



Candidate Technology Preferences

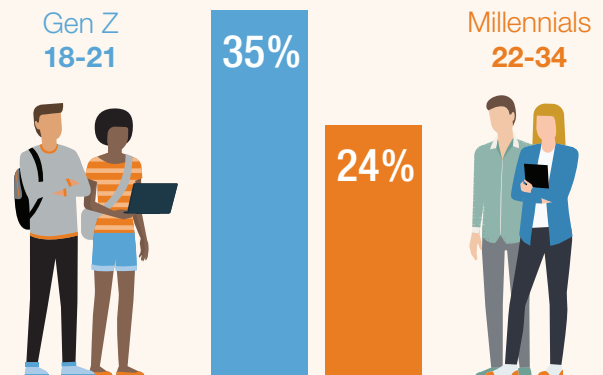
In an era of growing talent shortages, understanding who candidates are, how to attract them and what drives their decision-making is essential to building and sustaining a successful recruiting and retention strategy.



Poland Insights

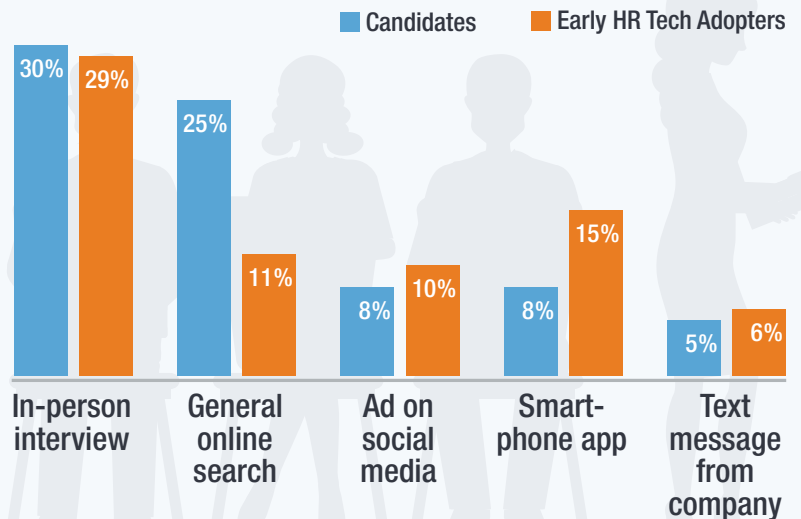
Early HR Technology

Adopters are unique candidates who have used at least three or more technologies in their job search during the past six months. They tend to be young, urban, highly mobile and students, evenly divided between males and females.



68% of candidates are willing to relocate

Candidates still place high importance on human interaction and in-person interviews. But attracting and retaining the right talent should not be a battle between human and robot.



Candidates' Use of HR Technology:

Usage varies significantly by market.

Advertisement on social media networks

32%

Global: 31%

Smartphone app

22%

Global: 17%

Text messaging to or from company

21%

Global: 11%

Virtual job fair

12%

Global: 11%

Video interview

9%

Global: 9%

Chat on employer website

8%

Global: 11%

Game or skills challenge test from employer

6%

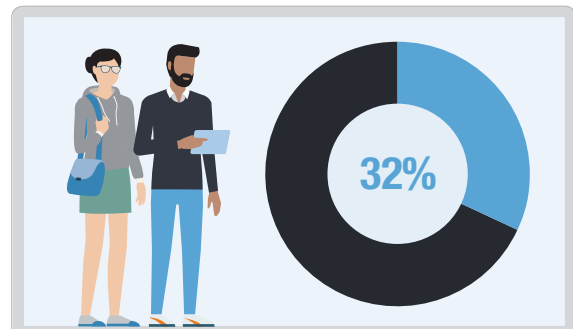
Global: 7%

Voice search using a virtual assistant

4%

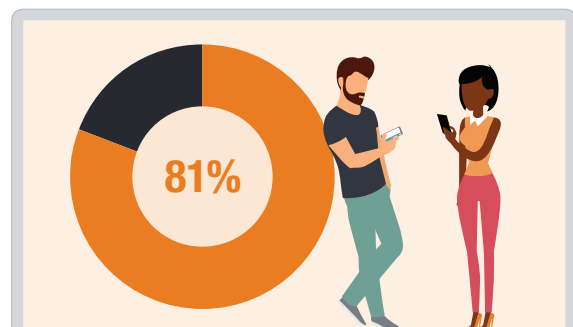
Global: 5%

Social Media Ads are Top Choice for Candidates



32% of candidates have clicked on a job-related social media ad

Like Comment Share



81% of Early HR Tech Adopters click on social media ads

Like Comment Share

5 Steps to Selecting and Implementing HR Technology



1 Define the problem

Once the talent problem is defined, technologies can be evaluated for their effectiveness and cost efficiency.

2 Know your audience

Match the right technology to the candidates you need.

3 Diversify channels

Often the best technology strategy is to employ a range of tools and solutions.

4 Turn quantity into quality

Artificial Intelligence (AI), machine learning, and predictive analytics can help identify qualified candidates and ensure workplace success.

5 Incorporate human interaction

Technology is the conduit, but delivering a personalized and tailored message is still key.

Learn more about how your organization can incorporate candidate preferences into your talent strategy

manpowergroupsolutions.com/candidatepreferences