

Top Six Recruiting Metrics You Should Know About



1. Candidate Quality Metrics

How's the quality of the candidates you're hiring? What's the average turnover rate?

Knowing your candidate quality will help you hire better by improving your job descriptions, interview process, onboarding, and overall candidate experience.

2. Time to Hire Metrics

What's the time to hire from when an application is submitted to when a hire is made? Is there consistent communication about the hiring process to the candidates? Is there enough time to properly vet candidates? Do candidates drop off if the hiring process is too long?

Knowing your average time to hire - or the gaps where candidates are falling off due to the duration of the hiring process can help you improve your overall recruitment strategy.



3. Candidate Sourcing Metrics

Where are you pulling the most candidates from? Where are the most quality candidates coming from? How many sourcing tools are you using?

By measuring your candidate sourcing, you'll be able to identify where you need to invest the most time and resources to add the best candidates to your pipeline. And, what tools you can stop spending money on.

4. Referral Metrics

Do you have a referral program? Is your referral program effective? Do you advertise your referral program?

Did you know some of the best talent comes from referrals from your current top performers? Make developing or prioritizing a referral program for your hiring strategy.



5. Cost of Hire Metrics

How much are you spending per applicant? What are the hidden costs of hiring? What's the ROI on your hiring?

Knowing exactly how much you're spending per applicant is key to keeping costs of hiring under control, while optimizing your spend.

6. Recruitment Marketing Metrics

How are your positions being marketed to candidates? Do you have a recruitment marketing strategy? How is your employer branding perceived?

Finding great talent takes more than the "post and pray" method. Employer branding is a key Marketing element to attracting the type of talent your organization wants to hire.



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