



e-Recruitment - The New Normal of Recruitment

Physical to Phygital

A market study by HirePro

January 2023

INTRODUCTION

The COVID-19 pandemic completely altered the global workforce. Recruitment, which used to be a homogenous process, became heterogeneous with the recruiters, hiring managers and candidates spread across geographies. Organisations underwent a paradigm shift wherein remote hiring has seen tremendous exposure and acceptance.

We conducted a market study to uncover insights about the evolution and future of remote recruitment.

What the study brings out:-

- The primary mode of recruitment for different levels of hires before, during, and after the pandemic.
- The reasons/benefits that prompted them to adopt remote recruitment.
- The major concerns about remote recruitment.
- The way forward for remote recruitment for each level of hiring.

Methodology

279

recruiters, TA and HR professionals across industry verticals

Online

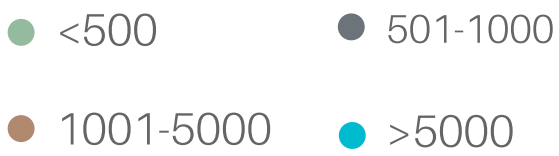
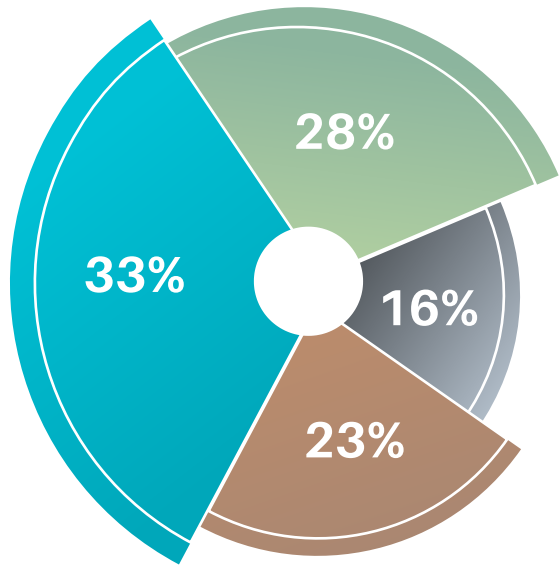
survey for data collection

30 days

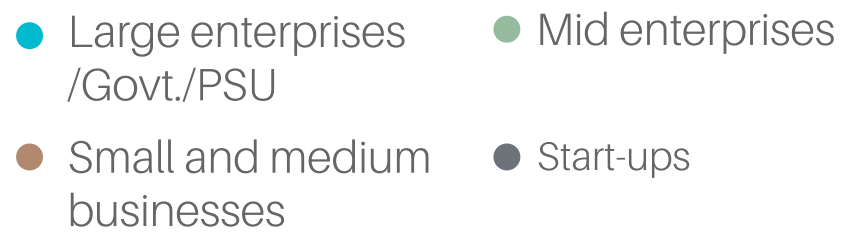
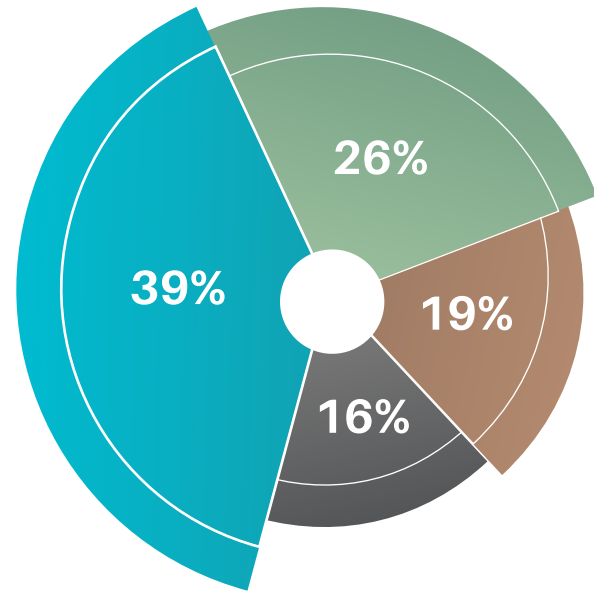
survey duration

