



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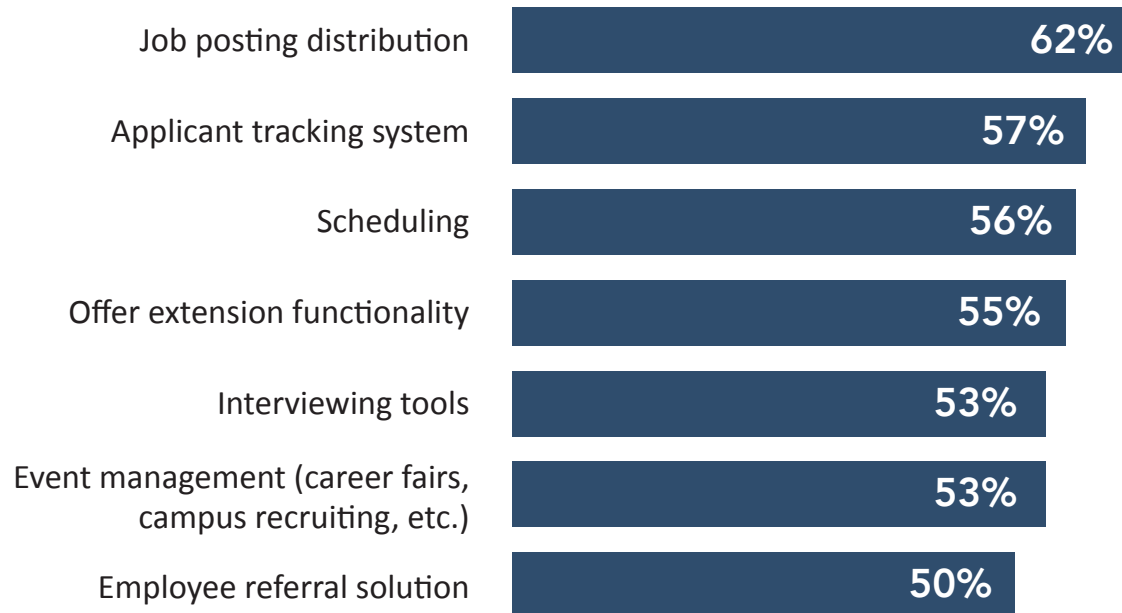
### Large Organizations\*\*\*



