

Recruiting, Hiring and the Future of Work in the Technology Industry



Introduction

Every day, the U.S. economy becomes increasingly dependent on technology talent. And we're not just talking about tech behemoths like Google, Amazon or Facebook. Companies across all sectors—banking, healthcare, even manufacturing—look to technology to drive their digital initiatives and transformations forward, making the competition to attract tech talent particularly fierce.

This growing need for talent is further complicated by a skills gap that plagued the tech industry long before the onset of COVID-19, and continues to create challenges in the wake of the pandemic. The rapid pace of technological innovation not only makes it more difficult for prospective employees to keep up with required skills, but also for recruiters to maintain a pulse on what to look for in candidates.

What's the path forward for securing the right talent at a time when COVID-19 has uprooted many fundamental HR processes, from recruiting and interviewing to hiring and onboarding? We surveyed 117 recruiters in the technology industry to understand how they're adapting to the changes they face, and preparing for what's next.

We discovered that:

68% of recruiters say their strategies will change as a result of COVID-19

65% said tech experience and 60% said communication will be key skills they'll seek in candidates

44% said their interactions with candidates are becoming more relationship-based

80% said candidate relationship management should be built into applicant tracking tools

48% have an optimistic outlook post-pandemic

Introduction

As recruiters—and candidates—grapple with remote work for the foreseeable future, they'll have to lean on data technology to help them build the relationships they can no longer build in person.

“If you’re serious about recruitment, it means you’re serious about data. Data-driven decisions are the secret sauce for any great recruitment function.”

- Nathan Reese, global head of talent at Secure Code Warrior, a security software provider for developers

Though pandemic-driven uncertainty remains, a few things are clear: at a time when demand for talent continues to grow and the skills gap widens, recruiters need powerful insights and toolsets to effectively gauge the quality of applicants—and engage with them.



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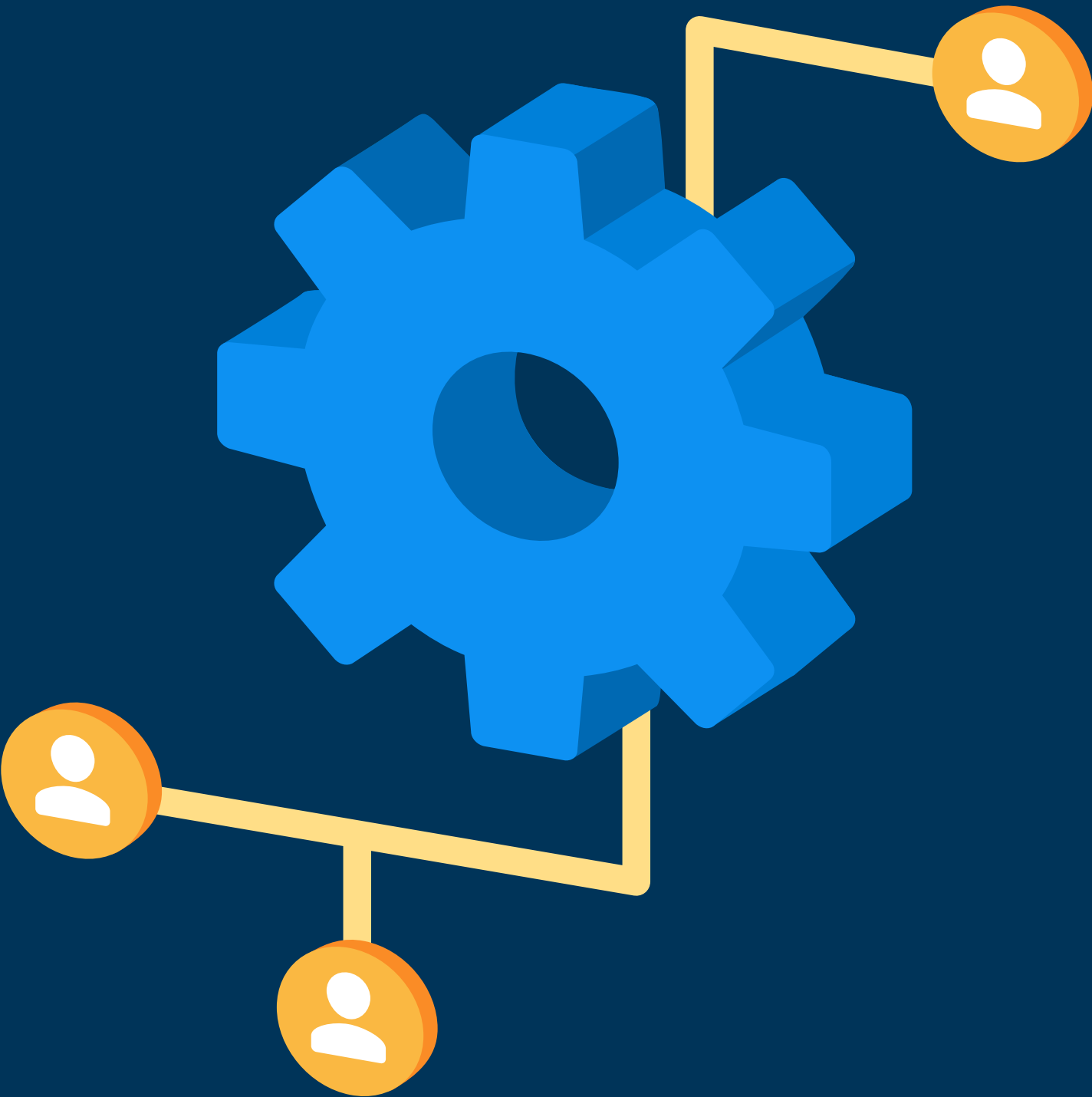
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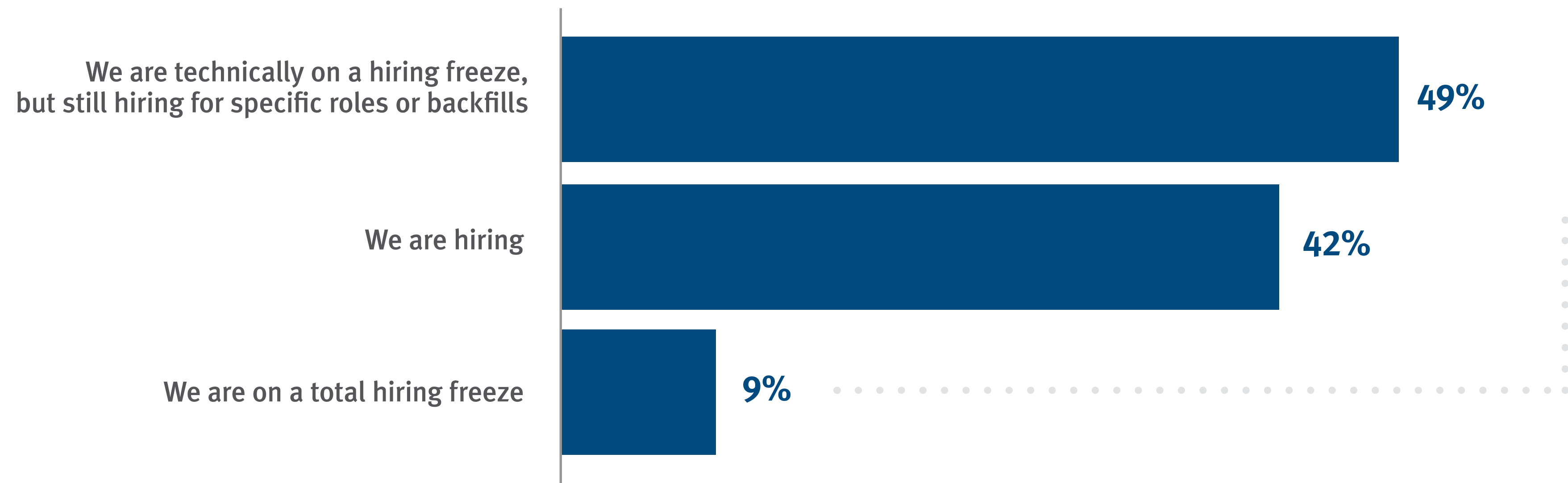
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Hiring Has Slowed