Demographics

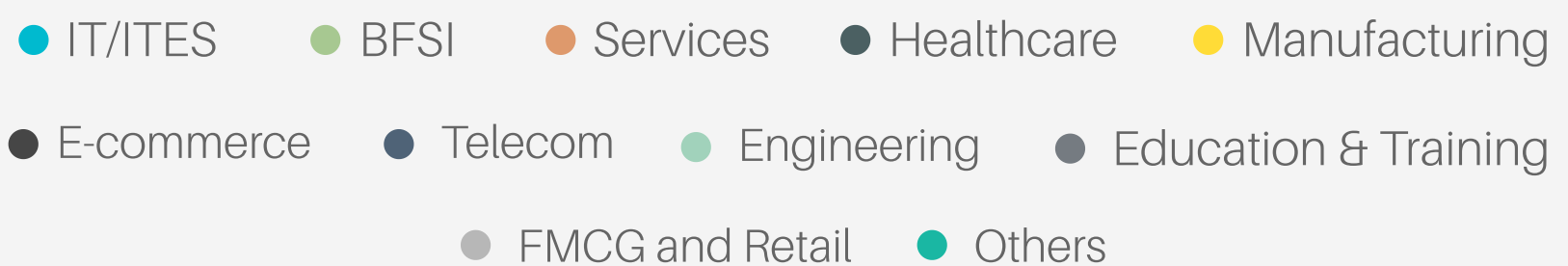
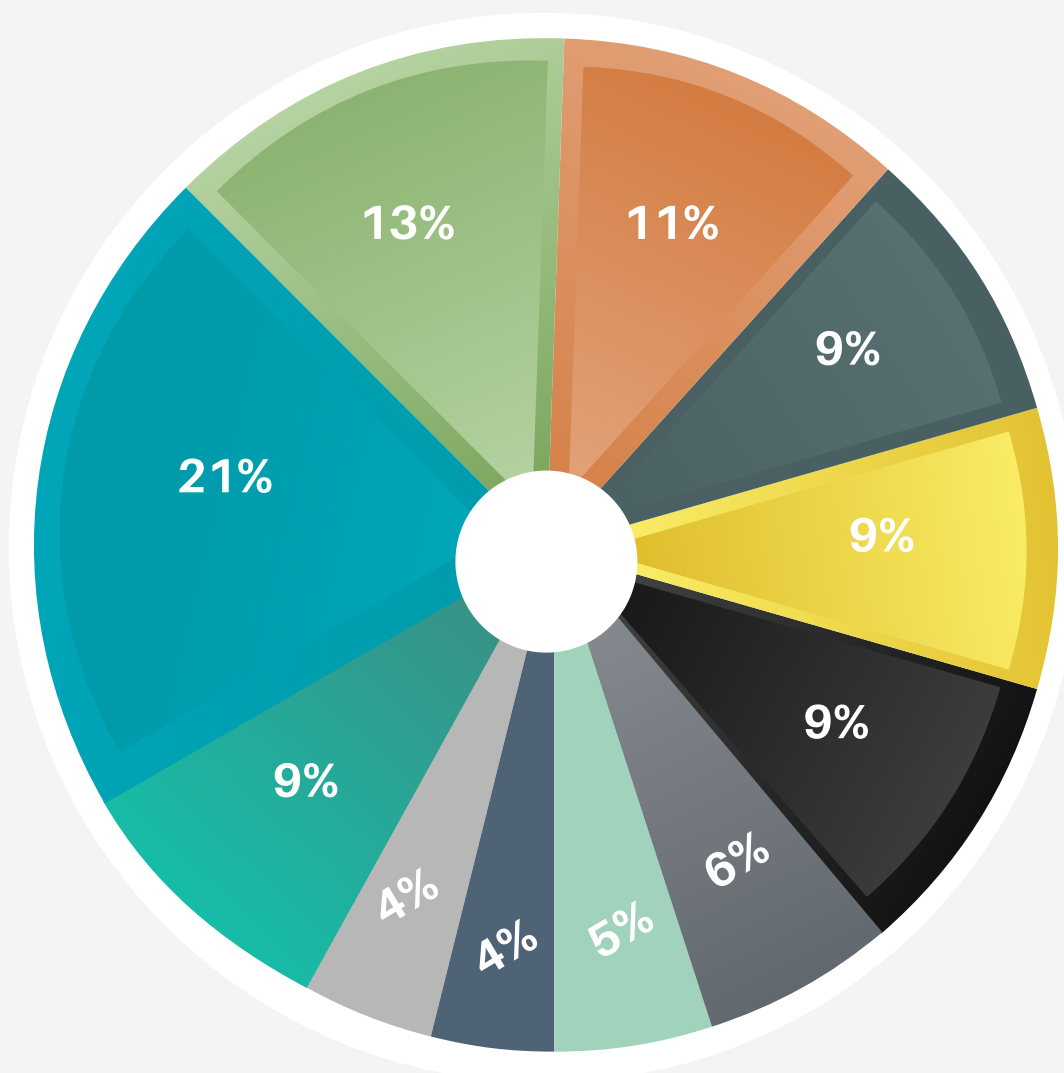
Employee strength of participating organisations



