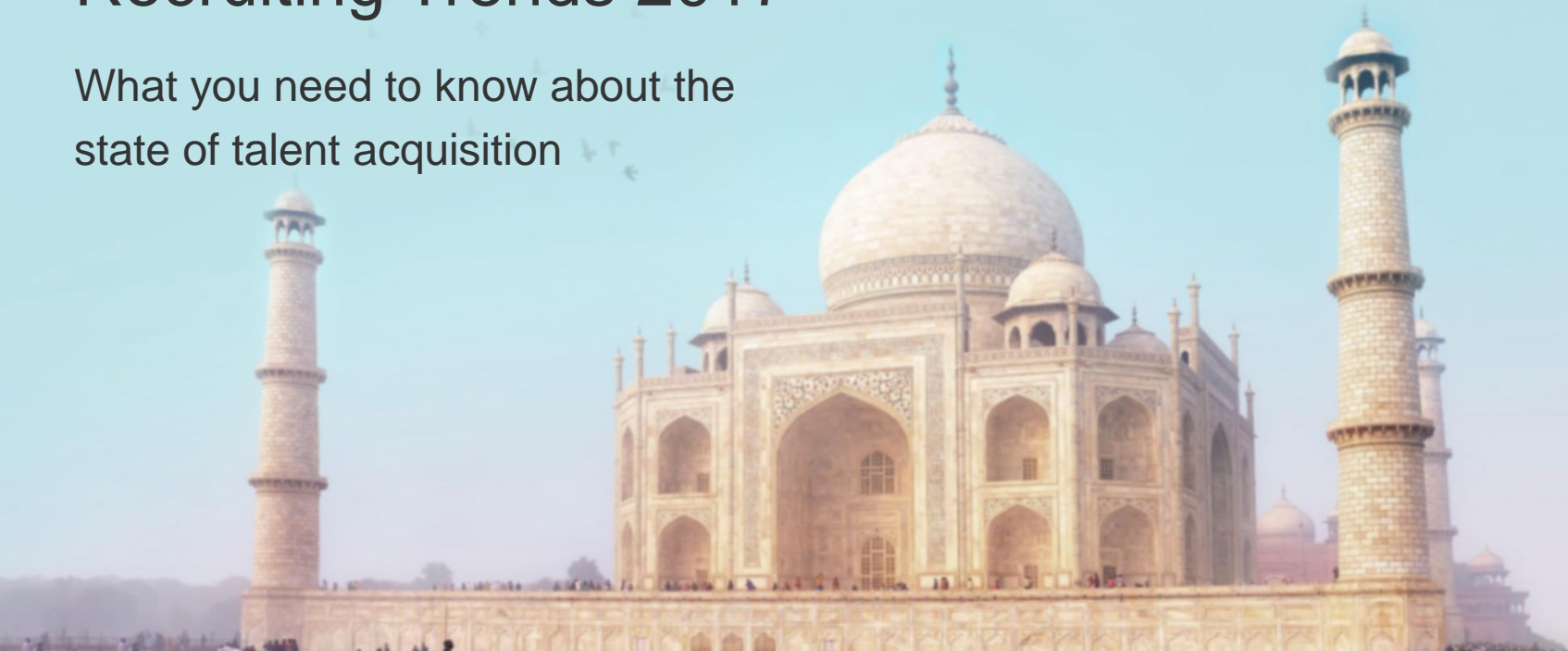


India

Recruiting Trends 2017

What you need to know about the
state of talent acquisition



What's in this report

1. Why read this?
2. Top 5 takeaways
3. How recruiting leaders perceive their teams
4. Key benchmarks and metrics to monitor
5. Where teams spend their budgets
6. The impact of employer branding
7. Looking ahead: Recruiting in 2020
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Why read this?

In order to plan for the future, you need to understand where you stand compared to your peers. The goal of this report is exactly that – to help talent leaders like you benchmark against teams across the globe when it comes to the most important recruiting metrics and trends.

About this survey

This report is based on the survey responses of over 351 corporate talent leaders across India. All respondents are at the manager level or higher.