Just 9% of tech companies implemented a full hiring freeze during the COVID-19 pandemic, which is slightly less than companies overall, 14% of which were on a full freeze.

Hiring activity during the pandemic:

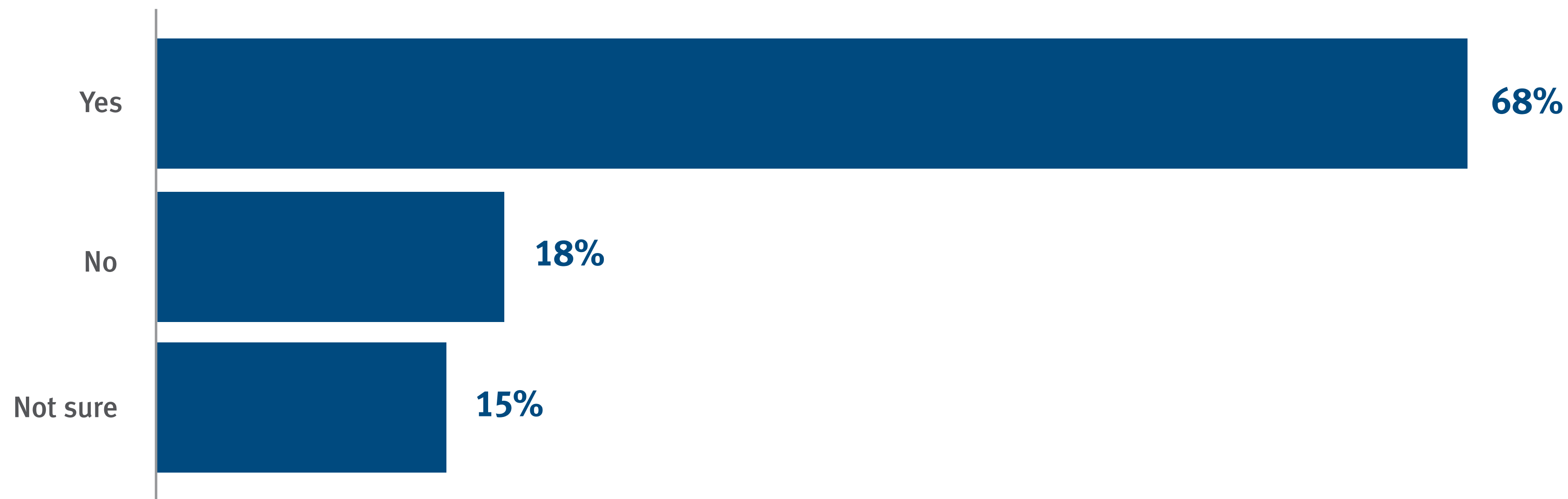


Only 9%
of tech companies were on
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When Hiring Remote Workers, Recruiting Will Have to Change

As uncertainty surrounding the future of work post-pandemic continues and employees continue to work remotely for the time being, tech companies—more so than companies in general—anticipate that recruiting will evolve to support this new environment.