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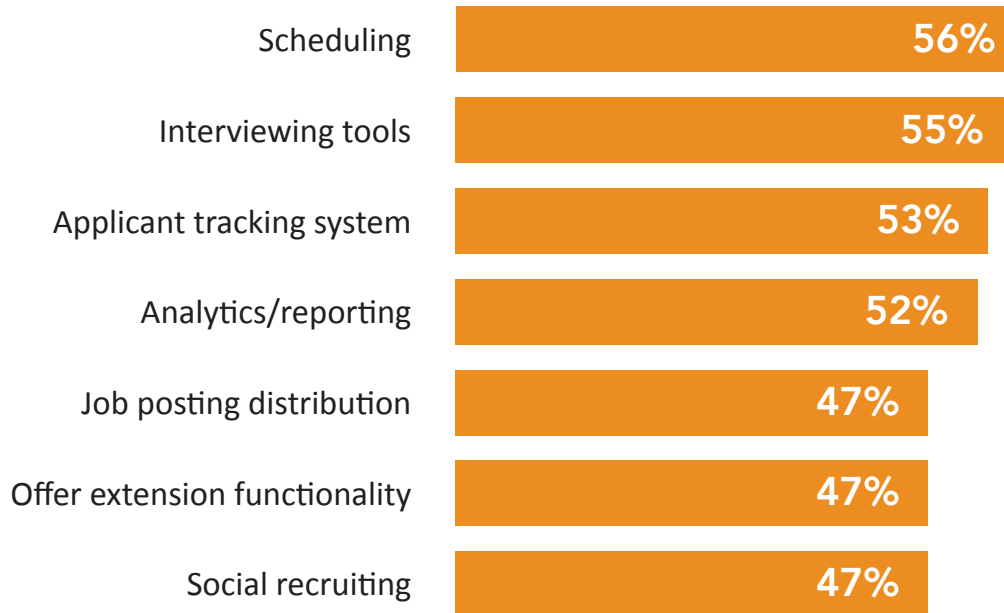
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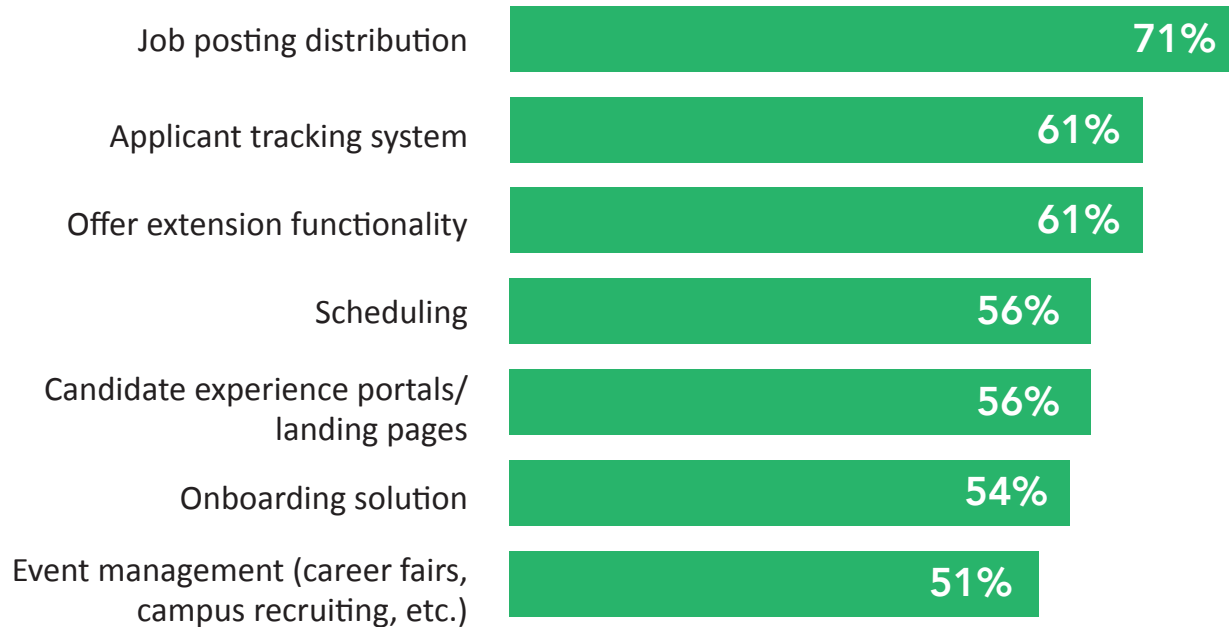
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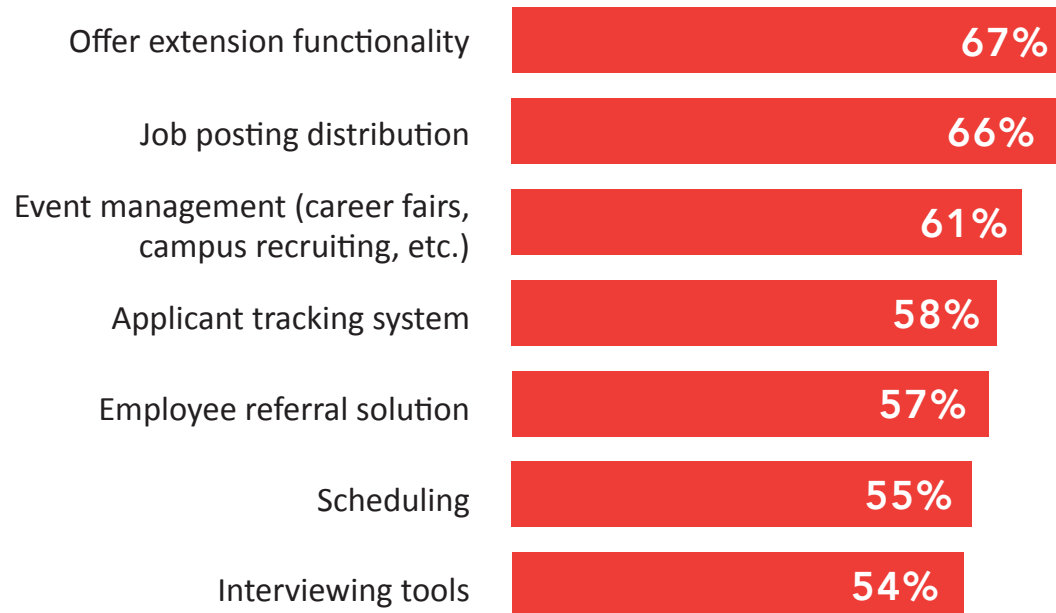
## Mid-Size Organizations\*\*



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Please rate your satisfaction with each of the following talent acquisition technology solutions currently used at your organization.

## Large Organizations\*\*\*



# Do you plan to purchase any of the following emerging talent acquisition technology solutions in the next 12-24 months?