Top 5 takeaways

1

Talent acquisition has a prominent seat at the executive table.

Talent leaders feel confident that their department is helping define the future of their company. In India, over 90% of them say talent is the #1 priority in their organization.

4

Effective employer brand messaging focuses on culture and values

Over 84% of leaders acknowledge that employer branding has a significant impact on their ability to hire talent. Candidates reveal that companies can pique their interest if they talk about company culture, perks and benefits and employee perspectives.

2

Recruiting teams will grow and time to hire continues to be important

54% of talent leaders will grow their teams. In order to measure success they are focusing on time to hire, how long a new hire stays at the company, cost per hire and awareness of the company.

5

Automation in interviewing tools and diversity are key future trends

Automating the screening and hiring process in order to eliminate human bias and time limitations will shape the future of recruiting.

3

Budgets go to traditional tactics, but branding tops investment wish list.

While >60% of recruiting budgets are spent on job boards, recruiting tools, and staffing agencies, talent leaders identify employer branding as the #1 area where they wish they could invest more.

A person wearing a white short-sleeved shirt with small black polka dots is sitting at a dark wooden desk. Their hands are clasped together on the desk. In the background, a dark chair is visible. On the desk, there is a gold-colored pen holder with pens and a dark smartphone. The text "How recruiting leaders perceive their teams" is overlaid on the left side of the image in a white, sans-serif font.

How recruiting leaders perceive their teams

Indian recruiting teams play a crucial role in the company's future

The recruiting organization is not the flashiest. It doesn't directly bring in revenue or create game-changing products. Yet, it is the quiet enabler behind these company successes and this has not gone unnoticed. In recent years, talent and HR leaders in India have had a prominent spot at the C-suite table, driving decisions about the future of the company.

Indian talent and HR leaders say ~~that~~:

