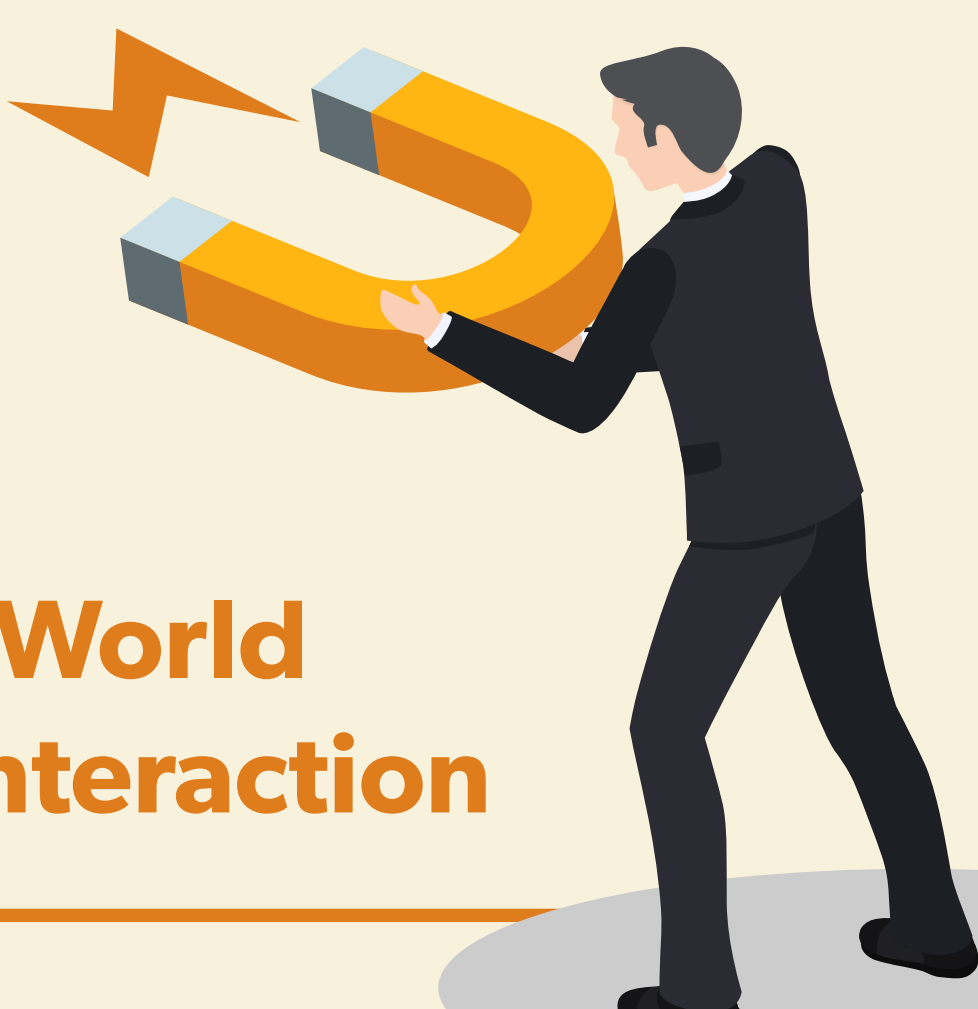




To Build a Great Workforce Rethink How You Acquire Talent



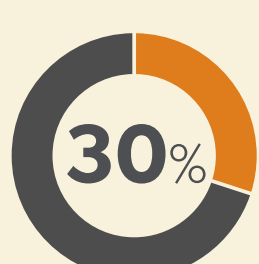
Adapt to a World of Digital Interaction

In a digitally enabled world, many channels can lead to the right talent. To compete, employers find themselves navigating a complex market to engage people who are accustomed to easy, fast, and transparent communication.



Establish Visibility into the Entire Talent Supply

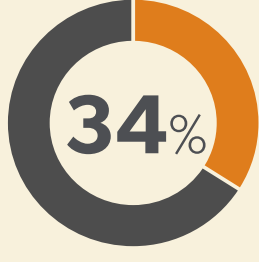
Among 1,000 surveyed HR decision-makers:



say their organizations **cannot see the total demand** for talent across the organization.



29% lack visibility into the total talent supply.



do not have a central system to measure talent acquisition success.

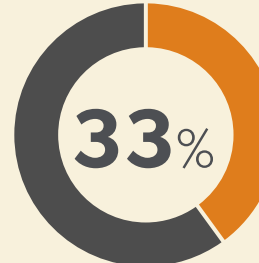
Rising to the Challenge



To improve visibility, forward-thinking companies are investing in HR analytics and systems that bring the complex variety of talent data into a single environment. This approach enables informed decisions about where to find talent, what engagement models to use, and how much to pay, while providing predictive insight on new skills needed in the future.



Digitize the Talent Acquisition Process



of HR leaders are not confident in their organizations' ability to leverage digital sourcing channels to their maximum effectiveness.

