

# The Future of Hiring

Trends to guide  
your 2024 strategy

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# Introduction

**The future of hiring is speed, efficiency and quality – at scale.**

Organizations that successfully hire at scale have clear differences from the ones that don't: a well-defined strategy, automated processes and the technology needed to execute with speed.

These qualities are no longer nice-to-haves. When roles stay vacant, costs skyrocket as the business struggles to reach its goals – which, for industries like healthcare, can literally mean life or death.

Your talent organization must stay on the cutting edge of innovation to compete for talent and fuel business growth.

In this guide, we'll dive into five trends defining the future of hiring and the technology you'll need to stay ahead of the curve.

Plus, look out for thoughtful guidance from Cielo, your global talent acquisition partner.

## The future of hiring looks like:

- 1 A shift from recruiters to talent strategists
- 2 Actively sourcing passive talent
- 3 Mobile-first hiring experiences
- 4 Automated skill assessments
- 5 A consolidated recruiting tech stack

# 1 Recruiters shift into talent strategists

87% of recruiting professionals say talent acquisition has become more strategic over the past year.<sup>1</sup> We see this change in action as leaders work more closely with HR and the C-suite to influence organization-wide policy and process.

Talent leaders now partner with the CFO to implement pay transparency in job descriptions, collaborate with Marketing to refresh the employer brand and strategize with Learning & Development to close the skills gap.

As these practices become more common, recruiters gain a clearer vision of how their role can also take a strategic approach.

Recruiters on understaffed teams are tired of trying to do more with less, especially when administrative tasks like interview scheduling take hours every week.

**With the rise of AI-powered automation, recruiters can push the boundaries of their role to focus more on talent strategy.**

Fewer menial tasks allow recruiters to spend their time building relationships with job seekers and hiring managers, understanding their needs and crafting offers that are a win for everyone involved.



## Cielo says:

“To think strategically, envision the candidate experience from application through onboarding. Tailor communications and the process to deliver the information and experience that will make them want to join your organization.”

# How to save time for recruiters

**1. Configurable hiring and onboarding workflows** automatically send candidates to the next step of the process based on the needs of their role. Instead of thinking about **what** to do next, recruiters can focus on **how** to source, nurture and hire the right talent to meet the needs of the business.

**2. Generative AI-powered recruiting assistants** help with day-to-day tasks so recruiters can focus on the human aspects of their role. Take the work out of interview prep, optimize job descriptions and make smarter hiring decisions based on AI recommendations.

**3. Recruitment process outsourcing (RPO)** is a third-party provider that acts as an extension of your recruitment team. Many large organizations adopt a hybrid solution – using RPO to take on tasks like interview scheduling or job advertising while the internal recruitment team focuses on more strategic tasks.



Prosegur, a global security company, uses on-demand video interviews to reduce the amount of time recruiters spend prescreening candidates by 59%.

[Read the full story >](#)



## 2 Actively source passive talent

Application rates are soaring to heights not seen since the COVID-19 pandemic, but 61% of recruiters cite finding enough hourly workers as their top challenge.<sup>2</sup> Where's the disconnect?

Given the low unemployment rate, many candidates are likely “fence-sitters” — or employed people who are on the fence about moving to a new job.

So, while these job seekers are open to new opportunities, they're also not desperate. If the application experience is bad or the salary is low, job seekers can always choose to stay with their current employer.

Without the fear of unemployment, applicants may be more likely to drop out of the hiring process, leaving recruiters feeling as if there aren't enough workers to fill vacant roles.

This shift in power demands a shift in strategy. In 2024 and beyond, **recruiters will need to use marketing skills to actively source passive talent** and nurture them until they're ready to apply.

Talent acquisition leaders will need to reevaluate the skills and structure of their teams to ensure there are resources allocated to employer brand, recruitment marketing and relationship building.



### Cielo says:

“Use your knowledge of company culture, available opportunities (current and upcoming) and market trends alongside a developed sourcing strategy to help you build relationships, engage passive talent and plant the seeds that convert job seekers into future employees.”