90 %

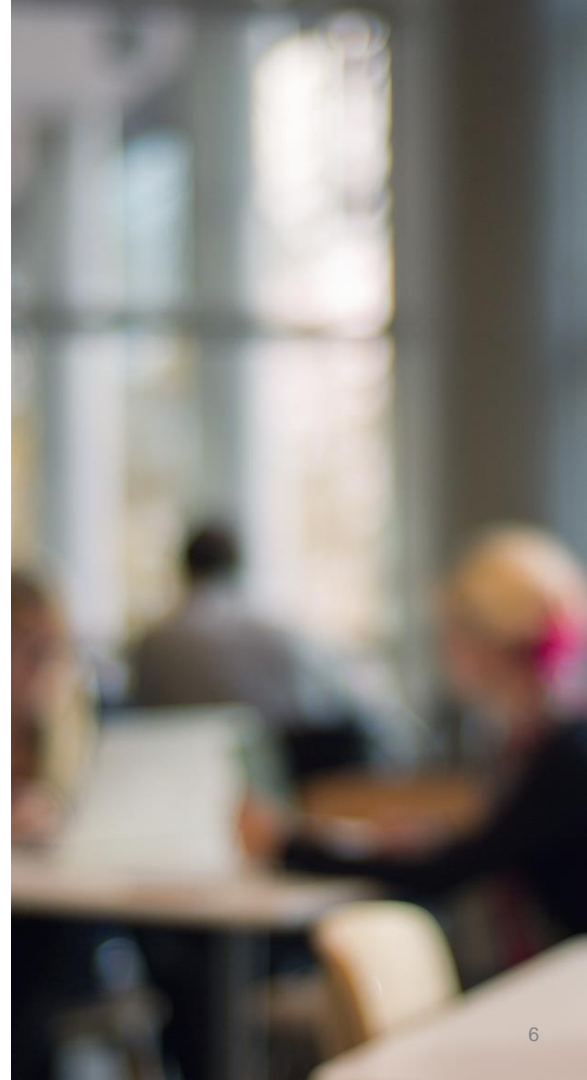
Talent is #1 priority
at their company

85 %

They meet with the
C-suite regularly

77 %

Their team is key
to the company's
workforce planning

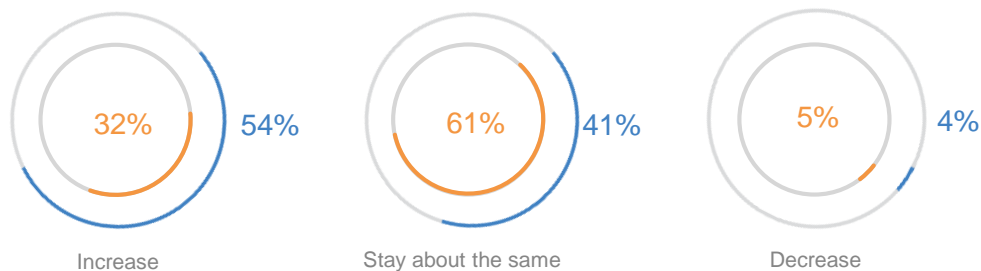


Most recruiting teams will grow this year

With the war for talent getting tougher, there is a growing importance of recruiting, and most Indian leaders foresee that their team size will increase. 54% said their team size will increase and 41% said it will stay the same, compared to the global statistics of 32% and 61% respectively.

The recruiting teams that are growing are focusing mostly on finding full lifecycle recruiters, Marketing/Employer branding specialists, and HR generalists.

How will the size of your recruiting team change over the next year?



— India — Global

What roles would you like to hire for your team?



Key benchmarks and metrics to monitor

Time to hire is the most important success metric that teams track

When it comes to measuring performance, time to hire gains prominence. This is also a result of the growing hiring needs in Indian organizations compared to global peers. Metrics of longer term impact, like length of time a new hire stays at the company, and awareness of the company as a great place to work also make the top 5.

What are the top three ways you measure success in your role?

India



Global



Employee referrals continue to be the top source of quality hires

The stats below illustrate the rise and reign of employee referrals in India. Indian companies lead global peers in leveraging referrals as a channel for quality hires. It's no surprise that more companies are increasingly starting to develop programs like these, given that referred employees are faster to hire, perform better, and stay longer at the company.

What are your top channels for quality hires?

India

Employee referrals 63%

Third-party website or online job boards 48%

A third-party recruiter/staffing firm 40%

Social professional networks 39%

Campus recruiting

Global

Employee referrals 48%

Third-party website or online job boards 46%

Social professional networks 40%

A third-party recruiter/staffing firm 34%

Internal hires 28%



Learn more:

[Inmobi's Employee Referral Program](#)

[How to post a job on LinkedIn](#)



Business development, sales and engineering are the highest priority roles to fill

The demand for business development, sales, and engineering is so prevalent that recruiting teams in India have to start thinking more strategically about how to find and recruit these talent pools. Relying on data to pinpoint locations where the supply of talent is higher than the demand is a crucial first step. Another successful tactic is targeting each of these functions with highly customized employer branding content.

What are the highest priority roles to fill at your company?

1

Business Development

2

Sales

3

Engineering

4

Information technology

5

Operations



Learn more:

[How LinkedIn's Talent Pool Reports can guide you where and how to recruit](#)

Differentiating from the competition is a top concern for talent leaders

One of the most effective ways to differentiate from the competition is through employer branding. Craft messaging that is the right blend between what your target candidates are looking for and the unique value proposition of your company. Getting this right will attract candidates that are a good fit, which also means a lower turnover rate.

What are the top challenges your team is facing?