Type of organisations - how the participants identify their organisations



Industry verticals



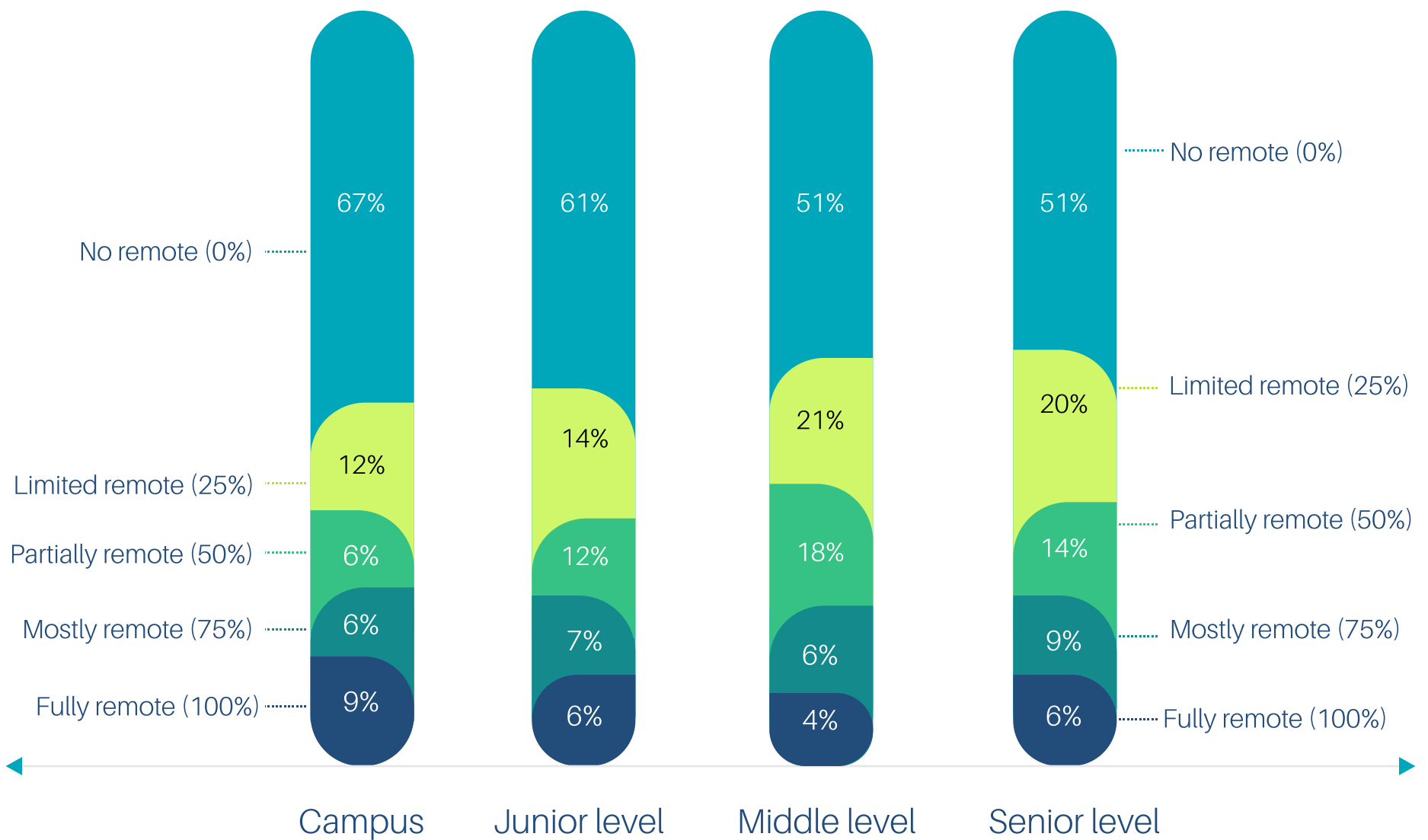
Findings and insights

The primary mode of hiring was classified into five types to find how recruitment for different levels was done before, during and after the pandemic. The defined mapping is as follows:

The defined mapping is as follows:

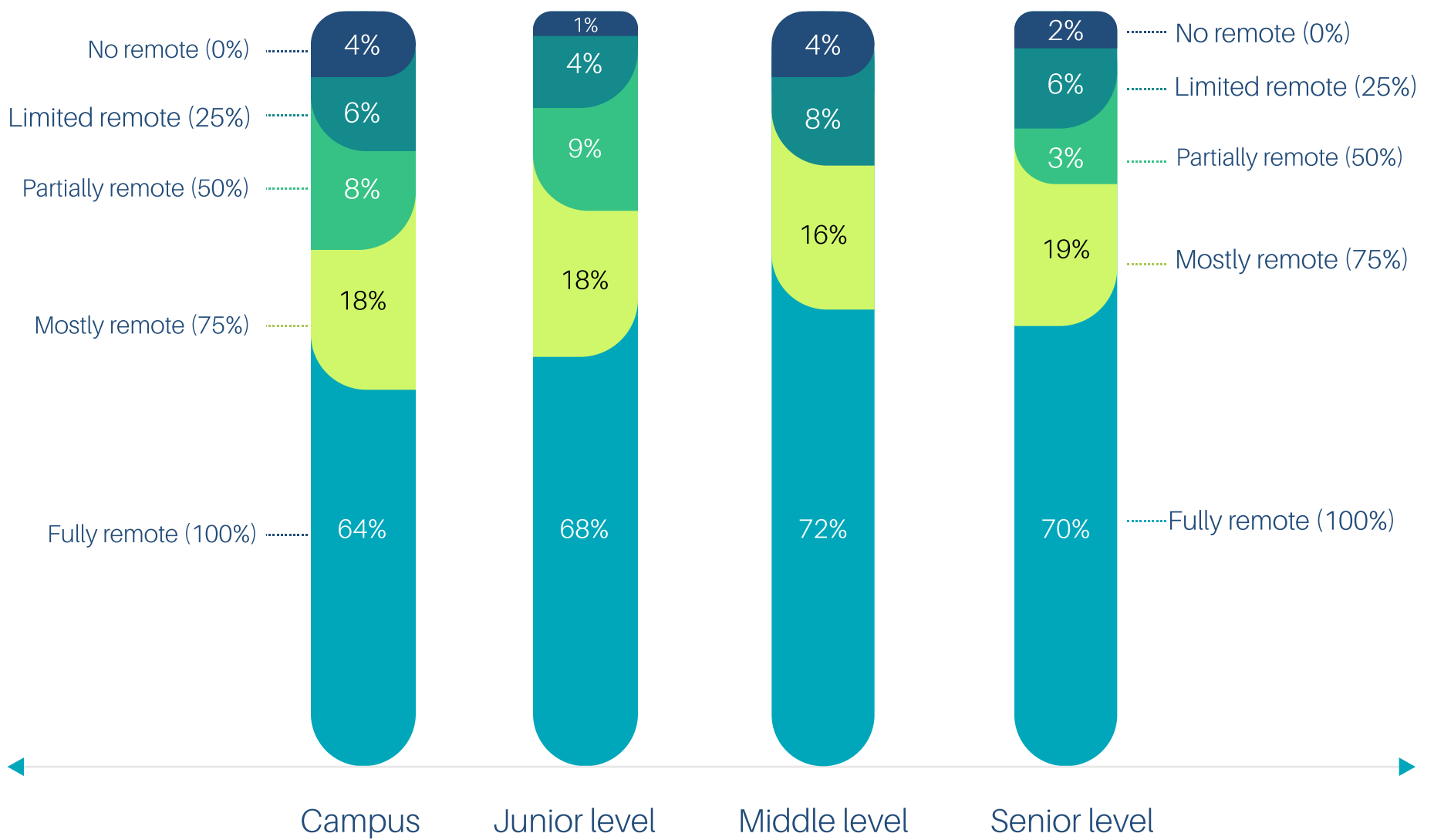
Level of hiring	Primary mode of hiring	Percentage
Campus	Fully remote	100%
	Mostly remote	75%
Junior level	Partially remote	50%
Middle level	Limited remote	25%
Senior level	No remote	0%

