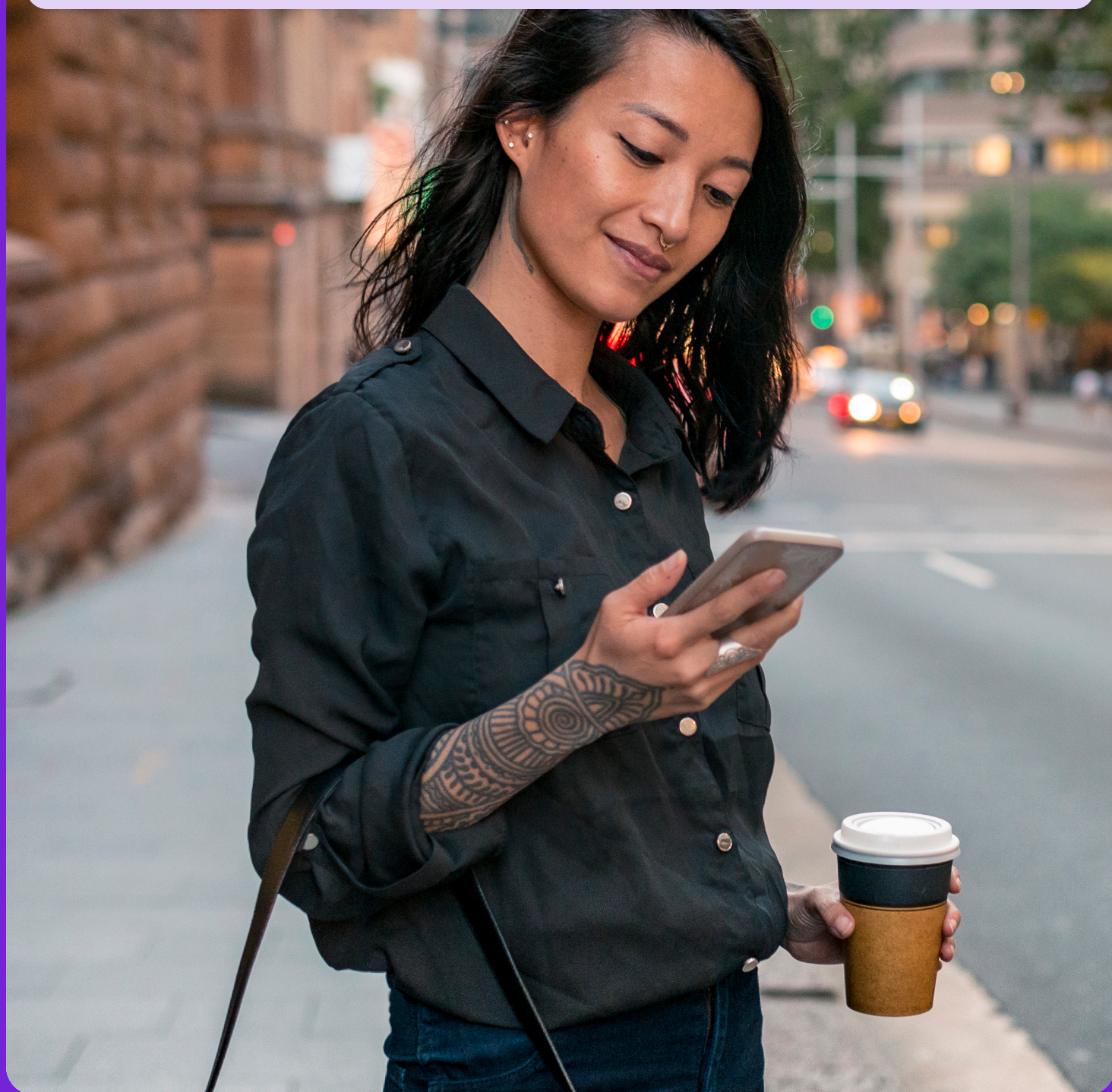


Recruitment reimagined:

The future of hiring



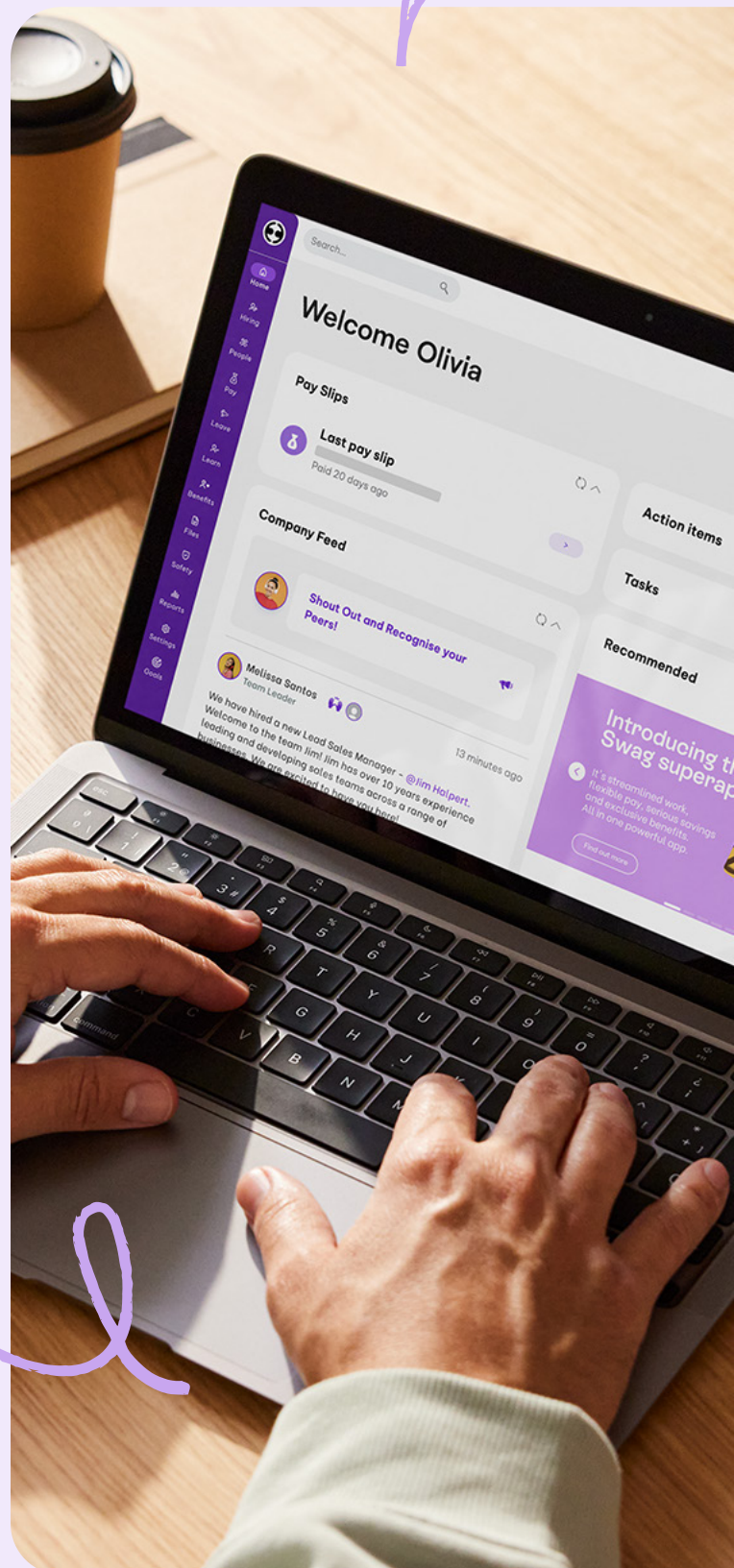
Recruitment reimagined: The future of hiring

When we watch the science fiction movies of old, it's always fun to compare what old visions of the future got right – and of course, what they got wrong. No, we're not all floating around on hoverboards, and the world's workforce hasn't been entirely replaced by robots, but technology certainly has made a huge impact on how we work and live.

Now, our digital world has accelerated and continues to do so, making predicting the future an even harder task. The reason the growth of AI in our day-to-day lives has prompted so much discussion is because its abilities have accelerated so fast. We're now looking ahead at how things could change in the next year – let alone the next 30.

Despite this challenge, we're going to have a go at it in our factsheet, specifically how the world of recruitment could change in the near future. Like so many aspects of the world of work, hiring is evolving, bringing exciting new ways of operating to the fore. With everything changing so fast, staying ahead of new trends has never been more critical for recruiters and business leaders.

So step into our crystal ball with us, as we look at what the near future holds for recruitment and hiring. We'll also have some handy tips for how you can ensure you're prepared (no hoverboard required).