## Overall

35%

AI for time-to-fill, likely to be offered a position, likely to make a move

31%

Automatic search for candidates based on job specs

31%

Candidate prioritization/ranking

29%

Job-matching (matches candidates to jobs)

24%

Internal mobility solutions

23%

Diversity/inclusion solutions (candidate anonymization, likely to be diverse etc.)

22%

Chat bots to assist application completion

# Do you plan to purchase any of the following emerging talent acquisition technology solutions in the next 12-24 months?

## Small Organizations\*

41%

Candidate prioritization/ranking

31%

Text communication for recruiting

30%

AI for time-to-fill, likely to be offered a position, likely to make a move

28%

Job-matching (matches candidates to jobs)

27%

Diversity/inclusion solutions (candidate anonymization, likely to be diverse etc.)

26%

Automatic search for candidates based on job specs

26%

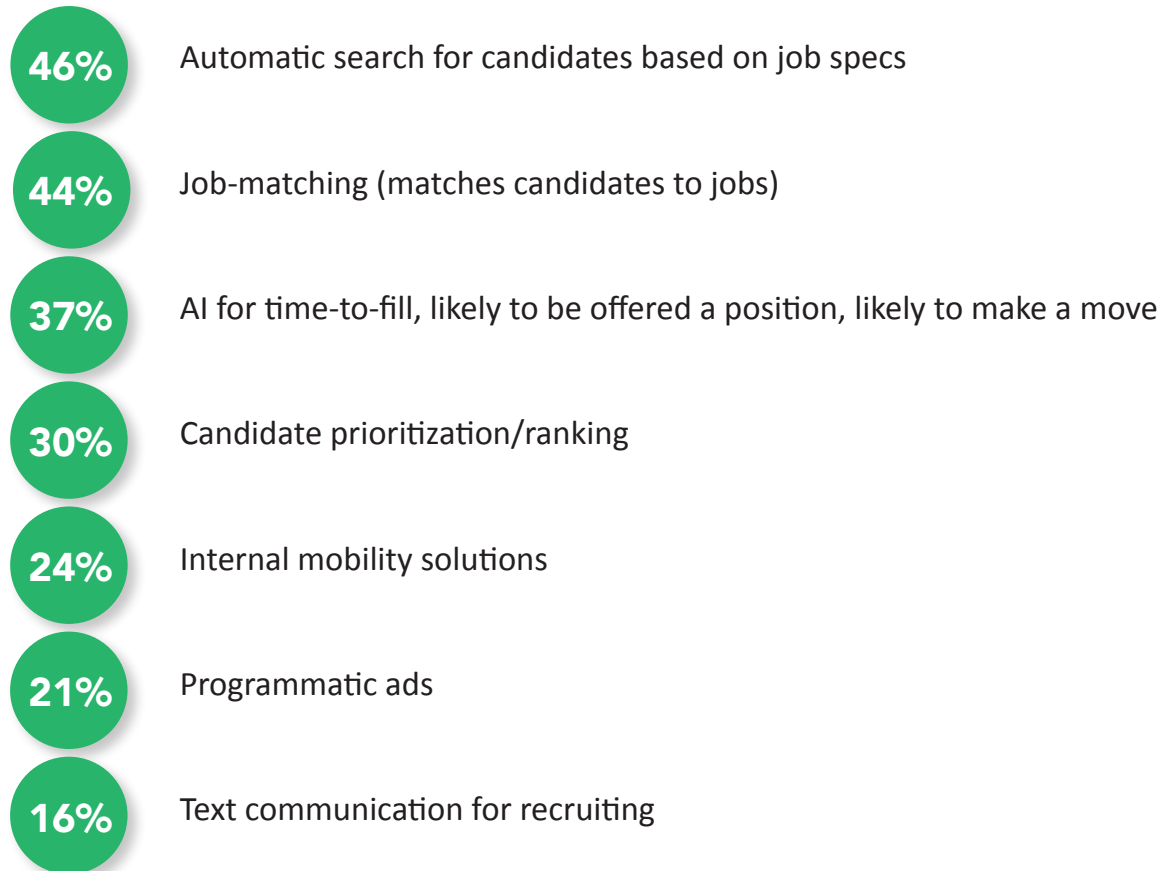
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## Mid-Size Organizations\*\*



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# Do you plan to purchase any of the following emerging talent acquisition technology solutions in the next 12-24 months?

## Large Organizations\*\*\*

36%

AI for time-to-fill, likely to be offered a position, likely to make a move

26%

Internal mobility solutions

25%

Diversity/inclusion solutions (candidate anonymization, likely to be diverse etc.)