India



Competition for talent



Limited budget



Small recruiting team



Workforce planning for the entire company

Global



Competition for talent



Limited budget



Small recruiting team



High turnover in my company



Learn more:

[Read the 2016 India Talent Trends Report to find out what candidates rank as most important in a job](#)

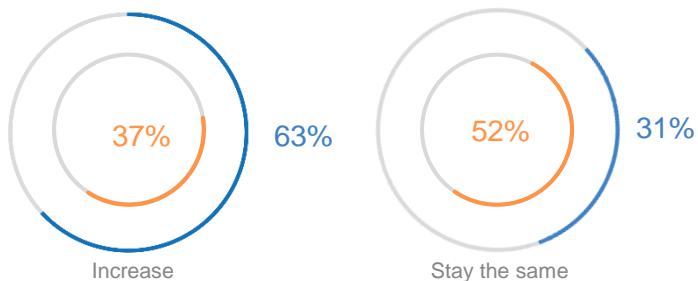
A blurred background image showing several people's hands and arms working at a wooden table. There are papers, a small bowl, and a pen visible. The scene is dimly lit, creating a professional and focused atmosphere.

Where recruiting
teams spend their
budgets

Recruiting budgets will increase

Good news! Recruiting teams will be enjoying bigger budgets this year. India is one of the few countries in the world seeing this increase, as globally only 37% of leaders are expecting an increase this year.

How do you expect your organization's budget to change over the next year?



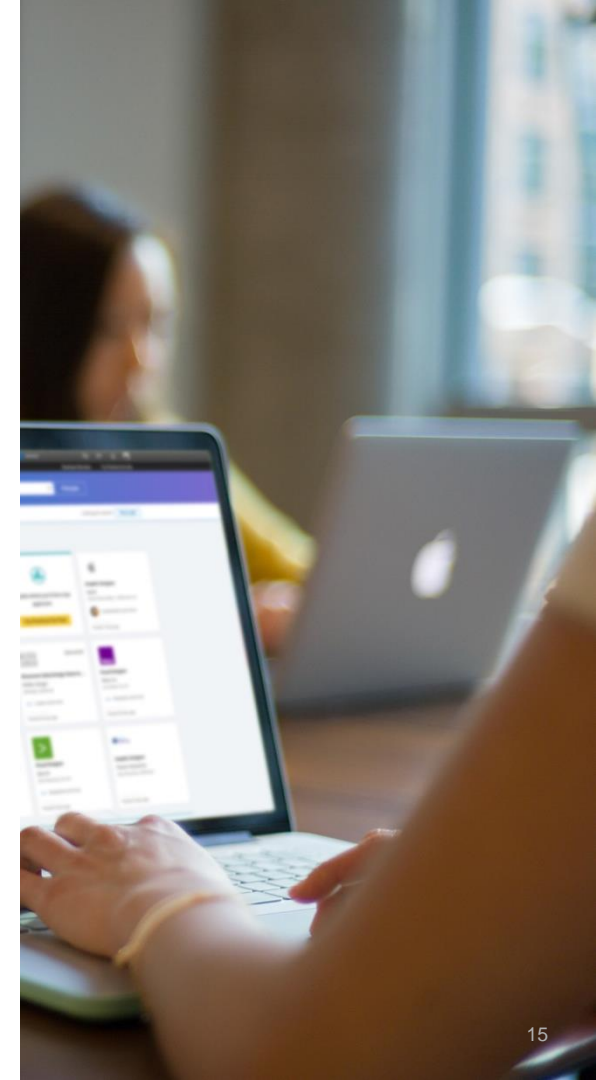
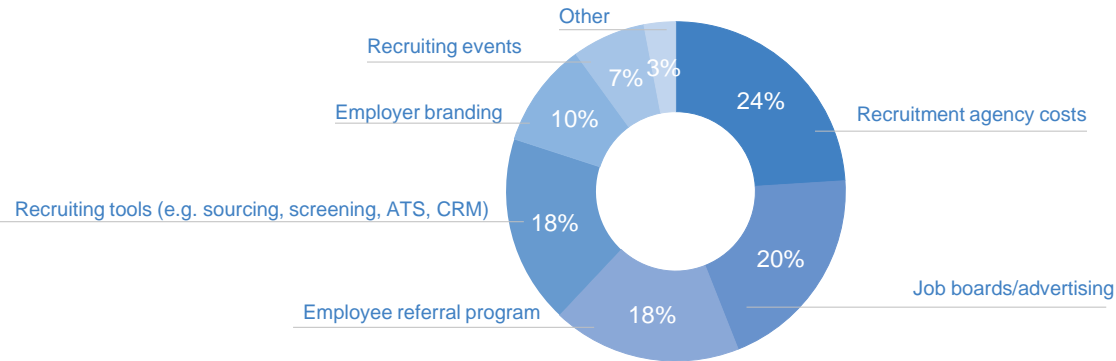
— India — Global