1. Automation through AI

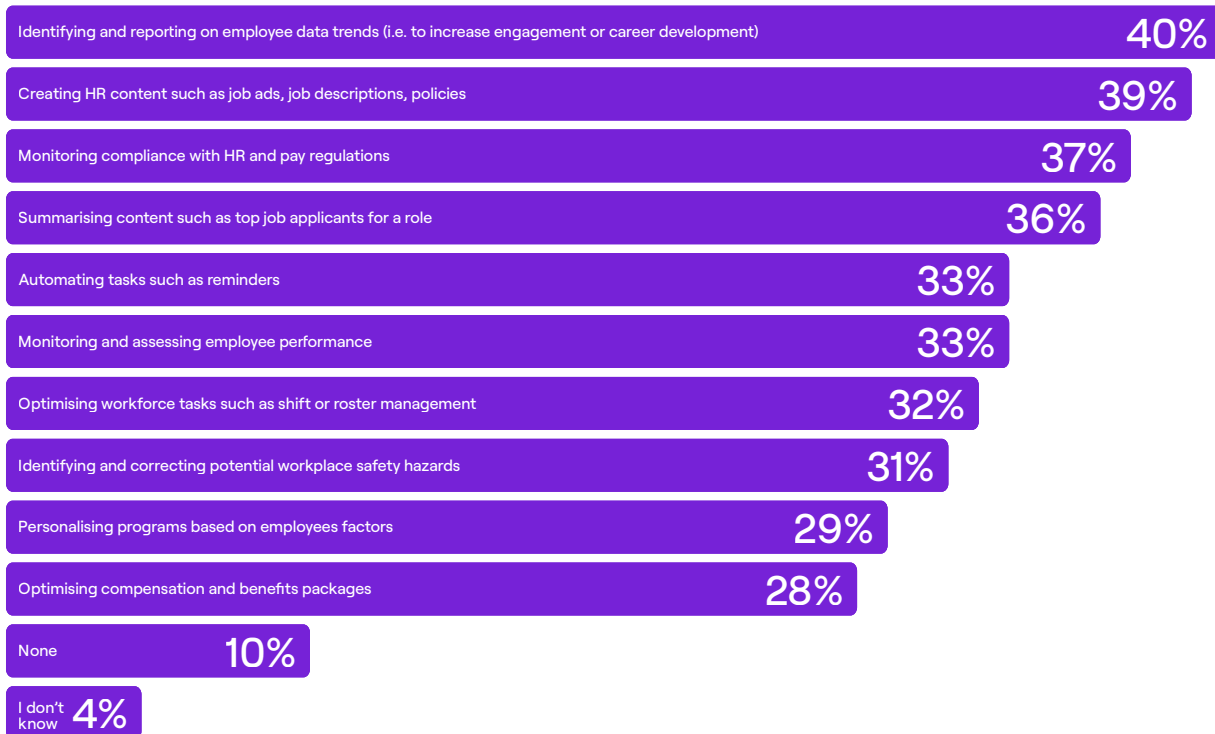
Integrating AI and automation into the recruitment process is essential now — and that is unlikely to change in the coming months and years. From streamlined resume screening to automatic candidate matching, the recruiters and businesses winning top talent are the ones who can make the recruitment process seamless through automation.

Candidates are unlikely to wait around while a company goes through multiple manual steps, and businesses navigating a tough economy don't have the money for a drawn-out recruitment process either. AI and automation leads to speed and efficiency, and they're absolutely essential.

Luckily, according to our data, HR leaders are fairly onto this. According to our [report on AI in HR](#), 86% of HR professionals are already using software with some kind of form of AI. Most are using it to identify employee data trends, and to create HR content like job ads, descriptions and policies.

AI's certainly great for manual tasks, but many professionals are missing the potential of AI for candidate sourcing. This is a whole new avenue that is likely to take off in the near future. With tools like Employment Hero's [SmartMatch](#) hitting the market, employers are finding that they can get suitable candidates matched directly with roles in their business without even starting a search. That takes out a ton of manual recruitment time — [up to two weeks](#), in fact.

Q: Thinking about the technologies you use for HR work, which of the following, if any, best represent how artificial intelligence (AI) and machine learning are leveraged?



Source: SuperHuman: AI adoption in HR

2. The digital office

The growth of remote work has made the world a smaller place, in the best way. By introducing remote and hybrid work models, employers and recruiters are less limited in who and where they hire. Providing work can be done through a decent internet connection, there's potential to access the global talent market, rather than relying on whoever can make the commute into the office.

