Only 31% are very satisfied with their recruitment process. Among the more than 1,000 global employers we surveyed:

Building relationships through a great candidate and employee experience is essential to an engaged workforce, but the portion of employers reaping the benefit of relationship-focused talent acquisition is small.

Many Employers Struggle to Build an Engaged Workforce

A lack of priority in the candidate experience creates several issues for employers including:

- Inability to find great talent: 74%
- Inability to achieve business objectives: 65%
- A poor employer reputation online: 57%
- Greater recruiting costs: 53%

But a Few are Doing it Right

Thanks to candidate-first talent practices, only 6.6% of employers surveyed say their organizations do all three of these things:

- Fill open positions quickly
- Attract top-quality talent
- Optimize costs

And Candidates Agree: Engagement Begins with Talent Acquisition

Roughly half of nearly 7,000 global workers surveyed (48%) have three characteristics of a highly engaged employee. They are:

- Engaged, eager, and able to contribute significantly
- Committed, wanting to work with their current employer three years from now
- Willing to recommend their employer to friends and family

Engaged employees are roughly 3x more likely than others to experience candidate-first best practices in their interactions with their employers.

Learn What Makes Great Talent Organizations Stand Out

Our latest research reveals lessons for organizations seeking to build and sustain a highly engaged workforce. Download your copy today.

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