Areas where confidence was lacking include companies' use of:



People aggregators: **38%**



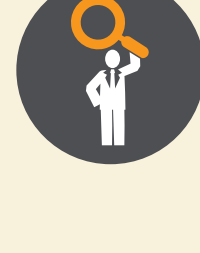
Social media: **34%**



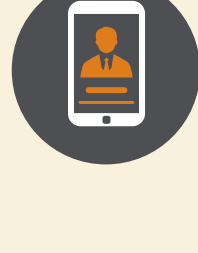
Email marketing: **36%**



Search engine marketing: **33%**

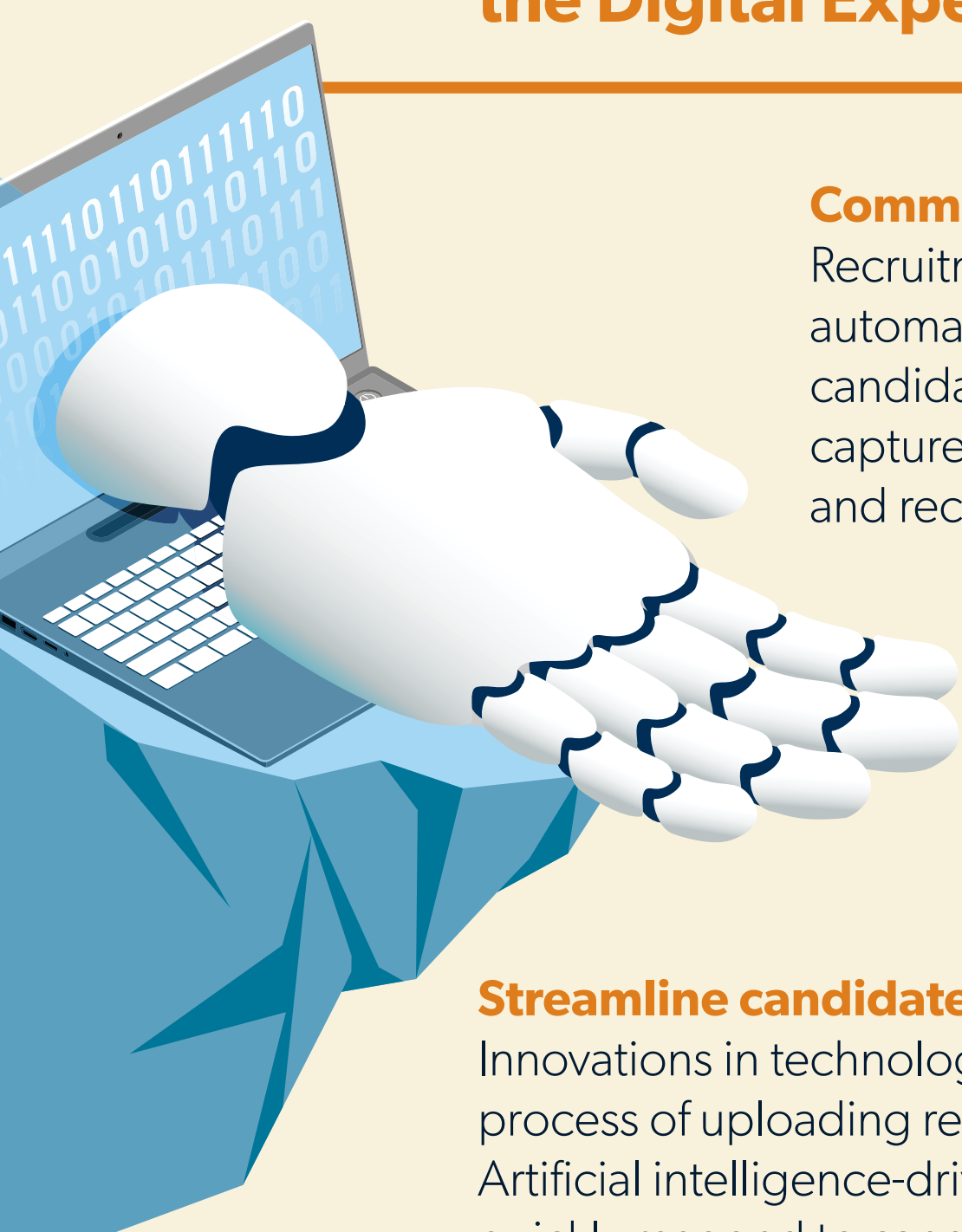


Search engine optimization: **34%**



Job boards: **24%**

Fundamentals for Improving the Digital Experience



Commit to a marketing mindset:

Recruitment marketing technologies automate communications to potential candidates across all channels and capture data to improve sourcing and recruiting results.

Streamline candidate engagement:

Innovations in technology simplify the process of uploading resume information. Artificial intelligence-driven chatbots can quickly respond to candidates early in the application process.



Read how top employers source talent and drive a compelling candidate experience.

Download our free report at AllegisGroup.com/WhatsTalent

