

BENEFITS & ROI of TALENT ACQUISITION ANALYTICS

Connecting Talent Programs to Business Performance



Talent Acquisition Analytics: Tangible Outcomes

Credibility
and Strategic Insight

Evidence-
Based
Decision Making



Business
Value

Cost & Time
Savings



Hard / Measurable Benefits

- These are returns to which you can actually put a dollar value



Soft / Intangible Benefits

- These are returns that are more difficult to put a specific \$\$ value to
- However, these shouldn't be overlooked as they can have a very positive impact on you, your team, and the business

If you don't measure it you can't improve it: Hard Benefits

Smarter Use of Recruiting Spend

Optimize your return on recruiting channel spend – Through an accurate measure of the performance of recruiting channels you can identify those that are performing and those that are not. You can save \$\$ or re-direct it to the most effective channels.



Reduce/eliminate underperforming job boards



Reduce unnecessary agency spend...and with average fees between \$10K and \$25K this is a good thing.



Increase focus on Employee Referrals. This can pay in many ways – it takes less time and money to recruit them and they are higher quality.

Reduced 1st Year Turnover / Increased Quality

Think about it, if you can spend the money you have wisely and save the business money (or better yet make the business money) by consistently hiring top performers who stay - this is golden. These changes can have hard costs associated with them. Here are some examples:



Turnover

- ✓ With costs of turnover estimated at 60 to 200% of salary, making the right hire can have a significant financial impact



Quality

- ✓ Bad hires cost big bucks - anywhere between \$25K and \$50K, not including loss of productivity and low morale.¹

Source: careerbuilder.com



Reduced Vacancy Time = Increased Revenue

All organizations have roles that are responsible for generating revenue or have a direct cost for every day that role is vacant. Filling these roles in a more timely and predictable way, and at higher quality will deliver \$\$ directly to the business.



Increased Productivity / Team Member Time Savings

Count up the hours and days spent managing spreadsheets, integrating data (or trying to), and reporting on this. Now, imagine leaving all that to your analytics partner and diverting the time, energy and resources to more value-add activities – like thinking bigger, planning better, and taking action to improve business outcomes.

And... don't forget there are additional, soft (yet powerful!) benefits to be gained through Talent Acquisition Analytics

Aligned & Engaged Talent Acquisition Team



Through a commitment to business objectives and outcomes, Talent Acquisition teams become engaged in reporting and accountability. The connection of talent acquisition activities to outcomes means that teams are focused on the right things and working together to improve the business by making smart hiring decisions.

Better Relationships with Lines of Business & Hiring Managers

With a holistic understanding of recruitment measures and first year outcomes, Talent Acquisition can more effectively engage with hiring managers and lines of business, working together to drive improvements in Quality of Hire, performance and productivity.



Improved Executive Communication

When you can talk about Talent Acquisition activities in relation to concrete business outcomes, you'll catch the attention of the executives. Start **'showing and telling'** – the visuals will impress and the insights will blow them away.



Enhanced Credibility and Influence for Talent Acquisition

Analytics can truly raise your game. Your ability to use analytics to make smarter hiring decisions, to act faster, and to communicate effectively will raise your profile in the organization. Suddenly you have important things to say that are focused on business results, a great way to say them, and these things matter to those at the executive table. That's a win-win-win.



Finding the Funds

Once the many benefits are revealed, most Leaders are eager to get started with an analytics solution for Talent Acquisition. For many, the first question is: how do I find the funds to quickly put this solution in place?

The good news is... It's not as difficult or as expensive as you might think. In fact, finding the money is quite simple and can be achieved by looking closely at your current Talent Acquisition spend and doing the ROI on these investments. That's right, the quickest way forward is to use analytics to measure what is working and what isn't.

Many Talent Acquisition leaders have been able to quickly fund an investment in an analytics solution by using those same analytics to justify:



- Eliminating 1 underperforming Job Board

OR



- Replacing 1 Agency Hire with another source

ROI: the return is clear

To sum up what we've learned:

- ✓ **Analytics are a key element of ensuring Talent Acquisition provides value to the business.**
- ✓ **Analytics applied to Talent Acquisition leads to a variety of powerful benefits – both hard and soft.**
- ✓ **Finding the money to fund your analytics solution should not be a problem.** In fact, the beautiful thing is that analytics can be used to prove it's own worth. Through analytics you can very quickly identify areas where you can save money or divert spends from underperforming recruiting sources.
- ✓ **And here's a tip... any analytics solutions provider you are considering should be happy to work with you to get to this understanding before you become a customer.**

Stay tuned for our next email where we'll share a client story that illustrates how getting started with talent acquisition analytics has led to the ability to identify trends and opportunities that inform better decisions and improve business performance.

Want to skip right to getting your own journey started? We don't blame you...

Give us 15 minutes to start, and you'll be on your way to amazing insight:

john.pensom@peopleinsight.com

www.peopleinsight.com