Will your recruiting strategies change if you have more employees working remotely?



For Remote Hiring, Video and Phone Interviews Will Be Critical

For one thing, tech businesses expect their reliance on phone and video interviews to “increase significantly” as a result of the pandemic—more than half of respondents said they’ll lean on these channels more heavily. Their use of other tactics will shift as well.

Shifts in hiring tactics used during the pandemic:

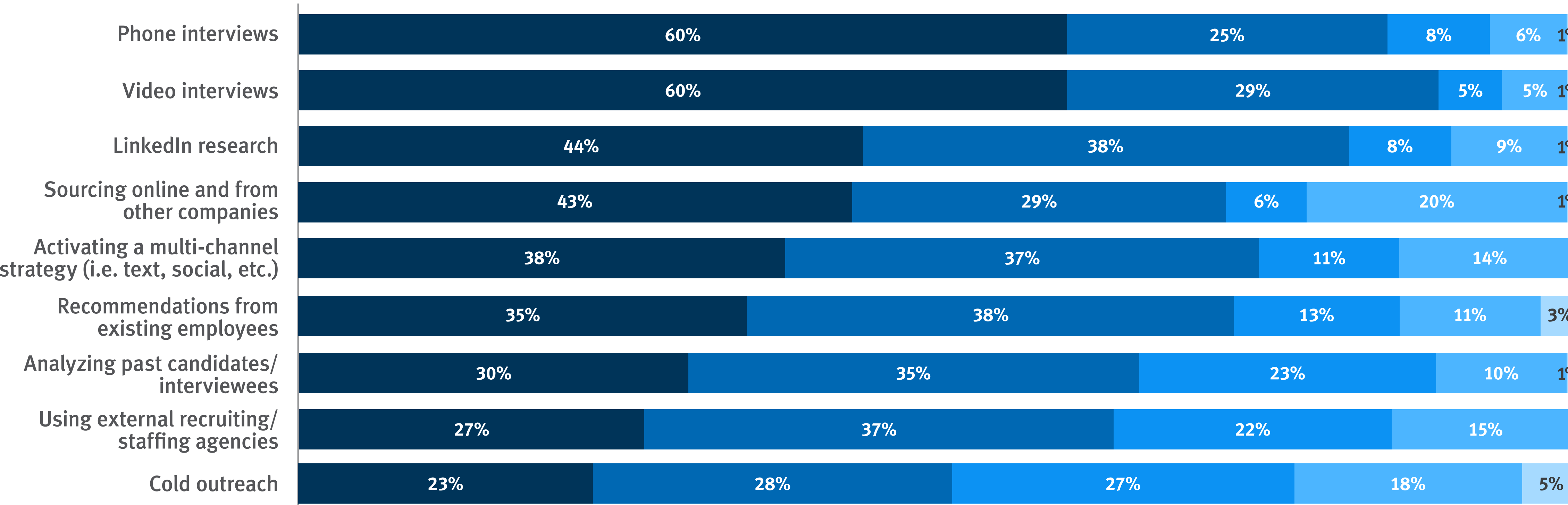
A lot more of

A little bit more of

A little bit less of

The same

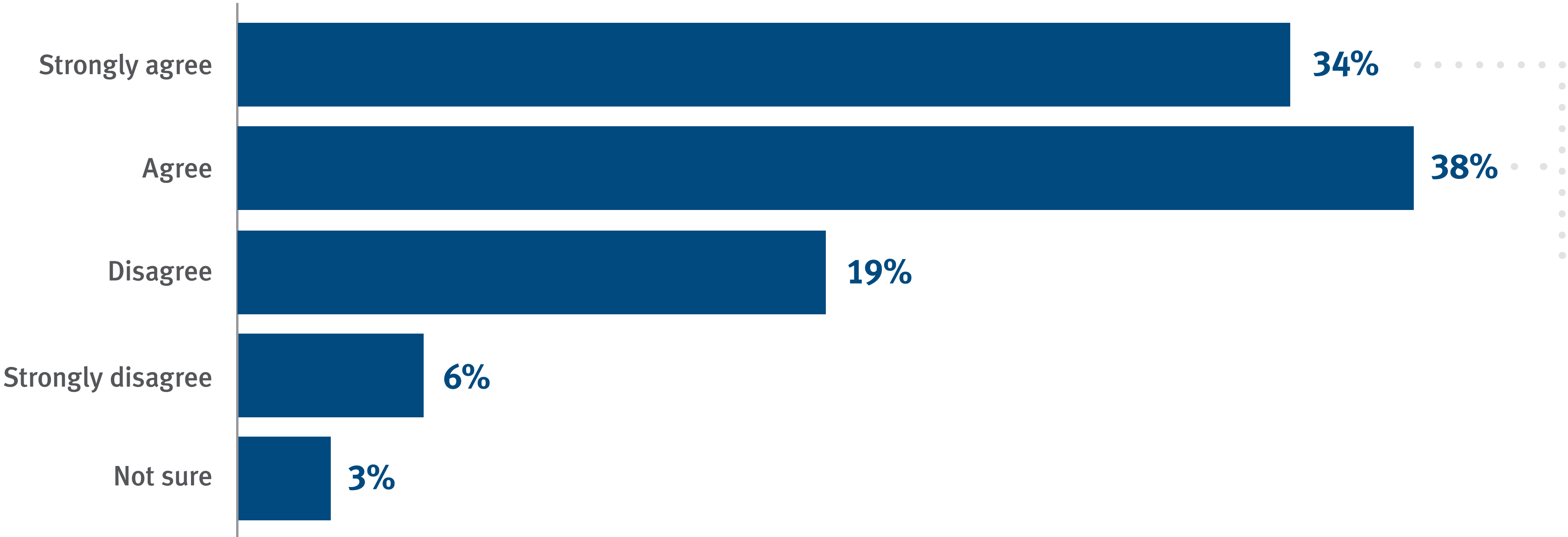
Not applicable



In the “New Normal,” Communication and Tech Skills Are Key

As hiring tactics change, so too will the skills that recruiters seek. In the tech industry, communication will be more crucial, as will tech proficiency.