This trend isn't going anywhere soon, with the flexibility of remote work influencing today's recruitment strategies. Remote work has also been proven to be beneficial for employee wellbeing – in our [Wellness at Work report](#), 63% of fully remote employees reported an above average work-life balance, compared with 35% of in-office employees.

Of course, while companies can use services like an [Employer of Record \(EoR\)](#) to get past any international red tape when hiring, adapting to a digital office can be a challenge. If your company is considering accessing the global talent market, it can take some organisational transformation.

For a successful workplace situated in multiple locations, communication and collaboration should take the forefront. Whether that's bringing into [HR software](#) to build a strong digital-first culture, or trying asynchronous ways of working, businesses should ensure that everyone feels included.

If you're thinking about taking the next step into the global talent market, check out our [guide to building a remote-first workplace](#).



3. Skill-based hiring

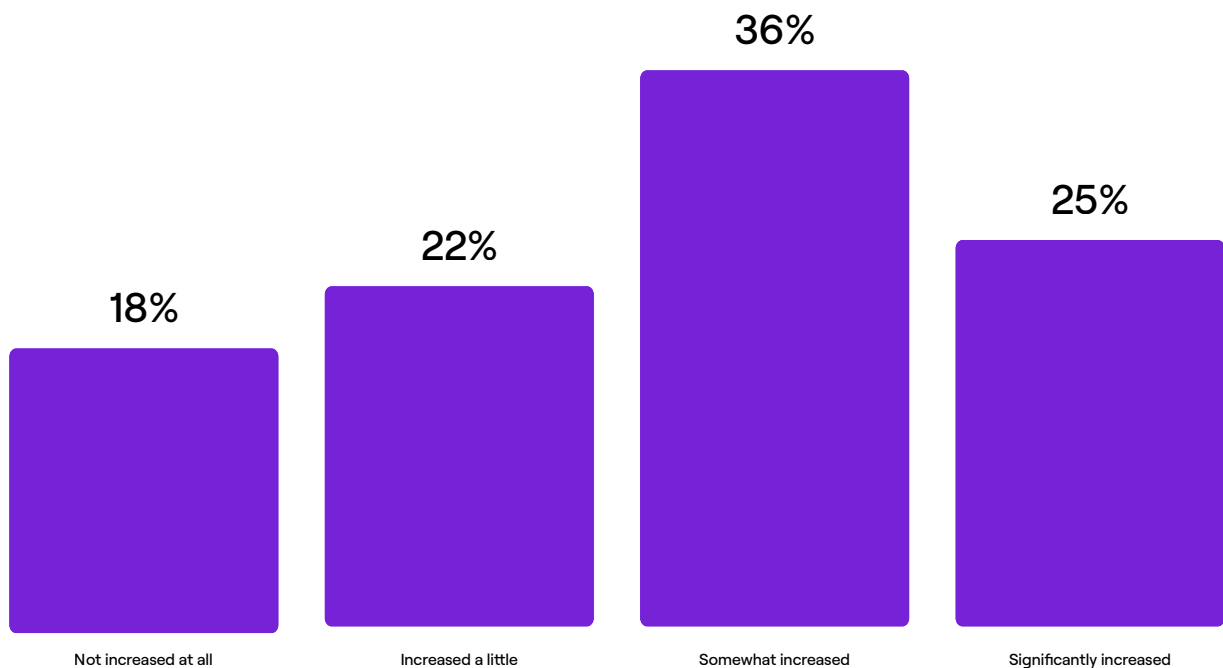
Just as businesses are opening up to candidates in different locations, we can expect a similar increase in open-mindedness when it comes to hiring criteria. There is a growing focus on hiring based on skills and competencies rather than traditional qualifications like university degrees.

This is great for both candidates and employers, since it can overcome some traditional barriers that lead to a less diverse and inclusive workforce. Candidates have more space to experiment in their career paths, while employers see a financial benefit – did you know that companies with greater diversity [are more profitable](#) than those with less?

It's also worth noting that for many recruiters, talent shortages in their industry continue to bite. In our [State of Recruitment Report](#), 82% of hiring leaders said that talent shortages had increased. This is another sign that employers might want to consider broadening their criteria when it comes to hiring, and understanding the value of transferable skills and a willingness to learn on the job.

Finally, if hiring is still a challenge in the coming months, it might be time for hiring leaders to consider and grow the skills they already have in the business. By investing in upskilling their existing employees, with the use of tools like [Learning Management Systems \(LMS\)](#), they might be able to fill more niche roles internally.

Q: Compared to a year ago, would you say that talent shortages in your industry have...