Primary mode of recruitment before the pandemic



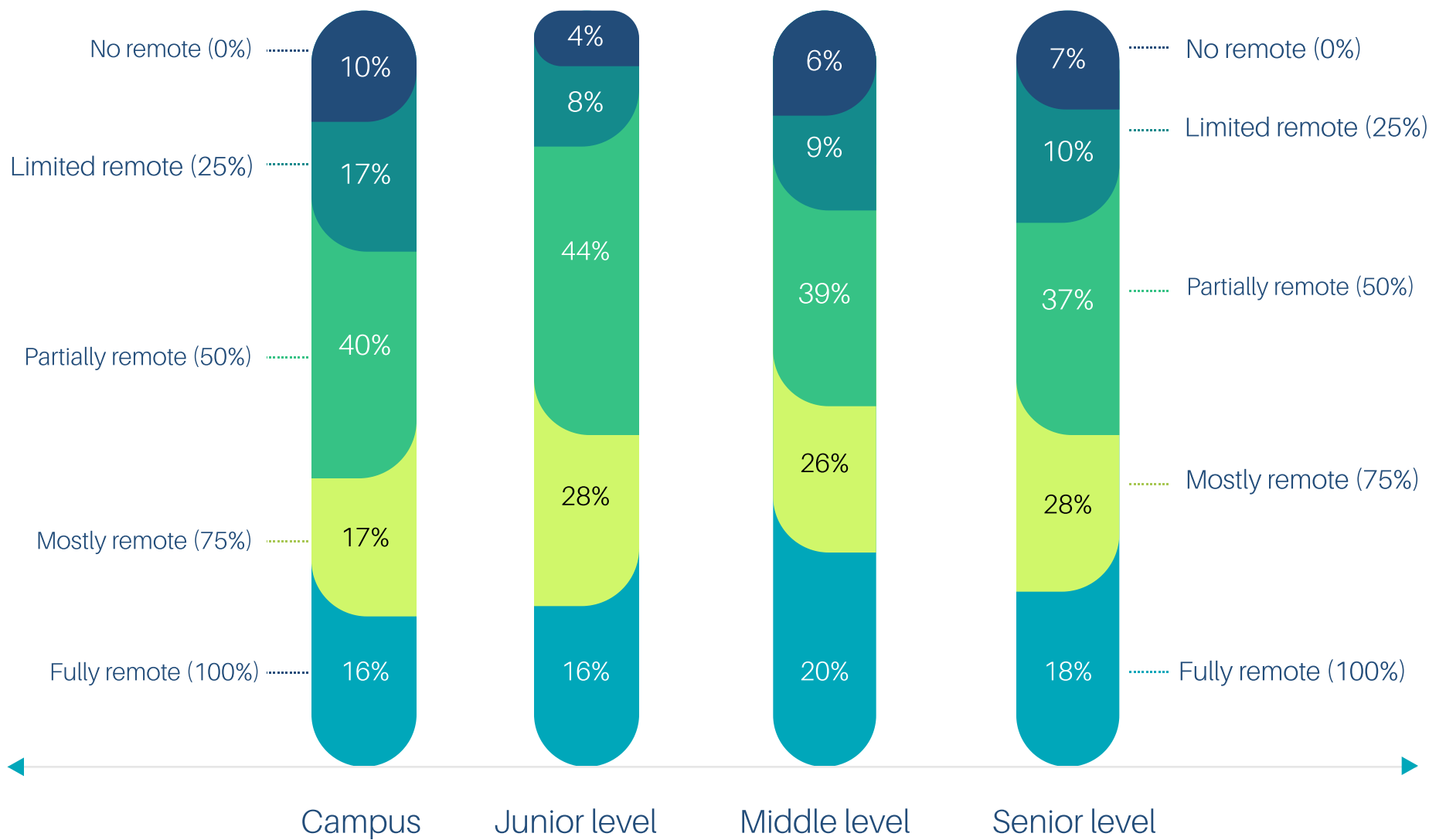
70-80% of recruitment before the pandemic was limited to no remote, which meant organisations managed the hiring processes physically. Only about 10% of recruitment was mostly to fully remote before covid-19 struck.

Primary mode of recruitment during the pandemic



With the onset of the pandemic, recruitment process moved remote with 80-90% of organisations conducting recruitment mostly to fully remote. 100% physical recruitment was nearly absent during this two-year period.