23%

Automatic search for candidates based on job specs

23%

Chat bots to assist application completion

22%

Candidate prioritization/ranking

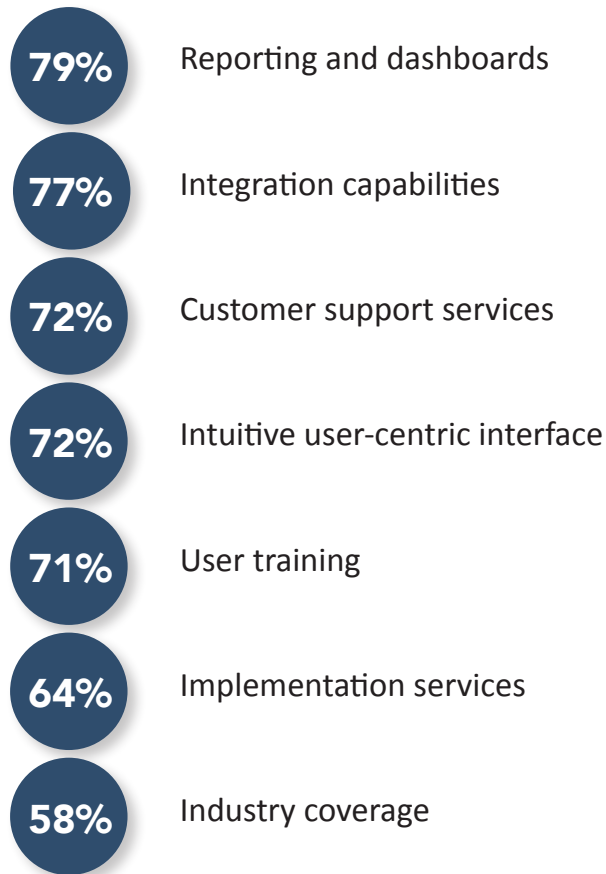
18%

Job-matching (matches candidates to jobs)