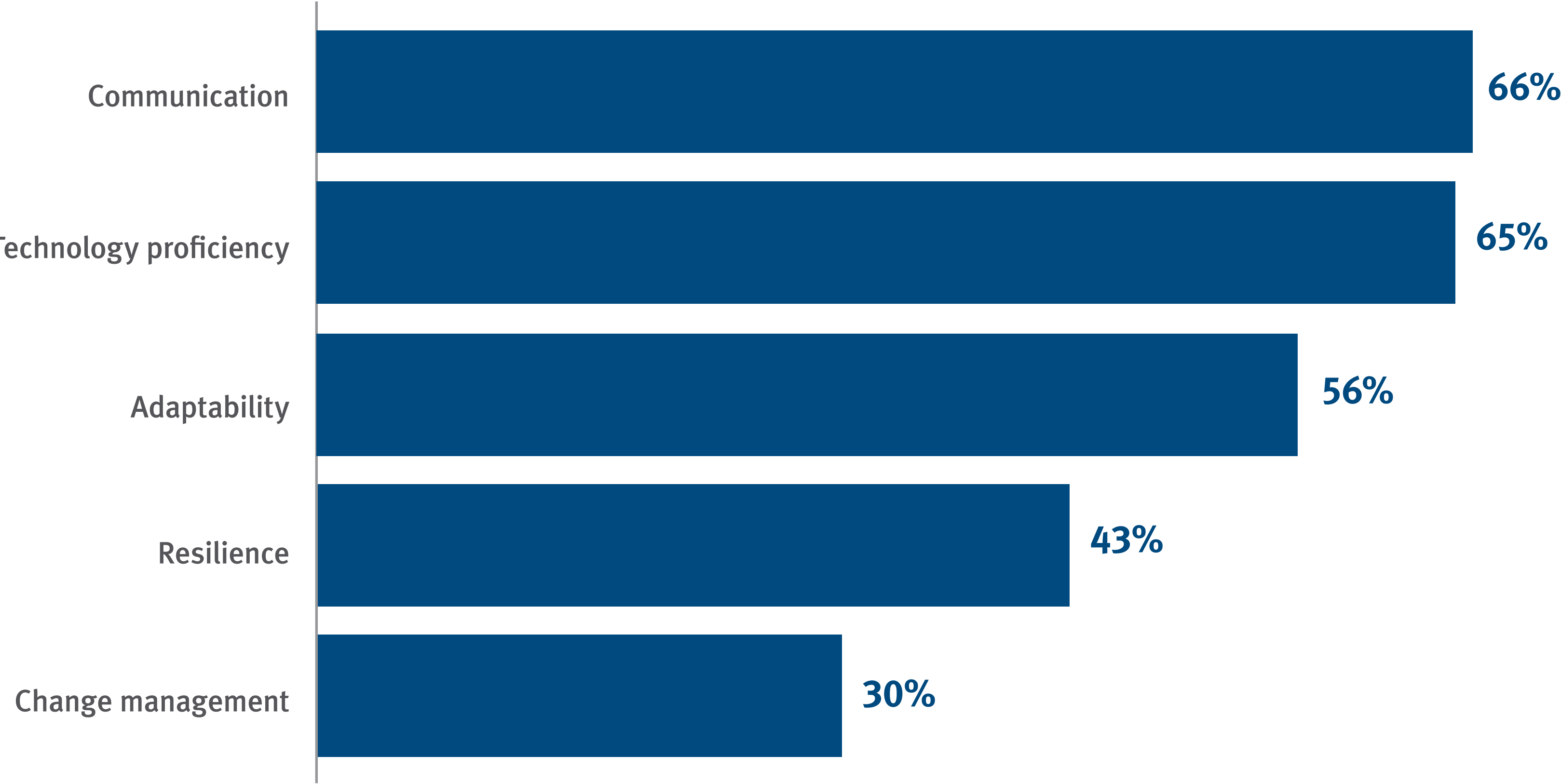
As a result of the COVID-19 pandemic, we’ll need to hire employees with skills that weren’t required before:



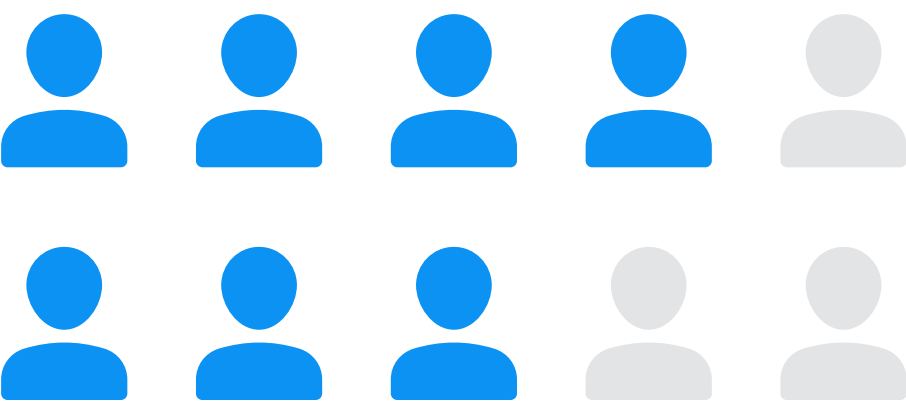
72%
of tech companies say they’ll need to hire for skills that weren’t required before

In the “New Normal,” Communication and Tech Skills Are Key

What are some key skills that you’ll be looking for in candidates as a result of the COVID-19 pandemic?



