

A series of overlapping geometric shapes in yellow and blue, arranged in a descending staircase pattern from the top left towards the center.

# 2022 Best-in-Class Candidate Engagement Recruiting Benchmark Report

Candidate Engagement and Responsiveness Rates



# EXECUTIVE SUMMARY

At PivotCX we tracked approximately 500,000 new candidates obtained through an integrated easy apply in 2021 to understand the impact of easy apply candidates with SMS text responses on candidate engagement across a number of key industries.

Integrated easy applies allow companies to double or more their candidate volume while using job level screening questions to ensure candidates are qualified for the job.

By then connecting with candidates via SMS text messaging, response rates not only increase to nearly 60% and the majority of those responses reaching the recruiter within 10 minutes following the completion of the application on the job site.

What the data suggests is three fold:

First, we need to meet candidates where they are, with over 70% of candidate traffic interacting via a mobile device, any sort of application experience and communication medium should similarly be mobile-friendly and easy to respond quickly.

Second, the days of waiting games are over, in our Amazonification world, instant gratification is necessary - integrated easy applies and easy human-to-human responses significantly increase candidate engagement.

Third, to manage through increased volume and engagement, recruiters must be set-up for success, and ensuring qualified candidates are making it into the funnel, through the use of integrated job-level knockout questions and initial human screening.



# KEY TAKEAWAYS

In an environment where the number of jobs exceeds the number of available candidates by nearly 2X, access to, conversion of and connection with interested candidates is mission critical. When we look at this data through the lens of recruiting impact, the themes are clear:

**Ease of engagement** from the candidate's interactions with the application to the medium in which we use to communicate, it is a candidate's market, candidates dictate the process, and those companies willing to adjust their process will win in the war for new employees.

**Speed** from apply to Hi is one of the most critical elements to getting candidates into the recruiting funnel and in front of a hiring manager.

**Eliminating barriers** to applying and engaging with candidates can be the difference between making hires and having unfilled positions.

The technology and process that has existed has always required a candidate to apply through an arduous process and then a human to make a phone call and the candidate to answer or alternatively a recruiter or automated system to send an email and a candidate to find that email in their inbox and respond. All of which cause time delays and non-responsiveness.

In the following pages, find industry specific data that captures integrated easy apples with SMS text messaging to increase fill rates and decreases time to hire.



# OVERALL ENGAGEMENT RATE

Engaged candidates start at the job posting - with an integrated easy apply, companies see an average of **6.7 qualified candidates per job posting per job board**. Getting candidates to apply is job one.

Overall, **58.92%** of those candidates, who immediately receive a text following an application, will engage in a conversation via SMS text messaging.

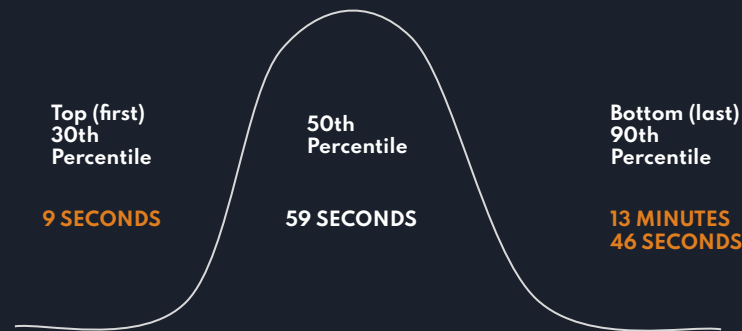
On average, new candidates respond to a first SMS text message in **3 minute, 52 seconds**, with the first responses coming in **9 seconds** following the application.

An engaged conversation is where an SMS text message sent to an applicant results in a person-to-person conversation via an SMS text message.

## ENGAGEMENT RATE:

# 58.9%

APPLICANT AVERAGE RESPONSE TIME:  
**3 MINUTES 52 SECONDS**





# MANUFACTURING

Manufacturing companies see an average of **3.8 qualified candidates per job posting, per job board.**

Overall, **60.19%** of those candidates will engage in a conversation via SMS text messaging.

On average, new candidates respond to a first SMS text message in **2 minutes 16 seconds**, with the first responses coming in **1 second** following the application.

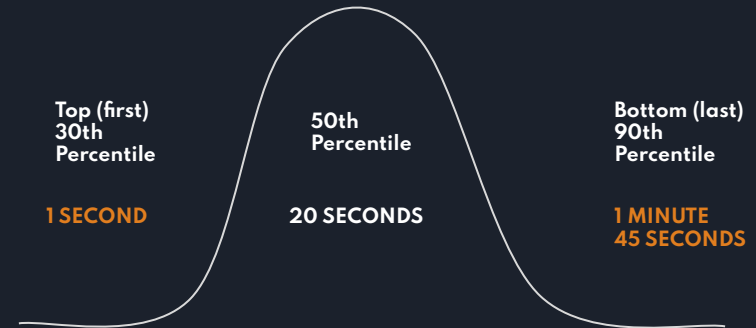
## Example titles for manufacturing jobs included in this study:

- Machine Operator
- Inspector
- Laborer
- Utility

## ENGAGEMENT RATE:

# 60.2%

APPLICANT AVERAGE RESPONSE TIME:  
**2 MINUTES 16 SECONDS**





# WAREHOUSE & DISTRIBUTION

ENGAGEMENT RATE:

**66.2%**

APPLICANT AVERAGE RESPONSE TIME:  
**5 MINUTES 28 SECONDS**

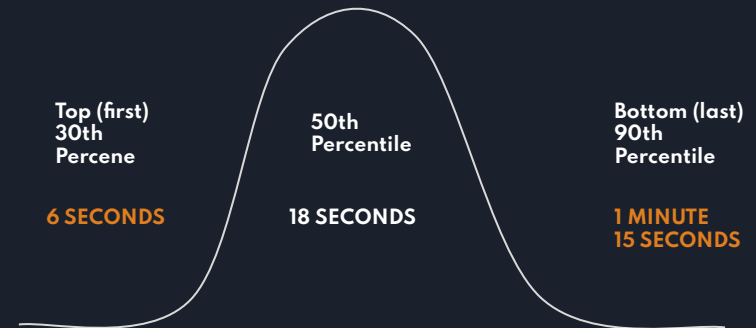
Warehouse companies see an average of **4.2 qualified candidates per job posting, per job board**.

Overall, **66.21%** of those candidates will engage in a conversation via SMS text messaging.

On average, new candidates respond to a first SMS text message in **5 minutes 28 seconds**, with the first responses coming in **6 seconds** following the application.

**Example titles for warehouse jobs included in this study:**

- Maintenance Technician
- Material Handler
- Forklift Operator
- Warehouse Worker





# HEALTHCARE

## ENGAGEMENT RATE:

# 53.3%

APPLICANT AVERAGE RESPONSE TIME:  
**3 MINUTES 3 SECONDS**

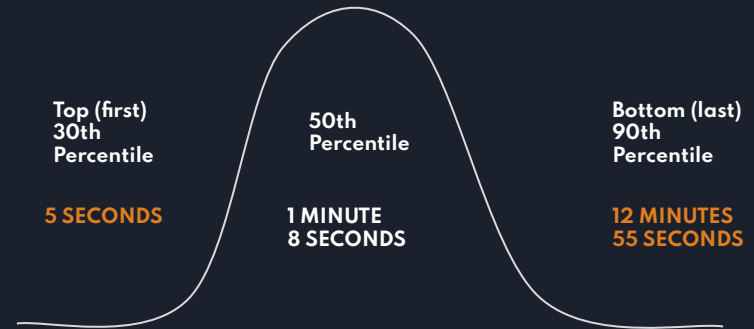
Healthcare companies see an average of **7.8 qualified candidates per job posting, per job board**.

Overall, **53.28%** of those candidates will engage in a conversation via SMS text messaging.

On average, new candidates respond to a first SMS text message in **3 minutes and 3 seconds**, with the first responses coming in **5 seconds** following the application.

### Example titles for healthcare jobs included in this study:

- Caregiver
- Home Healthcare Branch Manager
- Home Health Aide
- RN





# PERSONAL CARE

Personal care companies see an average of **3.1 qualified candidates per job posting, per job board.**

Overall, **66.01%** of those candidates will engage in a conversation via SMS text messaging.

On average, new candidates respond to a first SMS text message in **10 minutes 37 seconds**, with the first responses coming in **9 seconds** following the application.

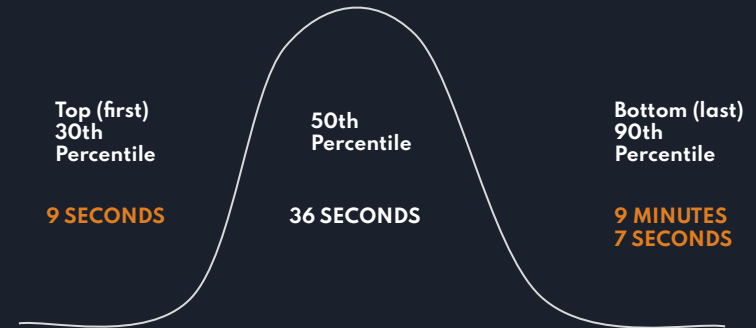
**Example titles for personal care jobs included in this study:**

- Hair Stylist
- Cosmetologist
- Barber
- Hairdresser

**ENGAGEMENT RATE:**

# 66.0%

APPLICANT AVERAGE RESPONSE TIME:  
**10 MINUTES 37 SECONDS**







# EDUCATION

Education organizations see an average of **44.5 qualified candidates per job posting, per job board.**

Overall, **70.12%** of those candidates will engage in a conversation via SMS text messaging.