# How to engage passive talent

**1. Recruitment marketing automation** nurtures your entire talent database across multiple channels. This software tracks candidate behaviors — like email opens or event attendance — and automatically sends personalized messages based on these actions. Then recruiters are notified when leads are maximally engaged so they can make a connection when it matters most.

**2. Career sites should stand out to draw talent in.** Even if job seekers aren't ready to apply, you can still get a conversion. On every page (yes, every one!) include a link to sign up for your talent community. This simple tactic capitalizes on traffic to your career site and seamlessly enrolls talent into a recruitment marketing campaign.

**3. Candidate relationship management software** is more than just a database. With AI, recruiters can discover passive talent in order of how closely their skills and experience match open roles. Instead of digging for qualified talent, recruiters can spend their time crafting recruitment marketing campaigns that drive interest at scale.



To drum up interest for an upcoming job fair, Suncoast Credit Union sent out over 2,000 text messages to prime potential candidates. Suncoast signed 27 employees in one day — a win that helped the company surpass its quarterly hiring goal by 119%.

[Read the full story >](#)



# 3 Design a mobile-first hiring experience

In 2024, your hiring process should be as fast and accessible as signing up to drive for Uber.

That's not an oversimplification. When hiring at volume, speed wins. Yet many organizations still require lengthy applications, assessments and paperwork that can only be completed on a computer.

Retail sales associates, nurses and assembly line leads need more than just a mobile-friendly career site. They need to complete the entire hiring journey from their phone, and possibly while on the job.

In addition, a recent study found that only 33% of job seekers have access to a laptop while 72% have access to a mobile device.<sup>3</sup> If critical elements of your hiring process can't be completed on a phone, you could be alienating a significant portion of qualified candidates.

**Talent acquisition leaders must move past “mobile-friendly” and toward a “mobile-first” hiring process to capture job seekers at scale in 2024.**



## Cielo says:

“Meeting candidates where they are is crucial to presenting your company as an employer of choice. Information and process availability across multiple platforms is essential to retaining candidate engagement. The mobile experience is the way of working in today’s fast-paced digital world.”

# How to integrate mobile at every stage of hiring

**1. Recruiters can save hours of time with the use of a digital assistant.** When paired with texting software, job seekers simply send a text to begin a conversation. The recruiting chatbot answers FAQs, surfaces relevant jobs, screens candidates and automates the scheduling process.

**2. A digital onboarding portal lets new hires complete the final steps for employment right from their phone.** Don't worry – digital forms and paperwork still support compliance. Plus, new hires get the benefit of completing onboarding tasks from wherever they are while recruiting teams get visibility into how well they're progressing in the process.

**3. Want to interview and send an offer on the same day?** Digital offer letters allow candidates to review and sign from any device at any time. Pre-built and pre-approved templates prioritize consistency and compliance so recruiters can get letters into candidates' hands fast.



# 40%

of talent acquisition professionals cite mobile capabilities as being the most effective technology for high-volume and hourly hiring.<sup>4</sup>



## 4 Automated skill assessments

Organizations on the cutting edge of talent acquisition have learned to balance hiring volume, speed and quality by shifting toward a skills-based approach.

Skills-based hiring places a greater value on the candidate's hard and soft skills than on superficial qualities like a degree or previous employer.

Organizations, especially those that hire at high volume, benefit from broader candidate pools, reduced cost per hire and reduced turnover.

Research shows this approach is becoming more prevalent, as recruiters are now 50% more likely to search by skills than they are to search by years of experience. Still, only 64% feel they can accurately assess candidates' skills today.<sup>5</sup>

Assessments cannot be left to a recruiter's gut instinct. This leaves too much room for unconscious bias and process inefficiencies.

**Talent acquisition leaders must use technology to create an automated and inclusive skills assessment process.**



### Cielo says:

"Automation is critical – and so is active engagement. Make sure your assessments add value. Relevant assessments help identify the right talent and convey to applicants that you're serious about your selection process."

# How to use automation for skills-based hiring

## Skills verification

Easily integrate skills verification into your existing hiring process by giving references an automated and digital way to evaluate the candidate's skills.

Job-specific surveys focus on skills proven to be critical to success for that role and simplify the process for recruiters.