At companies across industries, filling tech positions is a top goal.

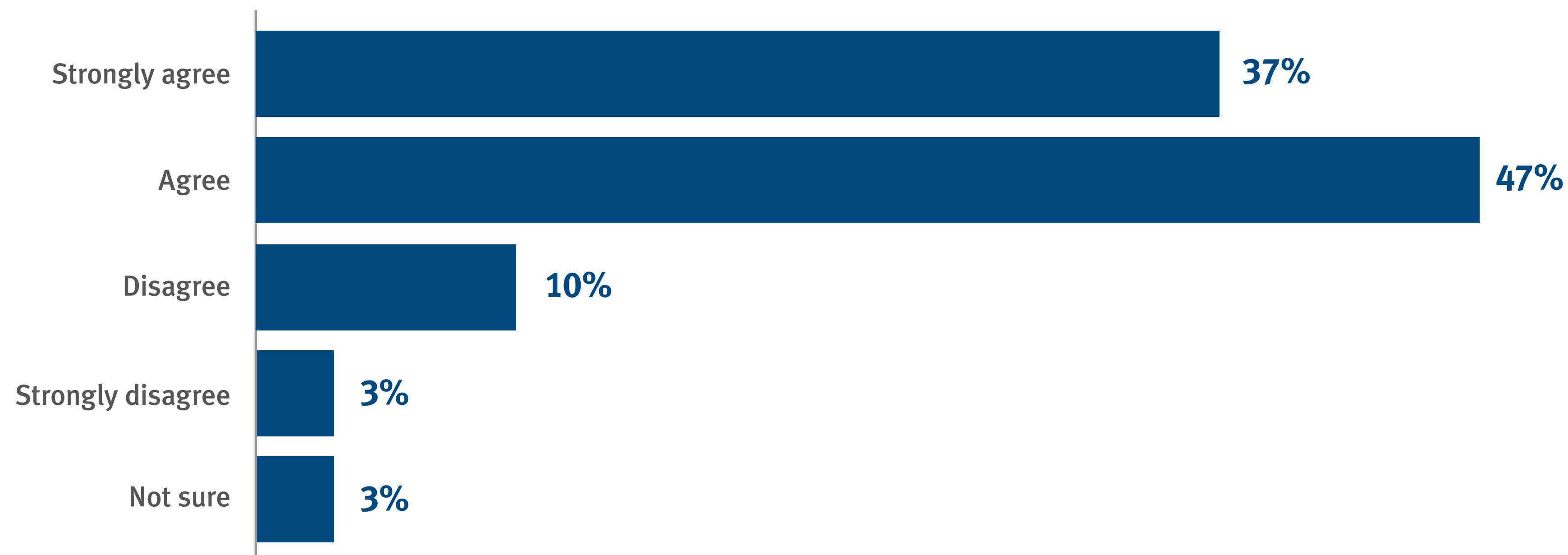


over **70%** of respondents consider tech positions (engineering, data, product) to be the highest priority roles to fill, as of July 2020, according to a study conducted by **Vettery**.

Vetting Will Become More Thorough

With tech companies seeking candidates with new skills, they plan to introduce additional vetting criteria to ensure applicants are qualified.

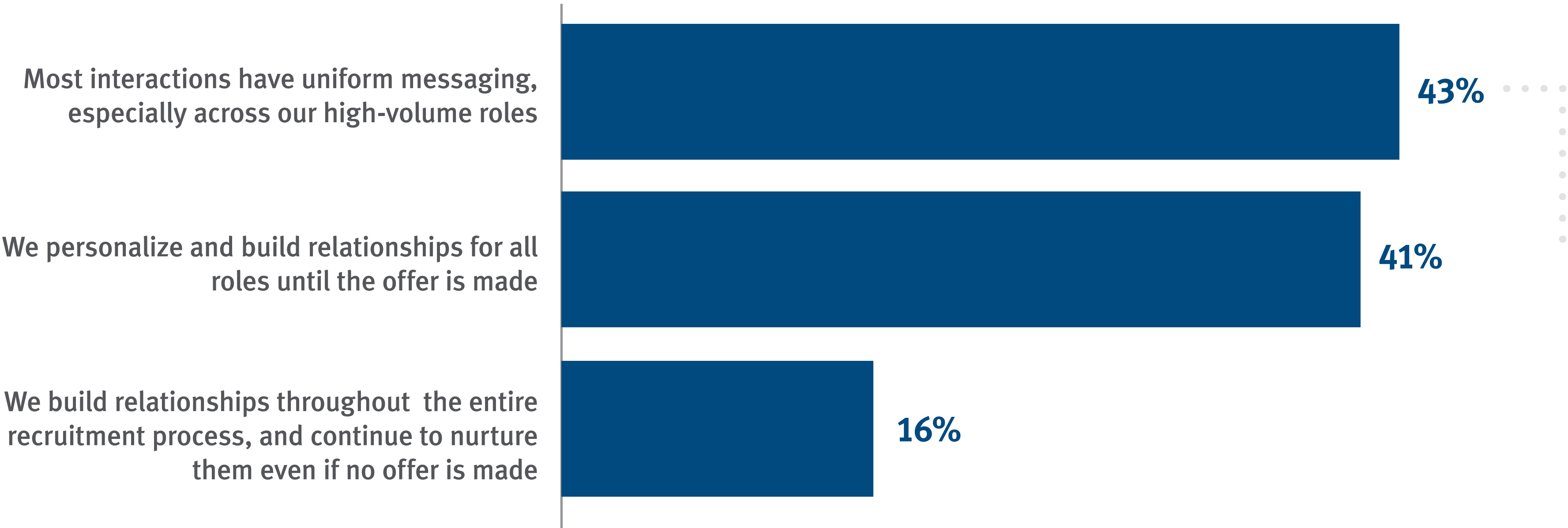
We will introduce additional vetting criteria as a result of COVID-19:



Talent Interactions Aren't Personalized at Many Tech Businesses

As hiring evolves to meet new needs created by the pandemic, 43% of tech companies are recognizing deficiencies in their existing processes and technologies, such as lacking personalization in talent interactions.

How would you describe your interactions with talent prior to the COVID-19 pandemic?

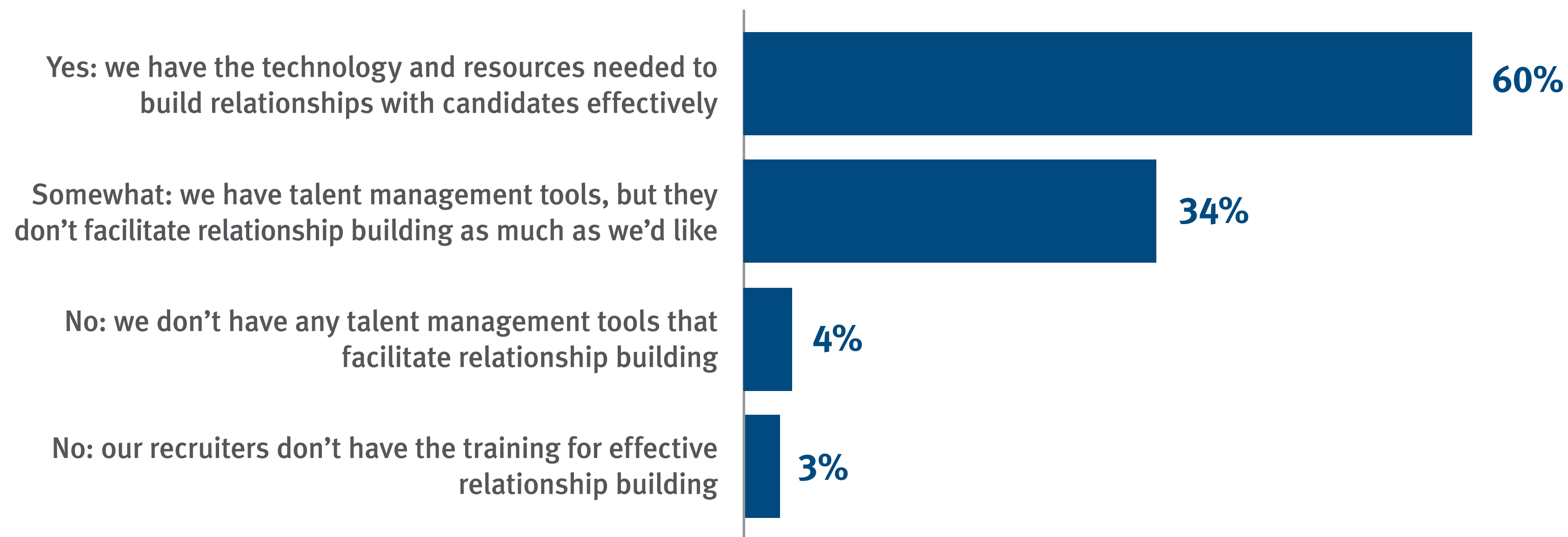


43%
of tech companies are recognizing deficiencies in their existing processes and technologies