Primary mode of recruitment after the pandemic

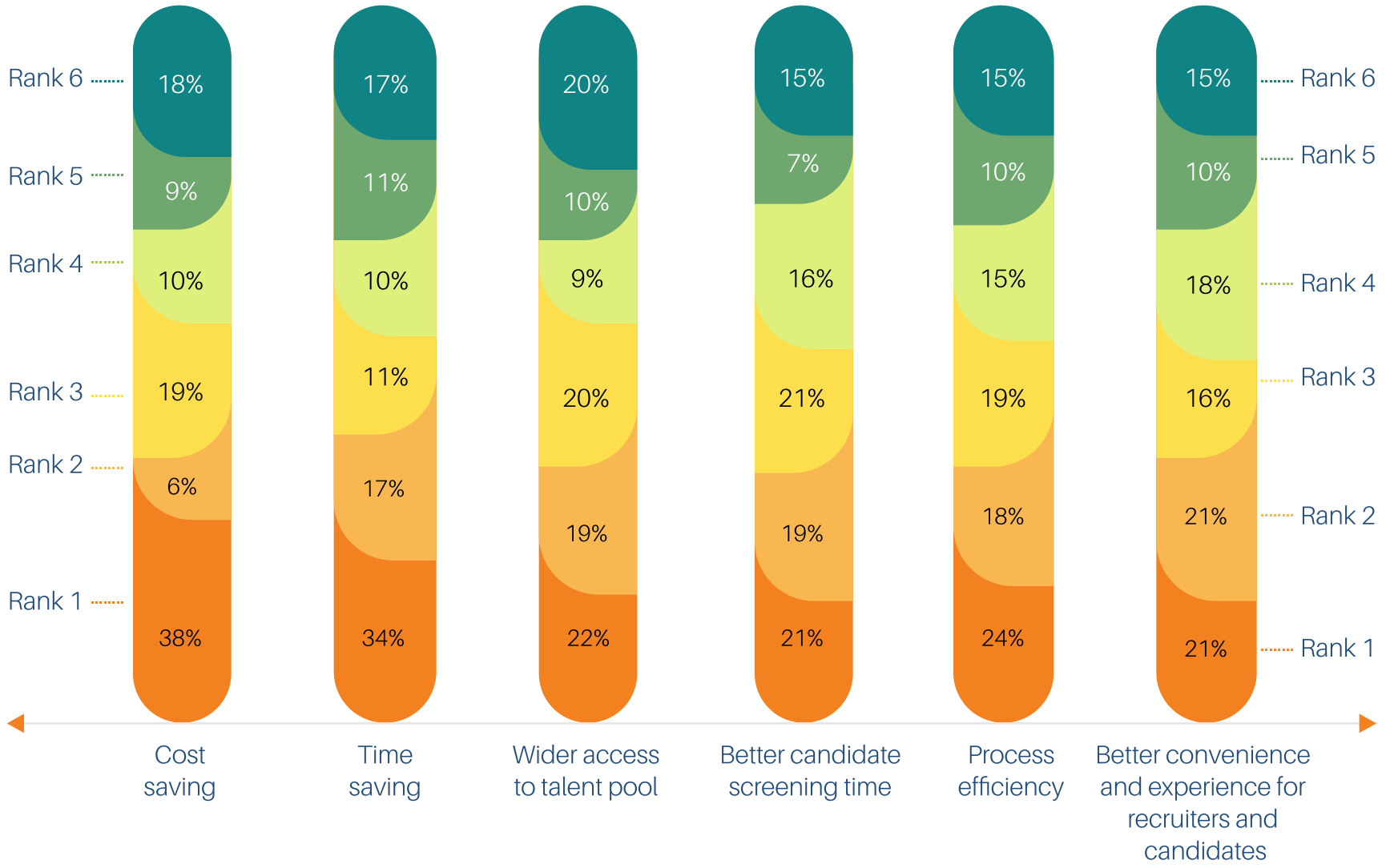


After the pandemic, when things came back to normal, organisations did not go back to the pre-pandemic ways of physical recruitment. For hiring at junior, middle and senior levels, 85 to 90% of the recruitment is either partially, mostly or fully remote. Only in campus hiring, about one-fourth of organisations continue to have limited to no remote processes.

Reasons to adopt remote recruitment

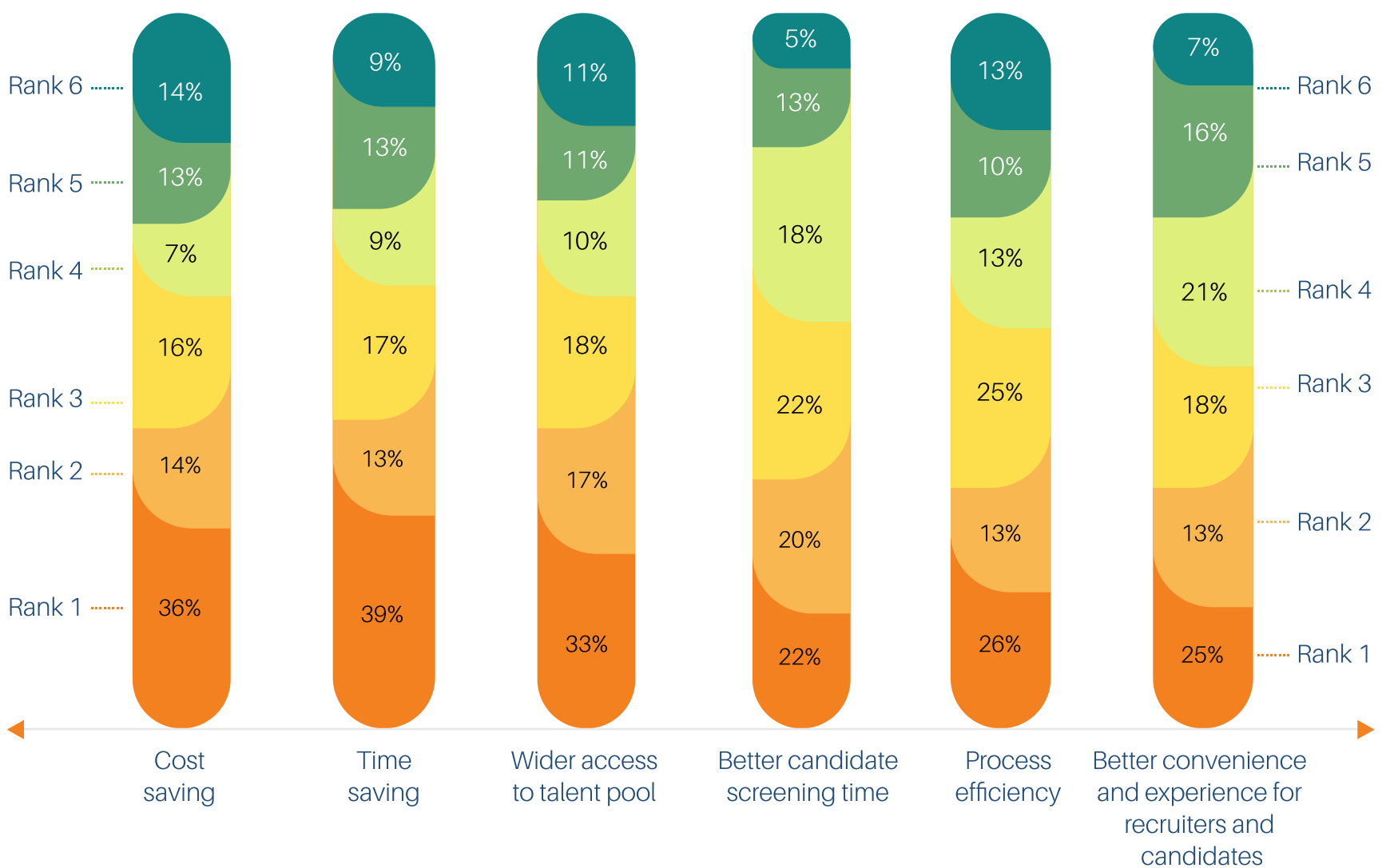
Ranking of factors from 1 to 6 wherein 1 denotes the biggest and 6 denotes the smallest

