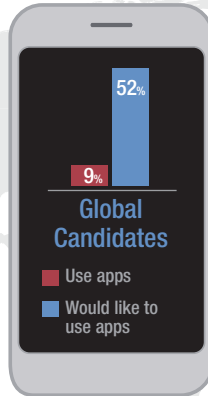


Swipe Right:

Candidate Technology Preferences During the Job Search

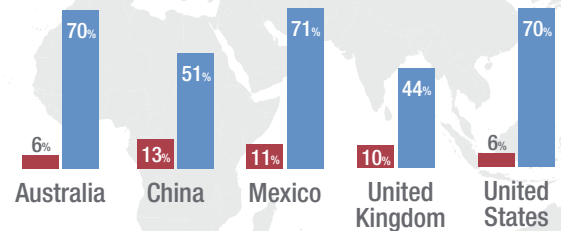


Technology has changed everything when it comes to attracting and hiring top talent. Employers who adapt can gain a competitive advantage in today's war for talent.



The App Gap

Candidates' desire to use apps to search and apply for jobs far exceeds actual use

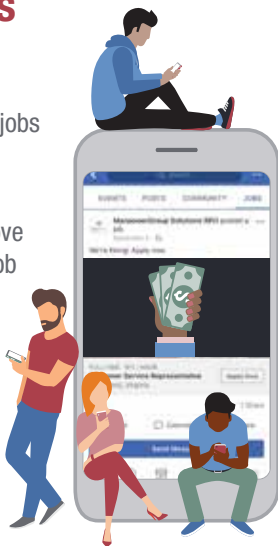


Candidates Who Prefer Apps Are Young, Mobile and Ambitious

64% of millennials are interested in applying to jobs via smartphone apps

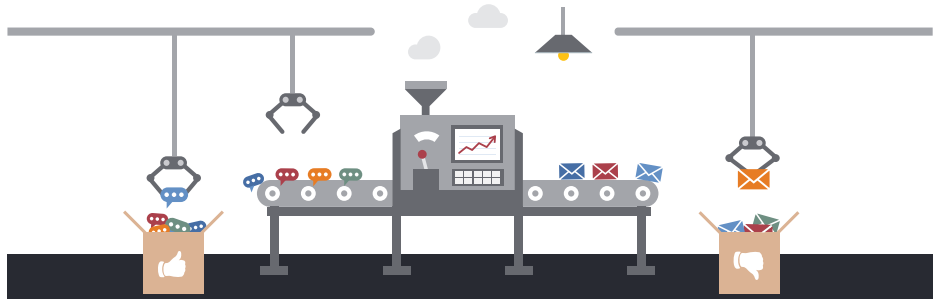
30% are willing to move to a new city for a new job

17% find opportunity for advancement as a motivator for immediate job change



Candidates Still Expect Personalization

While technology enables more communication, 42% of candidates feel that inauthentic automated outreach messages undermine an employer's credibility



8 Ways Employers Can Tap Into Candidate Technology Preferences

- 1 Be smart about the smartphone
- 2 Look beyond traditional HR platforms/apps
- 3 Get quantity and quality
- 4 Do not rely solely on video interviewing when diversity is a priority
- 5 Be part of the solution
- 6 Use technology to build employer brand
- 7 Let a bot be a bot
- 8 Avoid the shiny object; hire an expert



About the Survey Respondents

- Nearly **14,000** individuals currently in the workforce
- **19** influential employment markets across the globe
- **18-65** years old
- Various **career levels** and **industries**