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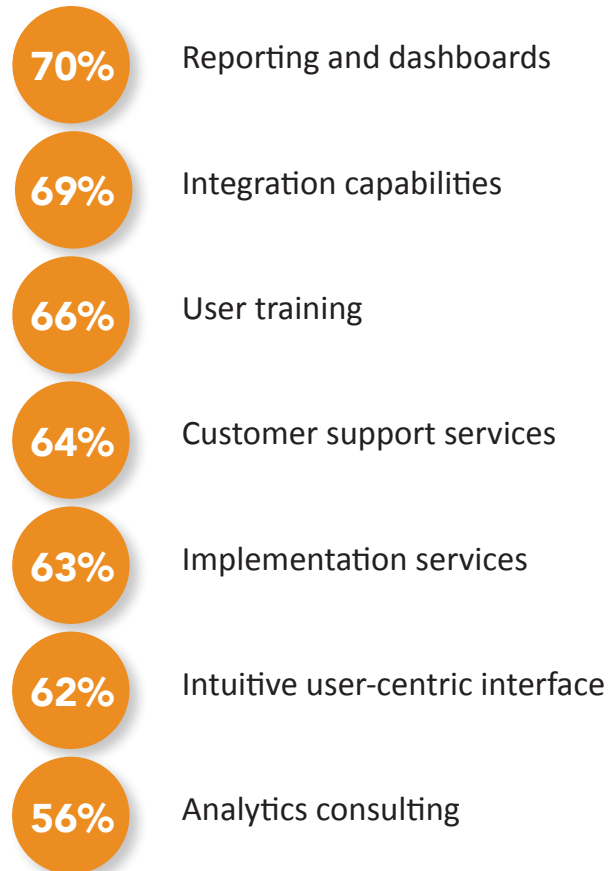
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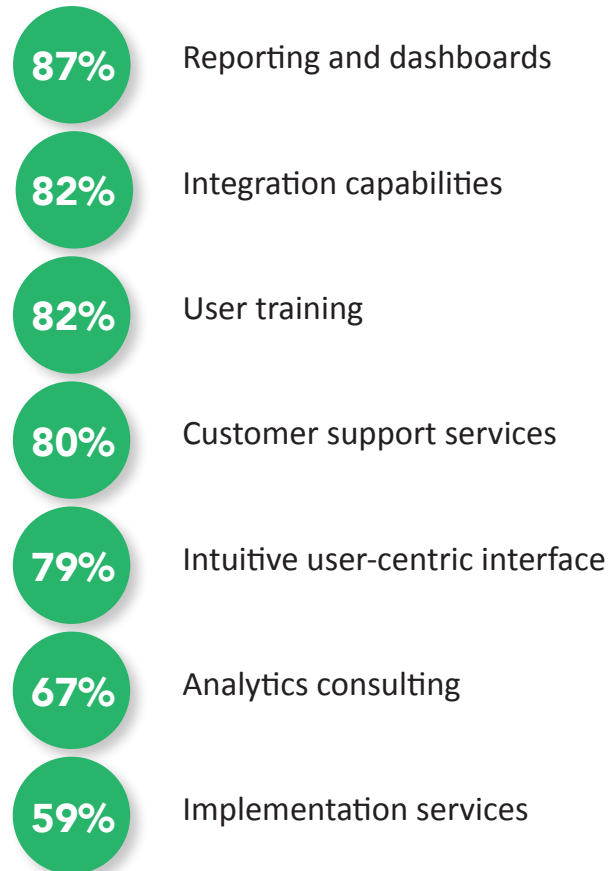
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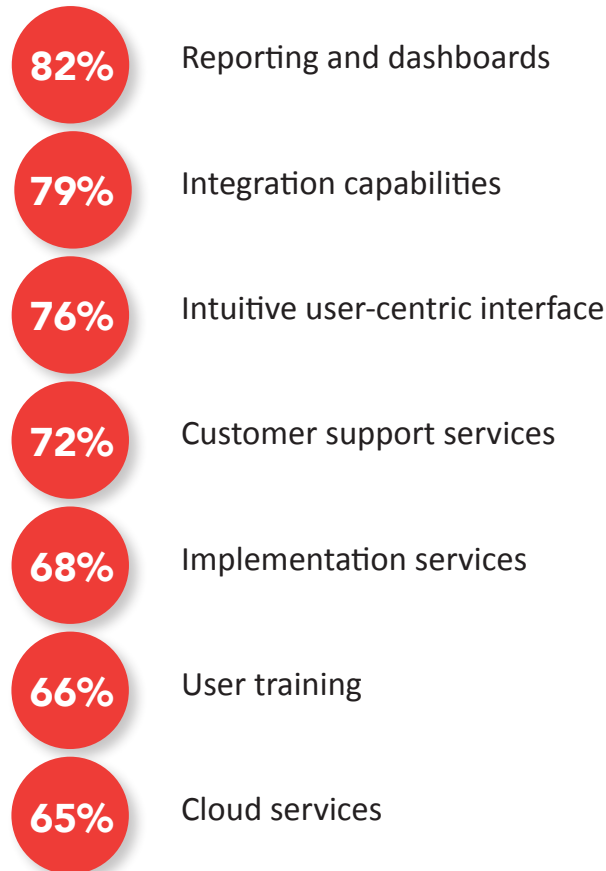
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# How essential are the following provider/vendor competencies when considering the purchase of a talent acquisition technology solution?

## Large Organizations\*\*\*



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# Brandon Hall Group's Research Methodology



## About Brandon Hall Group

**Brandon Hall Group** is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management.

With more than 10,000 clients globally and 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

**Our vision:** To inspire a better workplace experience.

**Our mission:** Empower excellence in organizations around the world through our research and tools each and every day.

Contact Us at [success@brandonhallgroup.com](mailto:success@brandonhallgroup.com)



# Our Services

## GET HELP TO DRIVE RESULTS FOR YOUR TALENT

In today's volatile and global business climate, managing talent for high-performance plays an increasingly crucial role in an organization's growth and future success. Effective talent management is a top priority in organizations everywhere because, while organizations recognize the need to obtain and retain people with the very best skills, they continue to struggle to implement effective strategies to do so. HR and Learning professionals need to be able to successfully define organizational talents needs and skills, identify talent strengths and career goals, and align organizational needs to individual needs. Rethink your strategy, validate your assumptions, transform your business, and optimize your time with the use of reliable data, tools, and guidance.



PLAN



ATTRACT



DEVELOP



PERFORM



RETAIN



OPTIMIZE

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## GET HELP WITH YOUR HR SERVICES MANAGEMENT & DELIVERY

As described in the employee lifecycle, processes are linked to employee transactional processes (e.g., compensation, benefits, compliance, contingent workforce management, etc.) via workforce planning and analytics.

- Policies/Process/Procedure
- Payroll
- Expense Management
- Benefits & Compensation
- Contingent Workforce Management
- Compliance
- Time & Labor Management

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## GET CONSULTING HELP WITH...

- Strategy and Planning
- Governance & Business Alignment
- Executive Management
- Team Development
- Measurement & Analytics
- Program Design & Deployment
- Technology Selection, Management & Integration
- Organizational Structure
- Measurement & Analytics
- Change Management
- Budgeting & Forecasting

## Contact Us



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