



# 4 Keys to improving your talent acquisition process



According to 69% of employees, right now is the most stressful time of their career.<sup>1</sup> Businesses are facing many challenges—a global health crisis, uncertain economic conditions, evolving government mandates, a growing skills gap and changing employee expectations.



## 1

### Create a consistent and engaging candidate experience.

#### Problem

Businesses are losing top talent to competitors due to a stressful and convoluted recruiting experience.

#### Solution

Businesses must create a configurable process using data-driven workflows.

#### Results

IBM deployed workflow-integrating technology for a client that enables candidates to complete some tasks on their own time with a dedicated IBM candidate care advisor for support.

# 30%

average reduction in staff time per hire while yielding an improved candidate satisfaction score according to the IBM recruiting delivery team.

## 2

### Reduce reliance on agencies for recruiting.

#### Problem

The cost per hire is significantly higher with agencies due to higher fees, and agency hires are for roles that do not warrant agency use.

#### Solution

Create a talent process that uses advanced sourcing strategies, automation, cognitive applications and both artificial and human intelligence to deliver outcomes more efficiently than agencies can.

#### Results

IBM Talent Acquisition saved a large agrochemical company more than \$10 million through a 50% reduction in agency spend.



## 3

### Amplify the human impact.

#### Problem

The cornerstone of a business is its people. People want to make a difference both in each other's lives and the business they work for.

#### Solution

Augment teams with technology to help employees see their impact on the business and the greater good.

#### Results

IBM Employment Branding helped a global industrial company that suffered recruiting challenges following a restructure. We created social media messaging to reflect the authentic culture, which resulted in a 65% interview-to-hire ratio.

We reduced time to fill by an average of

# 20 days

# 25%

of candidates came from the talent community.

## 4

### Add business value to the talent acquisition process.

#### Problem

Businesses traditionally view talent acquisition as a necessary process and cost center.

#### Solution

Assess the cost impact of open reqs, and then deliver tailored recruitment solutions to improve efficiency, demonstrate ROI and provide a superior experience to candidates and hiring managers.

#### Results

A global manufacturing firm was paying a third-party platform to perform "talent pooling," but the IBM recruitment team couldn't determine the ROI the client received from the platform—most notably in whether hires were coming from the system. So IBM developed a talent community for the client.



Learn more about how to transform your talent acquisition process.

[Learn more](#)

