

# The State of High-volume and Hourly Hiring 2023

Essential strategies for essential workers



## What is high-volume hiring?

In our survey, we stated that it generally refers to filling a larger-than-average number of positions in a relatively short time frame. In some cases, these are roles for which employers are continuously and consistently recruiting.

## High-volume recruitment has become common

Most responding HR professionals say their organizations **engage, have engaged, or plan to engage** in high-volume recruitment



**45%**

are currently engaged in high-volume recruitment



**29%**

say they've done so in the past



**5%**

have never engaged in high-volume recruitment but hope to do so in the future

Of these organizations, **90%** plan to engage in high-volume hiring over the next two years

## The secret to high-volume recruitment success lies in using effective strategies, practices and tools



Although **only 23% strongly agree** that they are effective at high-volume hiring and hourly recruiting, another **44% agree**



**60% say** they have a defined high-volume recruitment strategy, and there's a **strong positive correlation** between strategy and effectiveness

The following practices are most widely viewed as effective:



**advertising** on job boards



developing a compelling **employer brand** and value proposition



actively soliciting **referrals** from employees

The tools and technologies most widely viewed as effective are:



full capabilities available on **mobile devices**



succinct, **user-friendly** assessments

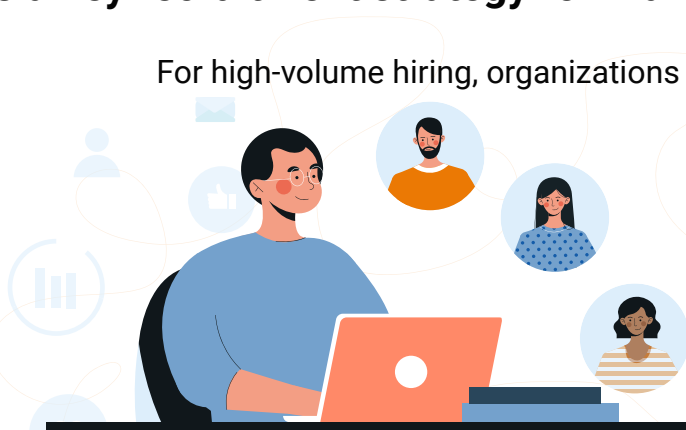


**programmatic** advertising

## Outsourcing is a key recruitment strategy for many organizations

For high-volume hiring, organizations are most likely to partner with:

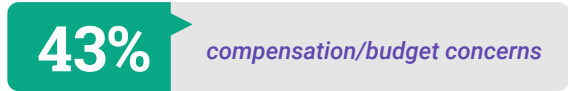
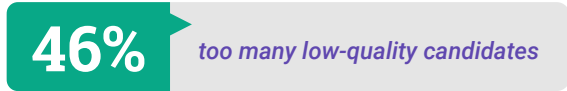
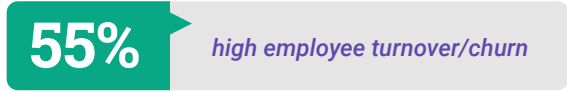
**47%**  
outsource at least some part of their high-volume recruiting process at least some of the time



- Staffing agencies
- Recruitment process outsourcing organizations
- Job boards
- Temporary employment services

# Organizations have various high-volume recruitment challenges to overcome

The top challenges associated with *high-volume recruitment* over the last year are:



## So, which recruitment metrics matter most?

Metrics allow organizations to measure the success of their recruitment efforts, but which ones do HR pros most value?

The top three most widely cited metrics are:



time to hire/time to fill  
(67%)



retention rate  
(62%)



quality of hire  
(52%)



Many are still skeptical of their high-volume hiring metrics

- **71% say** that the data provided by such metrics are useful in making decisions
- However, **only 35%** believe their high-volume data is literally correct

## Compared to high-volume recruitment laggards\*\*, high-volume recruitment leaders\* are:

**5X**

more likely to have a *well-defined strategy* for high-volume recruitment

Almost **3X**

more likely to benefit from *programmatic advertising* for high-volume recruitment

**1.5X**

more likely to use *time-to-hire and/or time-to-fill metrics*



more likely to find advertising on job boards to be *effective*

## Consider these strategies

- 🎯 **Leverage** the right recruitment technologies
- 🎯 **Employ** solid metrics to optimize the hiring process
- 🎯 **Consider** outsourcing high-volume recruitment
- 🎯 **Work** to avoid bias during the high-volume hiring process
- 🎯 **Continue** developing employees after they've been hired



## About the Survey



The *State of High-volume and Hourly Hiring* survey ran from February 2023 to May 2023. We gathered 232 complete and partial responses from HR professionals in virtually every industry vertical. Respondents are located all over the world, but most of them reside in North America, especially the United States.

\***High-volume recruitment leaders**, aka, **recruitment leaders**: Those answering the statement, "Your organization is effective at high-volume recruitment" with "strongly agree."

\*\***High-volume recruitment laggards**, aka, **recruitment laggards**: Those answering, "neither agree nor disagree", "disagree" or "strongly disagree" to the same statement.



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