Campus hiring



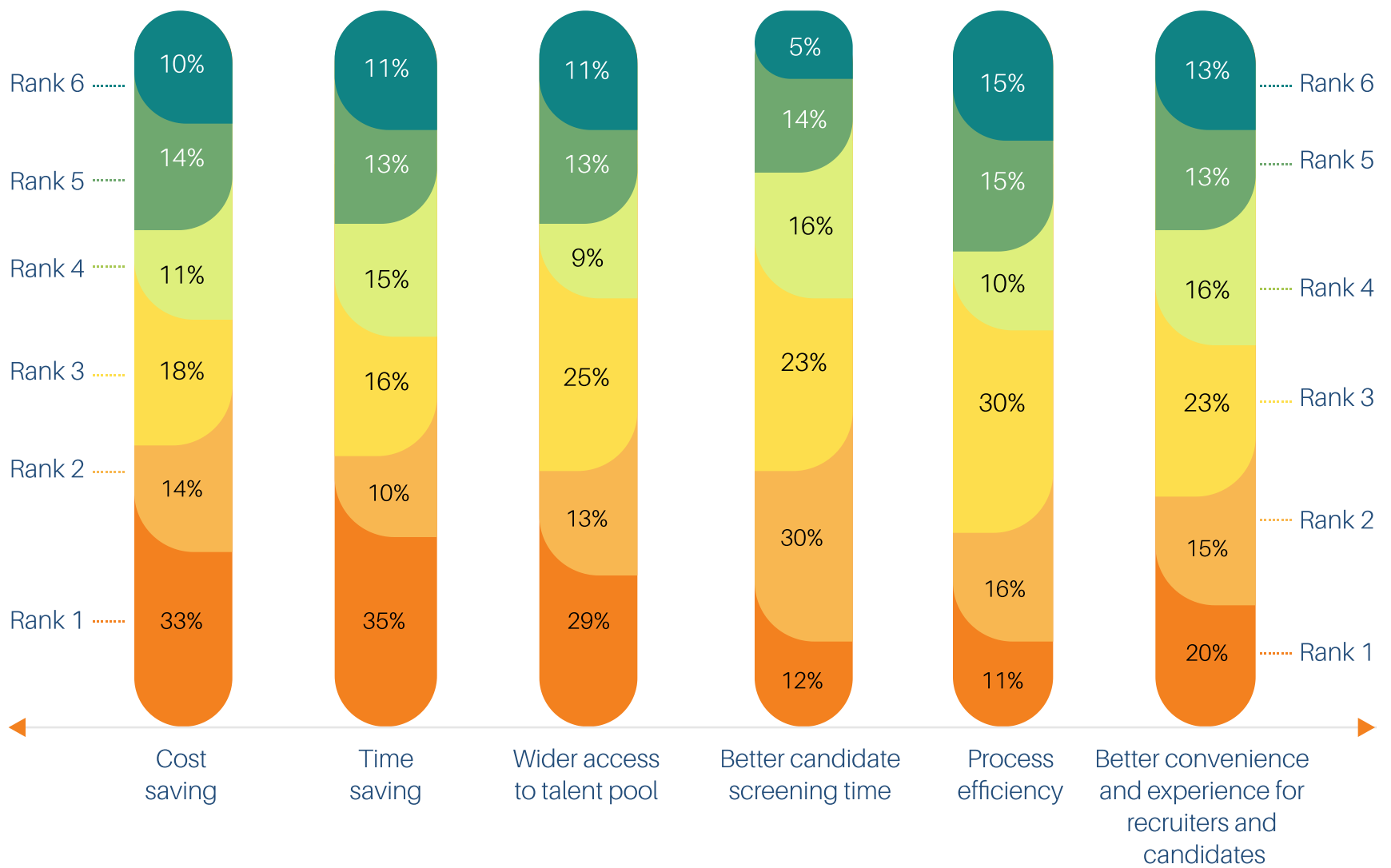
Cost saving and time saving have been voted the biggest benefits of remote recruitment when it comes to campus hiring. This is followed by process efficiency and wider access to talent pool.

Junior level hiring



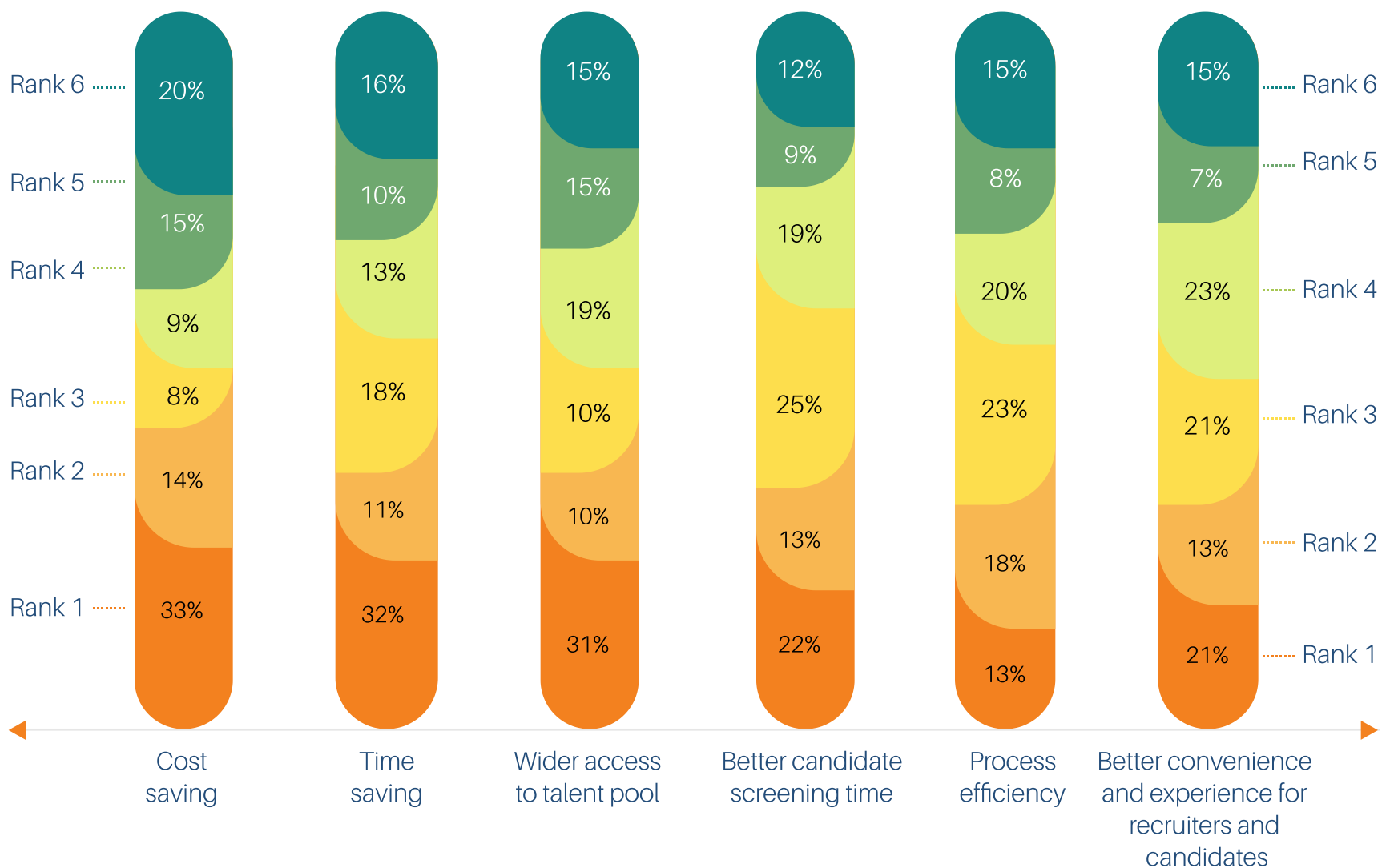
For junior level hiring too, cost and time savings have come up as the major benefits, followed by wider access to the talent pool.

