

Modern HR in the Cloud

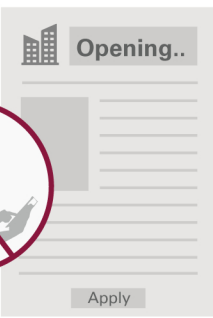
The Changing Rules of Talent Acquisition:

Why You Need to Attract, Engage and Nurture Differently to Succeed

Talent acquisition remains unchanged for employers yet today's modern job seeker behavior is resulting in new candidate expectations and the game has changed. Candidates are now shopping for their next job like they shop for consumer goods. Let's look at some of the digital influencers and key drivers for why this is happening and what organizations can do to become more candidate-centric.

WHO IS THE MODERN CANDIDATE

Connected 24/7



Without a mobile-ready career page you're preventing

45%

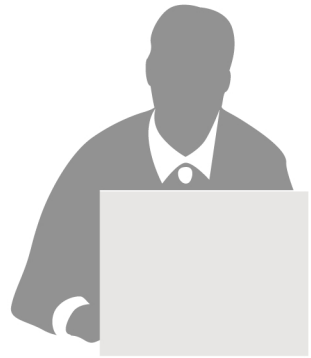
of your potential talent pool from applying¹



Yet **90%**

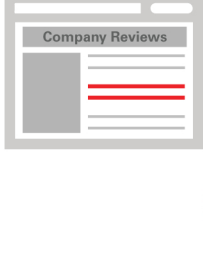
of the Fortune 500 don't support mobile apply¹

Informed



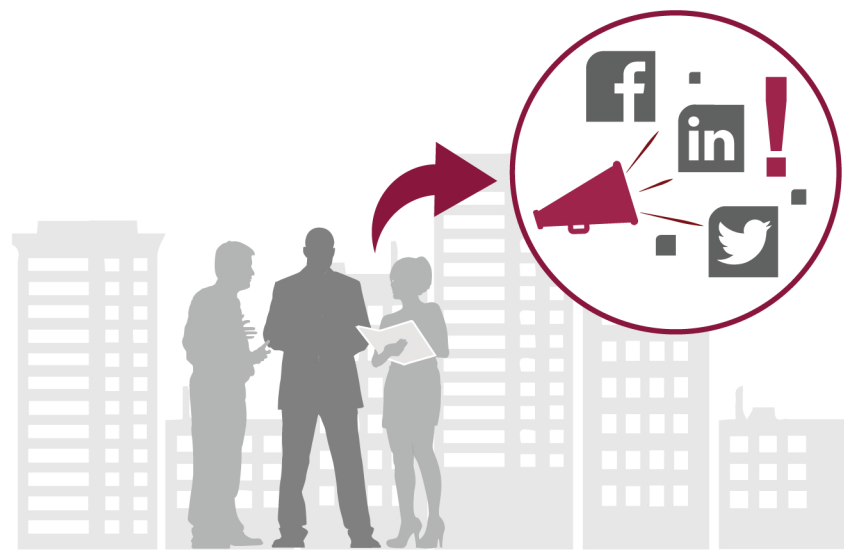
46%

of job seekers read company reviews on Glassdoor before even speaking with a recruiter or hiring manager



69%

of job seekers won't take a job at a company if it has a poor review¹



75%

of organizations have difficulty promoting their employment brand on social media¹

Prefer a digital experience



79%

of job seekers likely to use social media in their job search



66%

of employers surveyed have difficulty using social media for recruitment

Quickly become disengaged with employers



41%

of Baby Boomers believe employees should stay with an employer for at least 5 years, while only

13%

of millennials agree



46%

of millennials left their last job due to a lack of career growth, yet less than

33%

of recruiters say employee retention is a top priority²

THE TALENT SHORTAGE IS STILL A REAL THREAT



There will be a shortage of 38-40m college educated workers by 2020³



86%

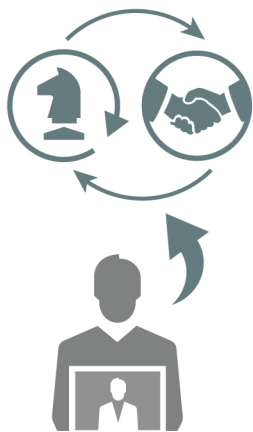
of new hires decide to stay or leave within their first 6 months



92%

of recruiters feel its getting harder to find top talent⁴

ORGANIZATIONS MUST BECOME TALENT-CENTRIC AND FOCUS ON ENGAGEMENT TO SUCCEED



66%

of HR teams are updating employee engagement and retention strategies to advance perception and satisfaction⁵



59%

of employers are investing more in their employer brand compared to last year²



82%

of employers want easier to use HR technology for their employees⁶

MIRACLE TALENT ACQUISITION

- ✓ Extend Your Reach to Talent
- ✓ Provide a Great Candidate Experience
- ✓ Continue the Great Experience
- ✓ Get Insights Across the Entire Process

If any of this sounds all too familiar, then we would love to connect and show you what is possible with Miracle.

TRY IT NOW