



Preparing for Tomorrow

Why the biggest TA challenges
need fixing today

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Introduction

Technology to support the Talent Acquisition (TA) function has been around for many years now. But while some tools have made incremental improvements, we're still seeing high levels of recruiter inefficiency and burnout, along with growing cost-per-hire and time-to-fill. This is because many vendors have failed to properly address the need for a solid foundational data set.

The result has been replacing, rather than removing, manual processes and administration. TA teams are now overwhelmed by tasks like deduplicating or correcting data, which prevents them doing the most important and high-value work—engaging with talent. This then impacts the organization's goals with longer time-to-fill, lost productivity for teams waiting on hires and top talent being lost to the competition. In an ever-changing landscape of recruitment, truly delivering on these promises is now more important than ever.

It's clear that the future of work is changing, but where it will lead is still unknown. Whatever the future of work becomes, you need to make sure you're in a position to adapt. You need to make the right decisions at the right time, and this is why foundational data is so important.

In our conversations with various TA teams, common themes arise. While each organization has a slightly different flavor, they mostly include four core challenges. In this document, we'll take a look at each of these challenges and why they're so important to the success of your organization.



Finding the right skills

THE CHALLENGE

Finding the right skills and talent is fundamental to the success of the TA function and the business, but several challenges impact the team's ability to excel in this area:

- Manual processes and bad data severely restrict the team's ability to find the right talent in systems.
- Today, the heavy influx of new candidates as unemployment rises only compounds the issue.
- Organizations struggle to meet DE&I KPIs as they don't have the data they need to understand pipeline composition, or target specific groups to attract a more diverse workforce.
- As the future of work evolves, it's likely that you'll need to attract new skills so finding and engaging new talent today is essential, as well as identifying additional skills and development opportunities for your existing talent.

As a result, the organization is less able to adapt quickly to market changes, and capitalize on new opportunities.

By 2030, there will be a global talent shortage of more than

85m

which could result in unrealized annual revenues of

8.5tn

in 2030 if left unchecked¹.



Finding the right skills

WHY THIS MATTERS

Being able to quickly identify and engage top talent helps you stay ahead of the competition, and is a big factor in your organization achieving its goals. But many tech vendors have touted strategies such as a new career site experience as the best way forward, without the ability to really put the data captured from the site to use. Recruiters are then simply swamped with more resumes to review, and have no way to easily see who to prioritize and engage.

To effectively put data to work, you need to:

1. Capture data accurately, whether from LinkedIn, inbound expressions of interest, bulk resume parsing or existing employees from the ATS/HRIS.
2. Enrich the data to provide the most comprehensive profiles for your teams to work with.
3. Deduplicate the data, and understand relationships between data points.
4. Automatically allocate candidates to talent pools, and let the system suggest contacts based on talent you've already identified.
5. Use the data to surface the best talent and have better, deeper conversations with the right people faster.

Not only does this help you identify candidates for specific roles, but also helps you build a pipeline of engaged talent ahead of demand, so you can move fast as new roles open up.

With a proactive sourcing model, you can also actively seek out more diverse talent and engage specific groups with relevant content. And with the right protections in place, you can easily report on diversity information without any risk of introducing bias—helping you meet your DE&I KPIs.

80%

of the workforce

92%

of managers, and

77%

of senior leaders already felt poorly prepared for the future².

“As the current disruption resets business models and objectives, the skills needed to deliver business performance are likely to change even more radically and rapidly — and the existing workforce will be even less fit for purpose².”



Organizational Inefficiency and Burnout

THE CHALLENGE

As we've discussed above, recruiters today have to do more with less. They're under immense pressure to get roles filled quickly, but manual processes and ineffective tools that create data issues are impeding them. Not to mention an increase of inbound candidates that may or may not be the right fit. This has a knock-on effect to the rest of the organization.

With roles left unfilled, other teams also have to do more with less, and burnout becomes not just a problem for the TA team but the wider business as well. This creates a strained relationship between hiring managers and recruiters, and the TA operation being considered too slow, or worse ineffective, by the business.

WHY THIS MATTERS

Freeing up time for your TA team means they can focus on those higher value tasks that fill your roles faster. But it also gets them back to doing the parts of their job they love, which increases their job satisfaction, and in turn productivity and tenure with the business. A pipeline of quality, engaged contacts also improves the reputation of the TA team, allowing quick allocation of high-calibre candidates to a hiring manager as soon as a requisition is approved.

2/3
of workers experienced burnout in 2019. Burned out employees are

2.6x
more likely to be actively job hunting³.



Recruiters spend more than

1 full day per week

on purely manual tasks.



Poor Experiences

THE CHALLENGE

Candidates can have a poor experience in a number of ways, either in terms of a single interaction or as part of ongoing relationships. Common frustrations include:

- Applying for a role and getting no response.
- Being contacted by one recruiter when already engaged with another.
- Signing up for a talent community and receiving irrelevant job recommendations, or no communication at all.
- Engaging with an organization and investing time in research and interviews, only to never hear from them again if someone else was hired.