Middle level hiring



Cost and time savings were voted as the biggest benefit of remote recruitment for middle level as well. However, 42% of participants ranked 'better candidate screening' at #1 and #2 positions. Process efficiency garnered 33% votes for rank 3.

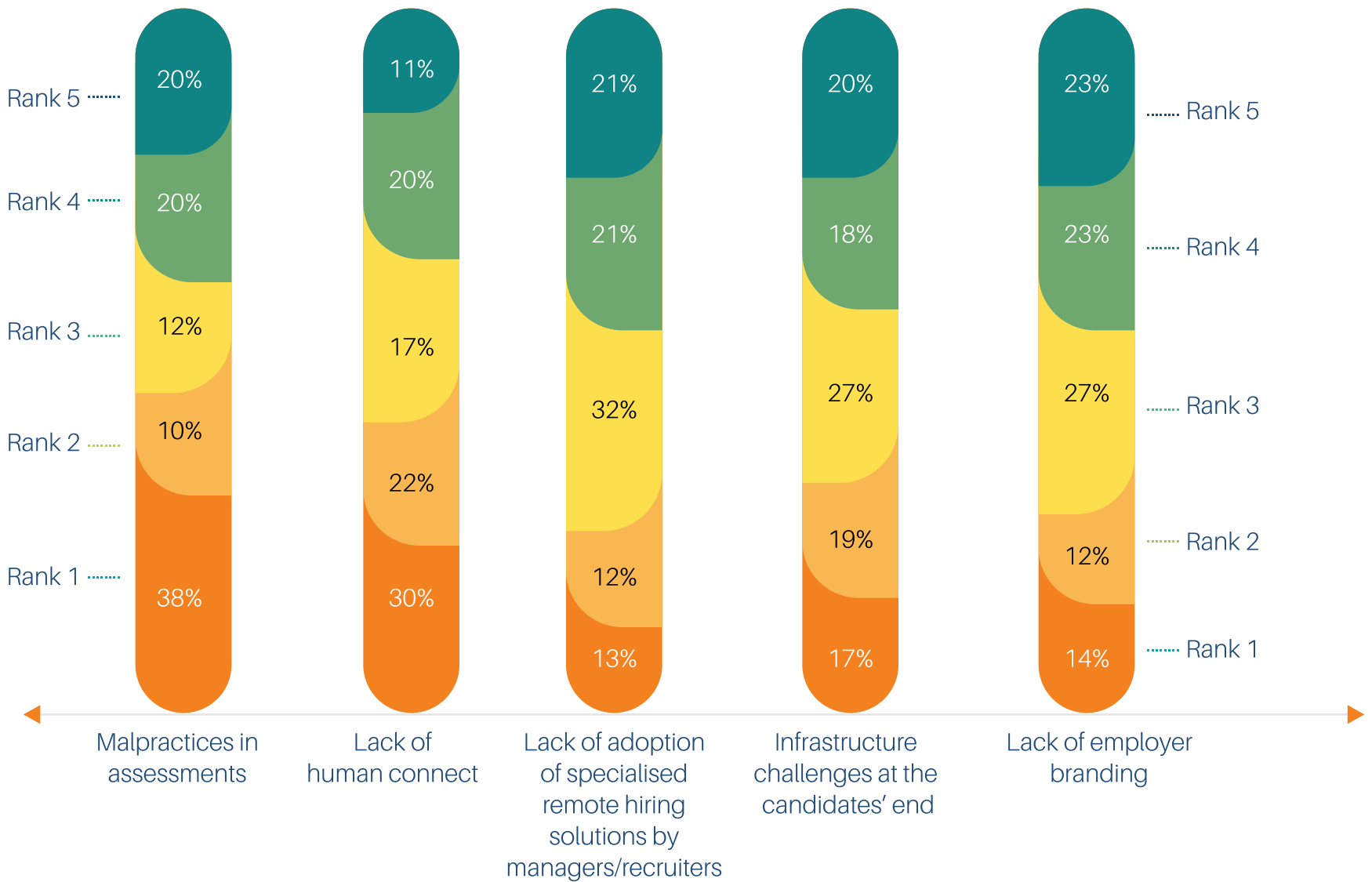
Senior level hiring



For senior level hiring, remote recruitment offers cost and time savings along with wider access to talent pool. Organisations were able to tap into the otherwise inaccessible talent pool due to geographic and travel constraints.

