81% of employers and 83% of workers agree management should do a better job of encouraging employees to apply.

Connect With Talent on Their Terms

High-performing talent acquisition organizations know how to connect with the talent they need — at the frequency and location they expect — to drive a great candidate experience. Here’s how they do it.

**Embrace Digital Recruiting Tools to Improve Responsiveness**

High-performance organizations are 3x more likely than others to always ensure prompt responses to applicants.

64% vs 22%

They are also 3x more likely to always effectively use digital channels to connect with talent.

55% vs 18%

**Personalize Two-Way Candidate Communications**

High-performance organizations are more than 2x as likely as others to always provide personalized responses to applicants.

55% vs 21%

They also are more than 2x as likely to always enable the candidate to initiate contact with a recruiter or hiring manager.

60% vs 25%

**Train Employees as a Source of New Skills**

High-performance organizations are 3x as likely as others to always train and develop current employees to be qualified for open positions.

58% vs 17%

They are also more than 2x as likely to always ensure job opportunities are internally promoted.

80% vs 38%

**Stakeholders Agree There’s Room for Improvement**

78% of employers and 83% of workers believe human resources teams need to make internal job openings more visible to all employees.

88% of employers and 83% of workers agree management should do a better job of encouraging employees to apply.

Solve the talent gap. Connect with talent on their terms. Download our report for best practices companies use to build an engaged workforce.

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