Most teams invest their budgets in recruitment agencies & job boards/advertising

Despite recruiters sharing that employee referrals are the top source of quality hires, most of them invest moderately in their referral program. With employer branding – described as one of the most important trends, it is about the last place where teams invest. The bulk of the budget goes to more traditional tactics.

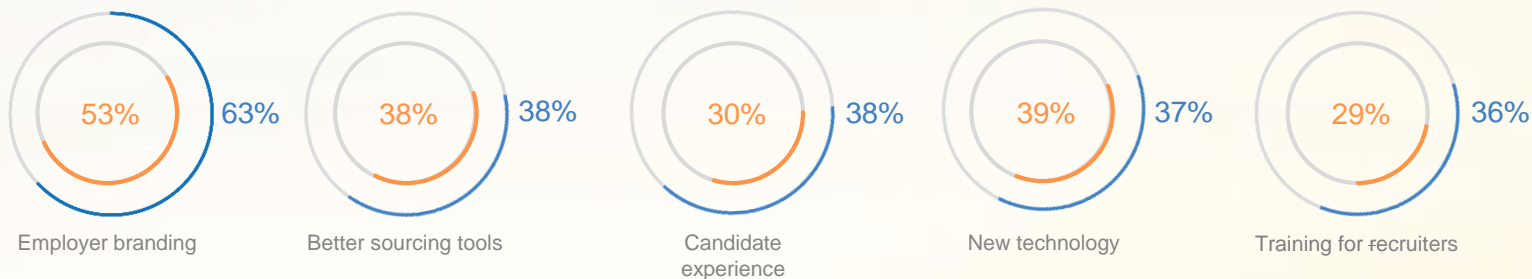
What is the current breakdown of your recruiting budget?



If money weren't a constraint, talent leaders would invest in branding and tools

If budgets weren't an issue for teams, most leaders would prioritize investing in long-term strategic plays like branding, tools, candidate experience, and upskilling their team instead of some of the short-term needs that they currently resource. Below is a great list of big bets you can explore in 2017.

If you had an unlimited budget, where would you would invest?

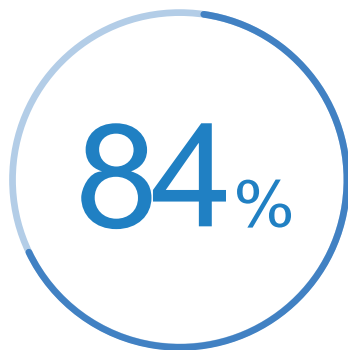


A person is sitting on a red sofa, using a laptop. The laptop screen displays a website with various icons and text, likely a social media or recruitment platform. In the background, another person is sitting on the same sofa, looking at a smartphone. The scene is set in a bright, modern interior with large windows.

The impact of employer branding

While leaders under-invest in employer branding, they do appreciate its impact

Most teams spend only a small portion of their budgets on employer branding. Yet, the stat below shows that leaders overwhelmingly believe in its importance. One reason for this paradox is that employer branding ROI is hard to measure and most teams cannot show a direct correlation between a stronger candidate pipeline and their branding efforts.



of talent leaders agree that employer brand has a significant impact on their ability to hire great talent



Recruiting is responsible for employer branding in many organizations

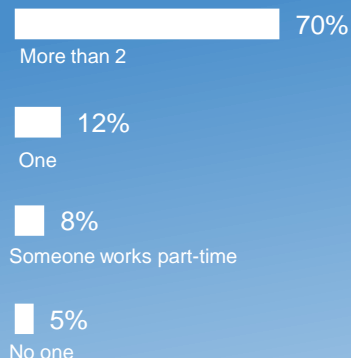
Many recruiting teams are struggling with resourcing employer branding, 39% of leaders say their team is primarily responsible for employer brand, compared to 30% globally.

