

Stepping Up

Practices That **Raise the Bar** on Business Performance

Many Employers Struggle to Build an Engaged Workforce

Building relationships through a great candidate and employee experience is essential to an engaged workforce, but the portion of employers reaping the benefit of relationship-focused talent acquisition is small.

Among the more than 1,000 global employers we surveyed:

Only **31%** are very satisfied with their recruitment process

19% report some level of dissatisfaction

A lack of priority in the candidate experience creates several issues for employers including:

An inability to find great talent

74%

An inability to achieve business objectives

65%

A poor employer reputation online

57%

Greater recruiting costs

53%

But a Few are Doing it Right

Thanks to candidate-first talent practices, only **6.6% of employers** surveyed say their organizations do all three of these things:



Fill open positions quickly



Attract top-quality talent



Optimize costs

And Candidates Agree: Engagement Begins with Talent Acquisition

Roughly half of nearly 7,000 global workers surveyed (48%) have three characteristics of a highly engaged employee. They are:

Engaged, eager, and able to contribute significantly

Committed, wanting to work with their current employer three years from now

Willing to recommend their employer to friends and family

Engaged employees are roughly

3x more likely

than others to experience candidate-first best practices in their interactions with their employers.

Learn What Makes Great Talent Organizations Stand Out

Our latest research reveals lessons for organizations seeking to build and sustain a highly engaged workforce. Download your copy today.

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