There's Room for Improvement in Cultivating Candidate Relationships

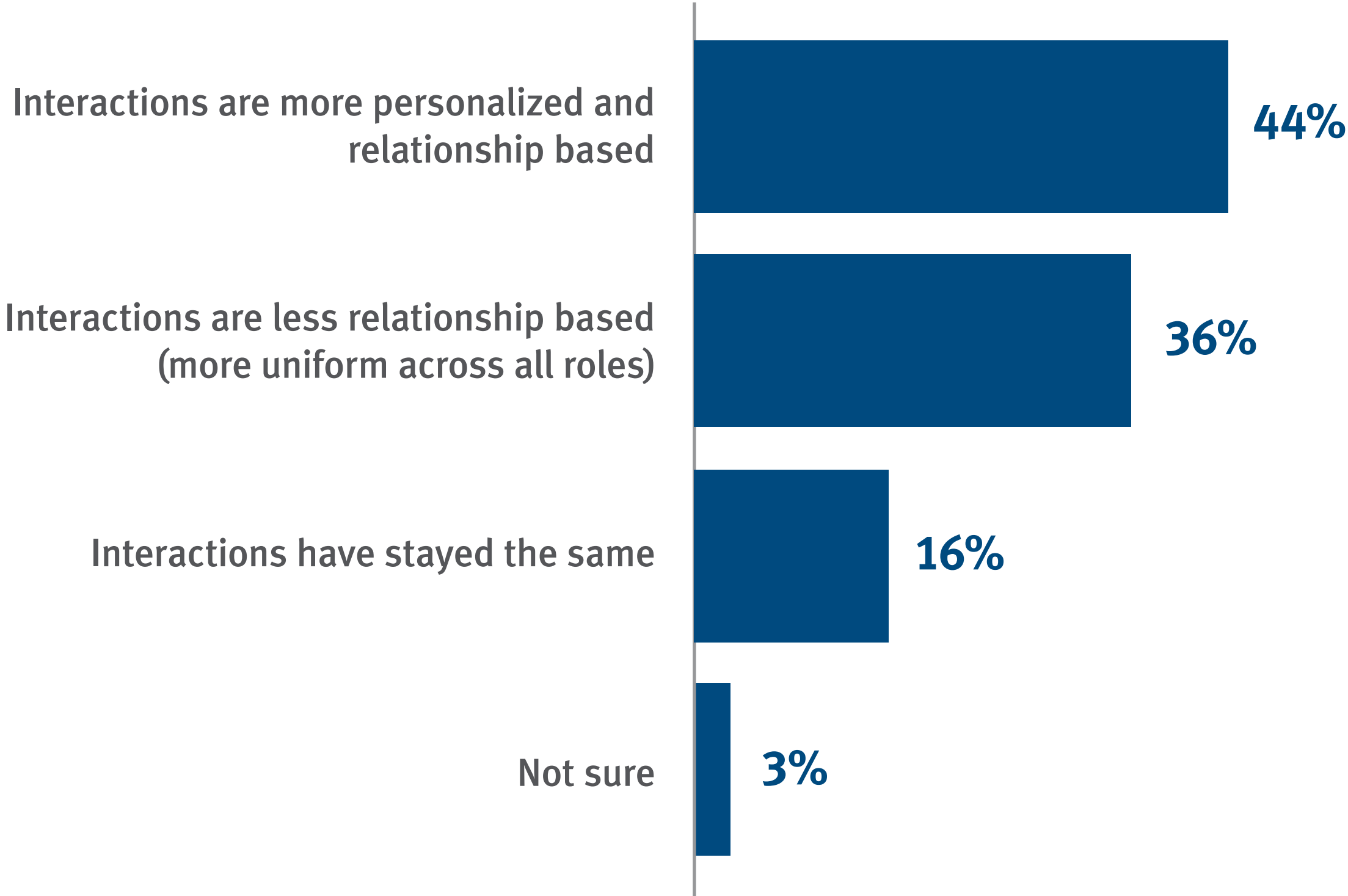
Over a third of tech companies also say they can't facilitate relationships as effectively as they'd like. And, as a result of the pandemic, tech companies believe that interactions will become more relationship based. To support relationships with candidates more effectively, tech companies also say they'll need candidate relationship management to be better integrated into the hiring process.

Are you able to build relationships with candidates as effectively as you'd like?