On average, new candidates respond to a first SMS text message in **5 minutes 18 seconds**, with the first responses coming in **3 seconds** following the application.

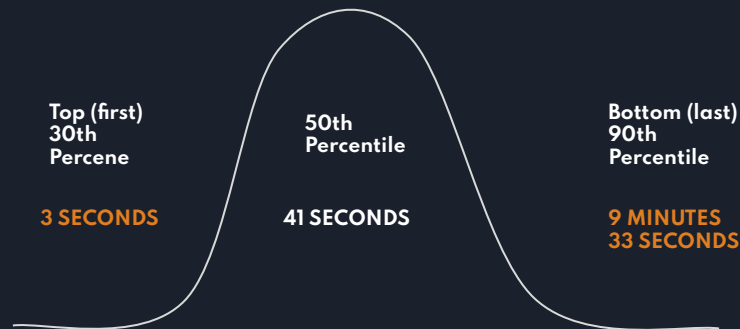
## Example titles for education jobs included in this study:

- Teacher
- Substitute Teacher
- Nutrition Coordinator
- School Administrator

## ENGAGEMENT RATE:

# 70.1%

APPLICANT AVERAGE RESPONSE TIME:  
**5 MINUTES 18 SECONDS**





# TECHNOLOGY

## ENGAGEMENT RATE:

# 52.5%

APPLICANT AVERAGE RESPONSE TIME:  
**3 MINUTES 52 SECONDS**

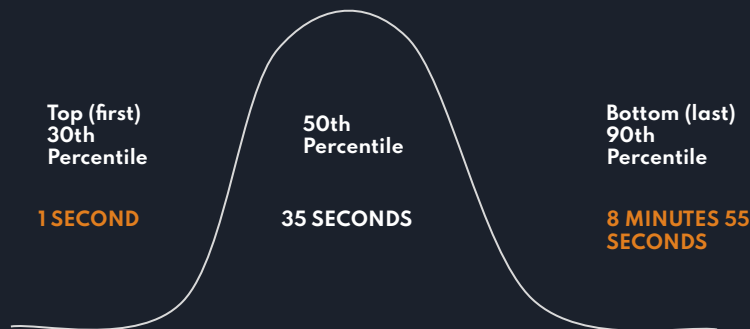
Technology companies see an average of **17.6 qualified candidates per job posting, per job board.**

Overall, **52.53%** of those candidates will engage in a conversation via SMS text messaging.

On average, new candidates respond to a first SMS text message in **3 minutes 52 seconds**, with the first responses coming in **1 second** following the application.

### Example titles for technology jobs included in this study:

- Developer
- .NET Developer
- Database Administrator
- Software Engineer
- Dev Operations





# TRUCKING

## ENGAGEMENT RATE:

# 56.2%

APPLICANT AVERAGE RESPONSE TIME:  
**3 MINUTES 52 SECONDS**

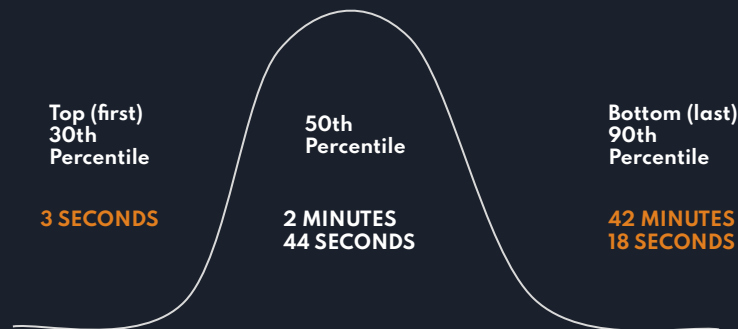
Trucking companies see an average of **1.1 qualified candidates per job posting, per job board.**

Overall, **56.21%** of those candidates will engage in a conversation via SMS text messaging.

On average, new candidates respond to a first SMS text message in **3 minutes 52 seconds**, with the first responses coming in **3 seconds** following the application.

### Example titles for trucking jobs included in this study:

- CDL Class A, B, and C
- Truck Driver
- Hazmat
- Tanker Driver
- Delivery Driver



# LEARN ABOUT US



We give your team the tools to pick first in the race for talent. Our PivotCX communications hub enables live human-to-human conversations via text, voice, or video immediately after receiving an application, empowering your recruiters to talk with 20x more candidates a day. Our SaaS communications hub plugs into many ATS, CRM and HRIS systems and enables automated and person-to-person conversations via SMS, voice, and video. The foundations for every hire is personal communication between a candidate and employer.

If you need help with engagement, our on-demand candidate engagement teams help increase your recruiting team's capacity by completely handling the top of the recruiting funnel, freeing your team to focus on interviewing and hiring the best candidates. With PivotCX every applicant gets to engage with a real person, right away – even if your team is busy.

To learn more about how PivotCX can provide you with a competitive advantage in the war for talent, visit [www.pivotcx.io/demo](http://www.pivotcx.io/demo).