Source: [State of Recruitment Report](#)

4. New efforts in inclusion

As already mentioned, creating diverse and inclusive workplaces is increasingly recognised as a driver of innovation and business success. We'll likely see that continue in the coming months and years, as organisations make concerted efforts to improve their [diversity and inclusion \(D&I\) metrics](#).

A lot of building an inclusive workplace comes down to hiring. Diversity and inclusion can be easily thrown off course, whether that's through unconscious bias in the hiring process or systems that exclude certain demographics through the recruitment journey. For any organisations aiming to become more inclusive, improving their hiring process is a critical step.

Technology can be a great support in this regard. Whether it's building a diverse talent pool for upcoming roles or providing comprehensive reporting on D&I metrics, using HR software like [Employment Hero](#) can make a big difference.

There are also recruitment tools like [SmartMatch](#), which reduce the chance of unconscious bias by matching organisations with candidates purely through information on skills, location and experience.



5. The essential employer brand

The days of shiny watches at the end of a long tenure are long gone. Most of today's workforce won't stay with a single company for their whole career. Many will work for multiple employers over their career journey, and will choose to make moves for a number of reasons. Change is normal now – in our [Talent Insights Report](#), 44% of employees surveyed wanted their next role to be in a different organisation.

With that in mind, today's businesses can't neglect how they're perceived as an employer, whether that is by their existing employees or by the people they'd like to recruit. That's where the employer brand is so important, as a retention and a recruitment tool.

Businesses should ensure that they're taking time to showcase their strengths as an employer, whether it's highlighting company culture on social media, sharing employee testimonials or recognising their people.

Employer brand is also about the relationships that businesses form with candidates, so it's essential to ensure that any interactions with a candidate are positive and beneficial for both parties. That could include streamlining the candidate experience during recruitment, such as [digital onboarding](#), or an [applicant tracking system \(ATS\)](#) that ensures everyone gets a personalised, attentive experience.

6. Data-driven recruitment

Utilising data and analytics to enhance recruitment processes is going to be huge in 2024 and beyond. Savvy companies are the ones investing in [reporting and analytics technology](#) to improve key recruitment metrics such as sourcing effectiveness, application completion rates and hiring diversity.

It's not just about looking at your company's current status either. Truly future-focused technology can prepare you for what's ahead. Take [SmartMatch](#) – our innovative tool matches candidates with all roles in your business, not just the vacant ones. That way, should one of your team members leave, you've got a ready pipeline of people to contact.

That same technology can also [highlight gaps](#) in your organisation you might not even have considered, again using data to help your business grow.

Data isn't just sifting through endless Excel spreadsheets anymore. Successful companies in the future will use technology to sift through data for them, and benefit from insights that are backed up by solid proof.



7. Meeting the market

We know that the economy isn't exactly booming right now. In fact, for a lot of organisations, money is pretty tight. The same goes for their employees, who are battling through the impact of high inflation. Sadly, all this is unlikely to resolve itself in the near future.

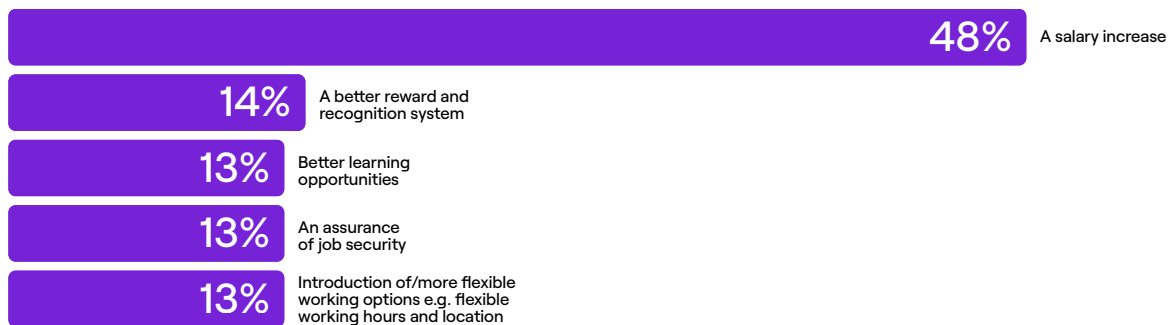
With that in mind, it was hardly surprising when the prospect of a salary increase was popular with many respondents in our [Talent Insights Report](#). An overwhelming majority said that a salary increase would encourage them to stay in their existing role, and that it would encourage them to work elsewhere.