The most important competencies are evaluated by people who know the candidate best, giving recruiters a reliable solution to understand just how well a candidate has mastered these skills.

## AI-powered talent discovery

Screening hundreds or thousands of resumes would be mind-numbing for any human (not to mention unfeasible with limited resources), but AI-powered talent discovery can do the heavy lifting instead.

This technology scans and prioritizes all profiles in your ATS based on how well the candidate's skills and experience match your job. When powered by responsible AI, these recommendations include explanations so humans can use their judgment to make a final decision.

This allows recruiters to focus their time on pushing qualified candidates through the process rather than weeding out unqualified ones.



Encompass Health reduced time spent on reference checking by 92% using iCIMS SkillSurvey. The automated reference checking solution also helped the team predict and reduce turnover by more than 17% in two years.

[Read the full story >](#)



## 5 Consolidated recruiting tech stacks

In a world of **more** speed, **more** candidates and **more** efficiency, it's easy to think you need more technology to get the job done. But more unconnected point solutions actually lead to higher costs and less efficient processes.

**Future-focused hiring teams know that a consolidated recruiting tech stack is the only way forward.**

This isn't just a way to make talent acquisition more competitive — the entire organization can benefit from simplified workflows, turnkey integrations and better visibility into talent data.

To start, use **a business case template** to outline your objectives and challenges clearly. Then, bring together the C-suite, HR and even Marketing to define shared interests and search for a recruitment platform that drives efficiency and value across the organization.



### **Cielo says:**

“Recruiting technology is constantly evolving. Staying in front of your business needs requires a solid tech platform. Building on that platform with experience and engagement capabilities will drive recruiting success.”

# How to drive growth across the organization

Choose iCIMS to consolidate and modernize your recruiting tech stack. From restaurant chains to hospital systems, global organizations hire thousands of workers each year using our all-in-one hiring platform.

Designed to cut costs and increase efficiency, our customers report results like:

- 70% IT time savings thanks to configurable workflows
- One customer estimated it would need to double the size of its recruitment team if it used its HCM's free recruitment module
- A lower total cost of ownership than would be possible when implementing and integrating multiple point solutions



The world's top analyst firms have named iCIMS a leader in talent and HR transformation.







# Checklist to keep up with hiring trends

- Automate key steps in the hiring process to support recruiters' shift into talent strategists
- Add marketing skills to your recruiting team to improve sourcing of passive talent
- Leverage technology to create a mobile-first hiring experience
- Use automation to implement skills-based hiring
- Consolidate your recruiting tech stack to drive organizational growth



## **Cielo helps you build and mobilize tomorrow's global workforce**

Cielo is the world's leading Talent Acquisition Partner. With our fresh approach, we design and build comprehensive, proven solutions inspired by technology to find and keep the unique talent that elevates our clients above the competition.

You need results — and we know how to help you. As experts in HR and talent acquisition, our team creates differentiated and sustainable business value through approachable, disruptive yet reassuring consulting methods. Our talent acquisition consultants blend the aspirational with the tactical, guiding you on your journey toward long-term success.

Find and inspire top talent with Cielo's HR & talent acquisition consulting. Together, we'll transform your hiring and engagement approach through business and talent strategy, technology and process, DEI, reporting and dashboards, and change management – effectively turning that talent into your bottom-line advantage.

We encourage you to schedule a free one-hour consultation and discovery session with one of our Senior Consultants.

To schedule your consultation, please email [helloconsulting@cielotalent.com](mailto:helloconsulting@cielotalent.com).





## Talent acquisition has a new and important role — to drive business growth through people.

The teams that do this successfully:

- Align talent acquisition strategy to business needs
- Automate the hiring process to increase efficiency
- Simplify their recruiting tech stack to lower the total cost of ownership

iCIMS offers the technology you need to implement fast, efficient processes **and** the partnership you need to maintain a competitive and effective hiring strategy.



Book a 15-minute meeting to learn how iCIMS can help your organization stay on the cutting edge of innovation.

[\*\*Book a meeting\*\*](#)

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Learn how iCIMS and Cielo work together  
to drive talent acquisition transformation.

[See our partnership in action.](#)