25% of leaders state they are looking to their marketing partners for support. This usually includes joint ownership of social media channels and asset production, and is more typical for larger companies. This partnership most likely accounts for the reason why many companies have up to five people managing their employer brand.

Who manages your company's employer brand?

- 39% Recruiting is primarily responsible for employer branding
- 25% Recruiting collaborates with marketing/communications on it
- 16% Recruiting has little or no involvement in employer branding
- 6% Company doesn't think about employer brand at all

How many people manage your employer brand?



Company culture messaging is effective at grabbing candidates' attention

Both candidates and recruiters are on the same page – company culture is crucial when it comes to standing out from other employers. However, aside from culture, candidates are more interested in hearing about the company's perks and benefits, and employee perspectives.

Recruiters:

What do you think attracts candidates to your company?

- 1 Company culture
- 2 Company reputation
- 3 Compensation and benefits

Candidates:

What information would be helpful when considering a potential employer?*

- 1 Culture and values
- 2 Perks and benefits
- 3 Employee perspectives

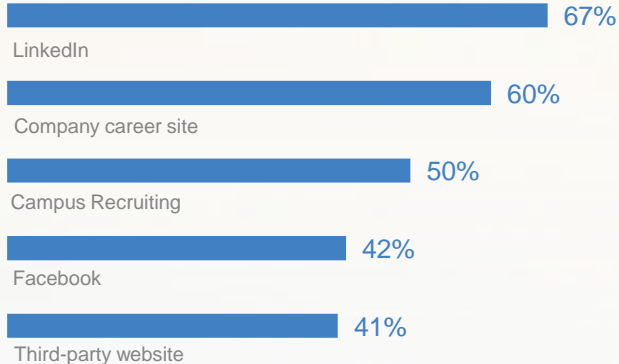
*Source: [India Talent Trends 2016](#)



LinkedIn is the best channel to build your employer brand in India

Most teams generate awareness by relying on their website and LinkedIn. Measuring the effectiveness of their efforts is more challenging, and that's where aside from web and social metrics, teams get more creative by looking at internal survey data and best employer awards.

What are the best channels for you to build an employer brand?



What are the top ways you measure your employer brand?



*Find out about the [LinkedIn India Top Attractors List 2016](#)

A low-angle, close-up shot of a person's legs and feet as they run on a paved city sidewalk. The person is wearing black leggings and bright orange and purple running shoes. A dark metal railing is in the foreground, partially obscuring the view. The background is a blurred city street with tall buildings and trees, suggesting an urban environment.

Looking ahead: Recruiting in 2020

Candidate screening and diversity are key trends for the future

Talent leaders are looking for automated ways to screen candidates and remove bias, while keeping an eye on diversity. Company mission and purpose are also emerging as important trends.

What are the top trends that will shape the recruiting industry in the next few years?

42%

Innovative
interviewing tools

36%

Candidate relationship
management tools

35%

Recruiting more
diverse candidates

34%

Company mission
as a differentiator

32%

Soft skills
assessment

Next steps

Dig deeper into the topics uncovered by this report and learn more about LinkedIn:

1

Find out more about the candidate's perspective:

[India Talent Trends Report 2016](#)

2

See what it takes to engage the candidate end to end:

[Modern Recruiter's Guide: The Candidate's Journey on LinkedIn](#)

3

Learn how to build and promote your employer brand:

[The employer branding playbook](#)



Survey methodology

We surveyed 351 HR decision makers who work in a corporate HR department in India, are at the manager-level or higher and have some authority in their company's recruitment solutions budget. These survey respondents are LinkedIn members who were selected based on information in their LinkedIn profile and contacted via email.



About LinkedIn Talent Solutions

Attract, engage, and recruit the best talent using the world's largest professional network. LinkedIn Talent Solutions helps you source talent, post jobs, build your employer brand and create a stellar referral program.

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