Employers shouldn't panic just yet. Instead, it's time to get up close and personal with market knowledge, such as average salaries

and wage insights. By understanding where they sit against their competitors in the salaries they offer, employers can be more empowered when it comes to making hiring decisions, rather than blindly offering a figure that they hope will net a top candidate.

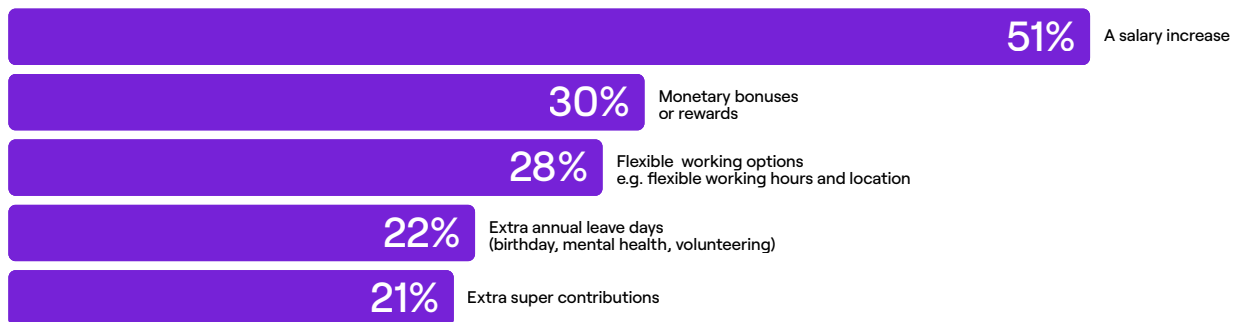
We've got the data you need with the [SmartMatch salary benchmarking tool](#) – available online, you can check out the average salaries by role, industry and location. It's informed by over 2 million data points, and that figure is growing every day. If you're an active SmartMatch user, you can also narrow down the candidates you're matched with by their salary expectations, taking a lot of uncertainty out of the hiring process.

Q: Which of the following initiatives would encourage you to stay in your current role?



Note: Top 5 options displayed

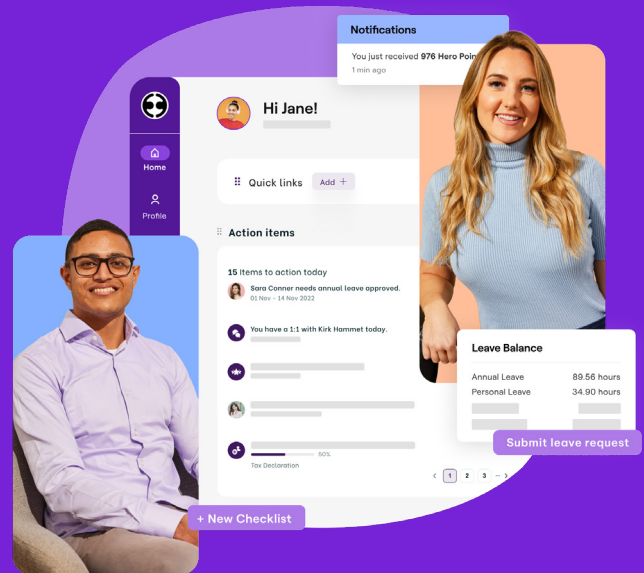
Q: What could other employers offer to encourage you to accept a role in their organisation



Note: Top 5 options displayed

Source: [Talent Insights Report](#)

Welcome the future of hiring with Employment Hero and SmartMatch



The future is exciting – technology is offering us so many opportunities at breakneck speed. If you're interested in upgrading your hiring and recruitment processes, Employment Hero could be your perfect partner.

From candidate sourcing to applicant tracking and onboarding, Employment Hero has everything you need to find top talent and get them onto your team. Plus, you get exclusive access to pipelines of talent through our innovative tool, SmartMatch. Our platform also comes with a number of features to support a positive employee culture, whether that's for office-based employees or remote teams.

Employment Hero has everything you need to streamline your recruitment and become an employer of choice in the future. Book a demo with one of our business specialists to learn more.

Our advanced tools include:

- [SmartMatch](#), our revolutionary talent pipeline
- A streamlined Applicant Tracking System (ATS)
- A complete HR policy template library
- Quick onboarding that can be completed by employees before their first day
- Easy document acknowledgement for training and compliance
- Automatic payroll calculations (that includes irregular hours and unique pay conditions)



For more information on how we can help transform your business [book a demo](#) today.

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