When candidates get a poor experience, they don't engage with your brand. And once someone has actively disengaged, they're much harder to win back.

But it's not just the candidate experience that you need to consider. The experience of your team is also an important factor that can often get overlooked:

- Frustration arises for recruiters in a number of ways:
 - Not having time to do the job they were hired to do, and which they enjoy—engaging candidates.
 - Not having access to the right data.
 - Not being able to effectively prioritize who to contact.
 - Not being able to see how colleagues have interacted with candidates previously, or if they are under consideration or in an active nurture program.
- Adoption suffers and time savings aren't realized if tools are too complex and take too long to get up to speed, or the data is filled with errors and duplication.
- Candidates want a personal touch and to hear about your brand and culture, but recruiters are buried in resumes, bad data and manual tasks which leaves little time to deliver an amazing experience.

60%

of job seekers report negative experiences with the employers they engage⁴.



Poor Experiences

WHY THIS MATTERS

It's clear that when candidates get a great experience they're more engaged with your brand, making them more likely to consider and accept a job, and even consider a wider selection of roles. But linked to the candidate experience is that of your recruiters, hiring managers and the broader team that need new hires to get the work done. With too much to do and long hire times, burnout and attrition are more commonplace. You need to enable a better experience for all those involved in the process so that you can hire quickly and help the company reach its goals.

Applicants who are satisfied with the candidate experience are

2x

more likely to recommend the organization to others⁵.



Agility and Adaptability

THE CHALLENGE

For many teams, effective use of data is impossible as it is inconsistent, out of date and disconnected. Many of these data issues stem from a combination of inefficient CRM systems built on old technology, and ineffective integrations that take hours or even days to update information and regularly break. As a result, you fail to get the full ROI from your HR tech investments.

Some tech vendors have tried to address this issue by providing a 'one-stop shop' solution covering a broad range of features. However, this can result in a lack of functionality depth, potentially paying twice for duplicate features and complexity that impedes adoption. It also locks you into a single vendor which restricts the ability to take advantage of innovations from other software providers, so the team misses out on additional tools that could make them more effective.

WHY THIS MATTERS

Out of date, disconnected or missing data impacts the effectiveness of your TA team in a number of ways, including:

- Searches are inconsistent or incorrect, hampering the ability for recruiters to find talent.
- Recruiters waste time talking to the wrong people based on out-of-date profile information.
- Automation and AI is ineffective as the underlying data is incorrect.

Integrations between systems need robust API connections that allow the data to flow correctly and in real-time. You also need flexibility so you can adopt new technologies quickly and easily, and not miss out on new opportunities as they emerge.

This will then give you a data set you can trust and rely on, so you can make the right decisions at the right time, and quickly adapt to market changes.

52%

of companies in the Fortune 500 have gone bankrupt, been acquired or ceased to exist since 2000 due to inability to adapt⁶.



Conclusion

As we've seen, the critical element for success is a solid, foundational core that is the single source of truth for candidates.

From this basis, everything else will flow. Your team will be more efficient and can focus on the most valuable parts of the job—both for them and your business. The data will show you where you can make further improvements, and you'll make better, data-driven decisions that allow you to thrive in the changing recruitment landscape. Your investment will also be future-proofed, with the ability to easily adapt your tech stack as your needs change.

This is why the foundational data and CRM is the most important piece of the puzzle, and why it is at the center of everything Beamery does.

If you'd like to find out more about how Beamery can help you solve your talent challenges, please get in touch using the details below.

“We use the Beamery Talent Operations Systems (TOS) platform to centralize candidate data, applications and talent operations, which greatly eases the burden on our HR team to provide a seamless experience for prospective employees.”

Stephen Lochhead
Vice President, Global
Talent Acquisition,
Expedia Group

¹The \$8.5 Trillion Talent Shortage, Korn Ferry, 2018

²Build the Workforce you Need Post-COVID-19, Gartner, May 2020.

³Two-Thirds Of Workers Experienced Burnout This Year: How To Reverse The Trend In 2020, Forbes, December 2019.

⁴Statistics: Rethink Your Candidate Experience or Ruin Your Brand, Human Capital Institute, October 2018.

⁵The Far Reaching Impact of Candidate Experience, IBM, 2017.

⁶Digital Transformation Is Racing Ahead and No Industry Is Immune, Harvard Business Review, July 2017.



About Beamery

Beamery's Talent Operating System allows enterprises to attract, engage, and retain top talent, and manage the entire talent journey through one unified platform. Beamery's mission is to help the world's best companies acquire their greatest assets: their people.

Founded in 2014, Beamery is trusted by the world's most innovative global organizations to treat their candidates like customers. Beamery has offices in London, Austin, and San Francisco.

For more information, visit the Beamery website, follow [@BeameryHQ](#) on Twitter, or email us at info@beamery.com.

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