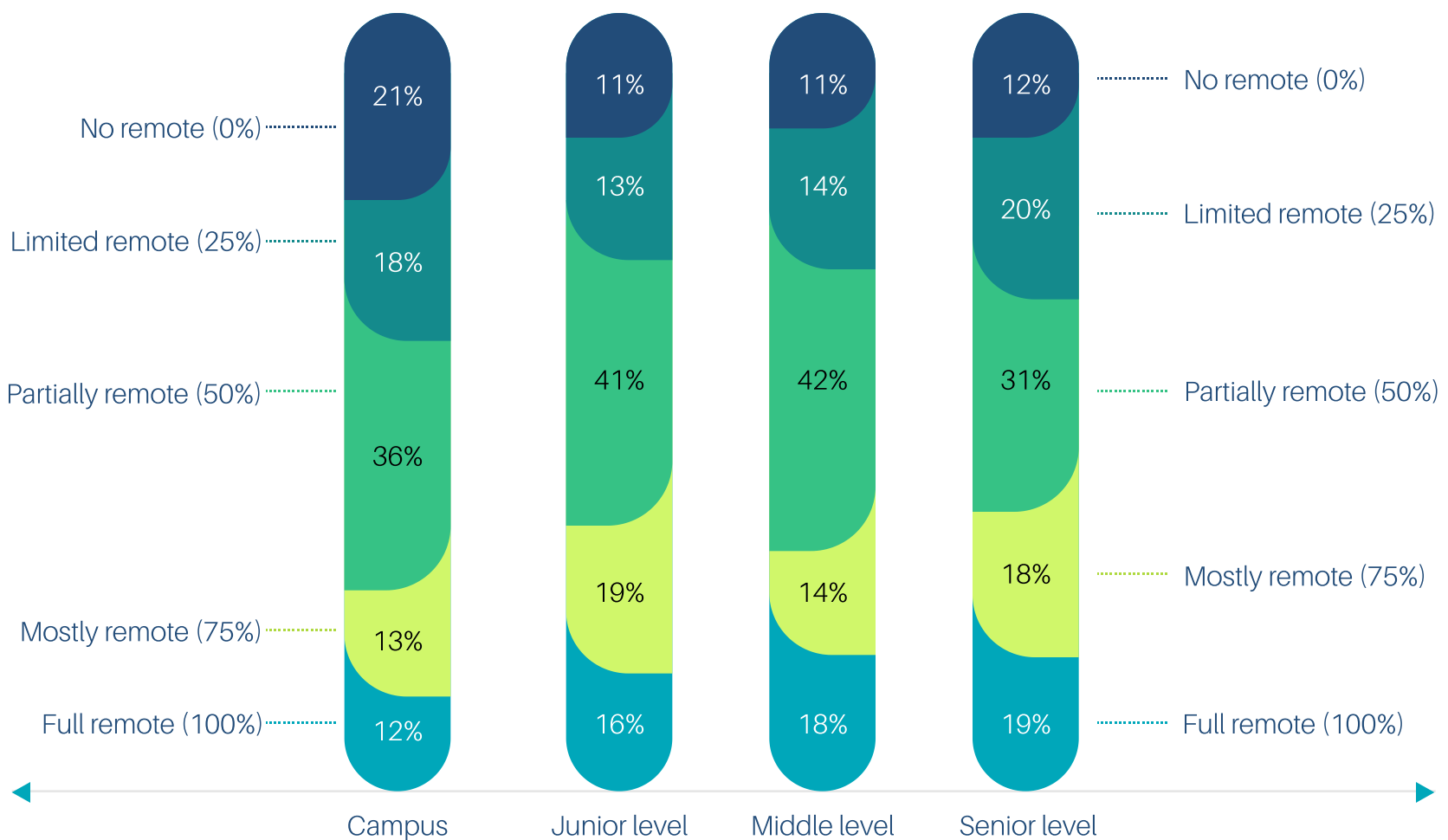
Major concerns about remote recruitment

Ranking of factors from 1 to 5 wherein 1 denotes the biggest and 5 denotes the smallest



Candidates indulging in malpractices during online assessments and virtual interviews is the major concern for organisations in remote recruitment. This is followed by the lack of human connect which was ranked #1 and #2 by 52% of participants. Adoption and usage of remote recruitment tools by the recruiters and hiring managers is the third big concern.

The way forward for remote recruitment



Organisations do not foresee going back to the old ways of recruitment. 60-70% organisations believe that their recruitment processes will continue to be partially to mostly to fully remote. In campus hiring as well as senior level hiring, 30-40% employers anticipate limited-to-no-remote recruitment, i.e. the physical form.

Conclusion: The rise of phygital hiring

One thing is certain: remote hiring will remain in existence and continue to take the centre stage in recruitment. As companies move towards hybrid mode of working, they're moving towards a new normal - phygital hiring - the combination of digital and physical hiring.

Adopting the right technology is going to be crucial for implementing phygital hiring procedures. Due to its effectiveness, virtual recruitment has helped many businesses thrive over the past few years. Employers can reap the cost and time benefits from remote recruitment across levels of hiring.

Remote recruitment comes with its own challenges as well. Candidates indulging in malpractice during assessments and interviews and the lack of human connect stay on top in the list. With advancements in recruitment automation and allied technologies, the industry is moving towards overcoming these challenges.



About HirePro

HirePro is a leading recruitment automation and assessments solution provider to corporates, educational institutions, and governments. Established in 2004 and headquartered in Bengaluru, India, we have been offering pre-eminent technology platforms and allied services to companies that require expert support to navigate the talent landscape. As a distinguished provider of automated selection platforms and solutions, we at HirePro hold the prominence of a strategic partner in the talent acquisition and recruitment market today.



HirePro Technologies Pvt. Ltd.

Address:

Iniche Building, Plot No. 53,
Kariyammana Agrahara Road,
Devarabisana Halli
(Next to Intel Junction Flyover),
Outer Ring Road,
Bangalore - 560103

Email: sales@hirepro.in

Contact: +91 - 80 - 66560000

Website: www.hirepro.in