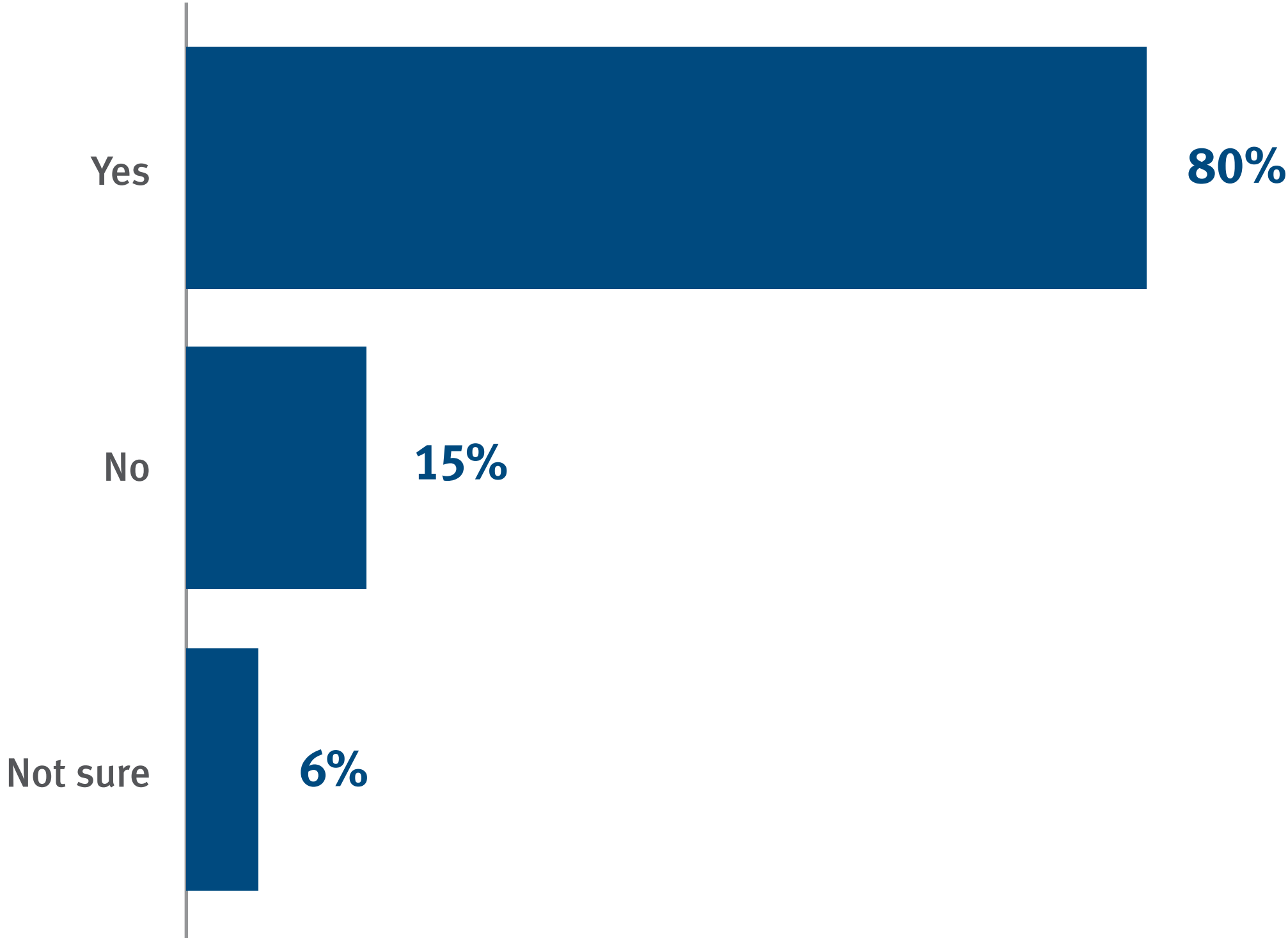


There's Room for Improvement in Cultivating Candidate Relationships

How have your interactions with talent changed as a result of COVID-19?



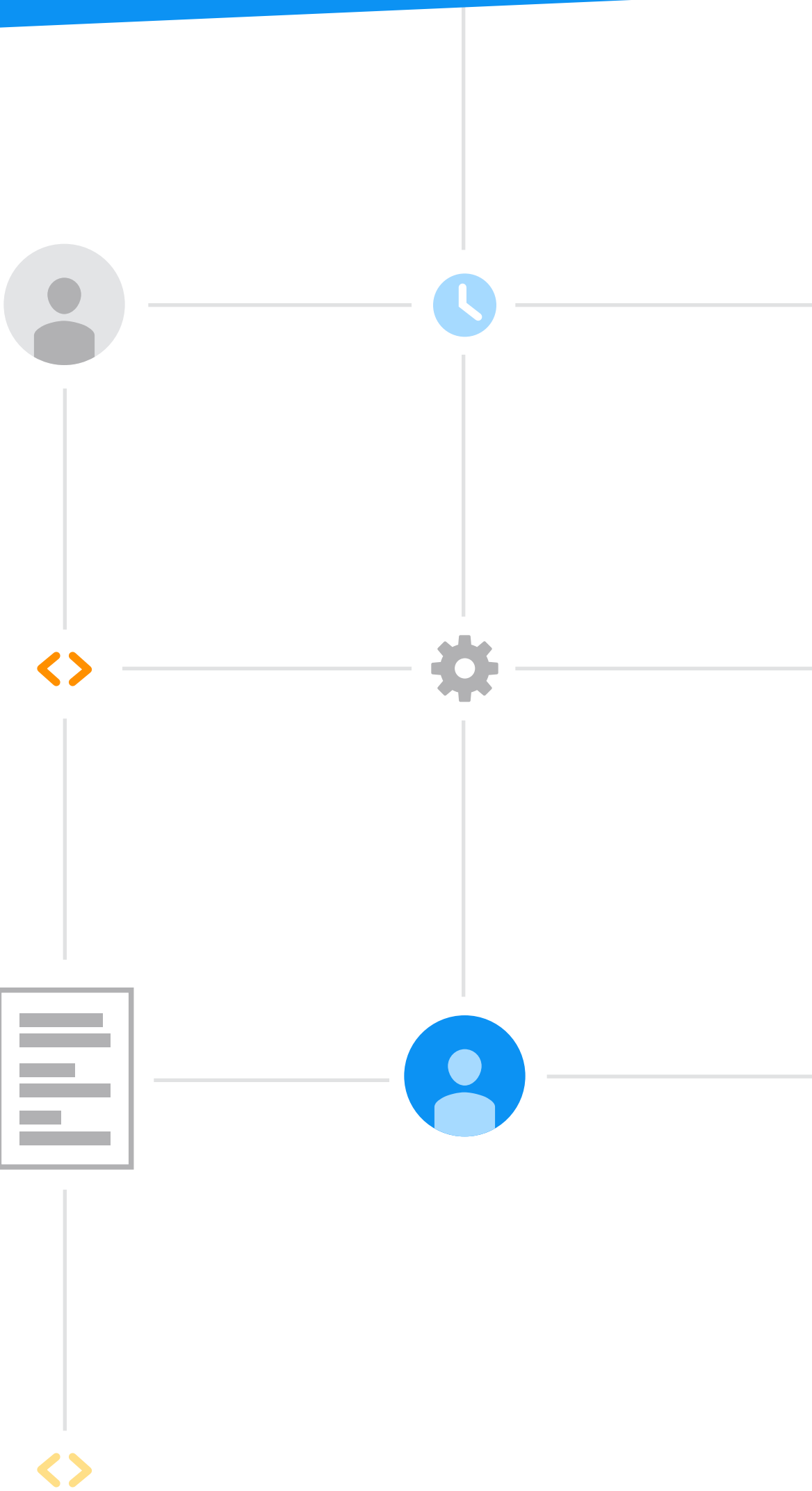
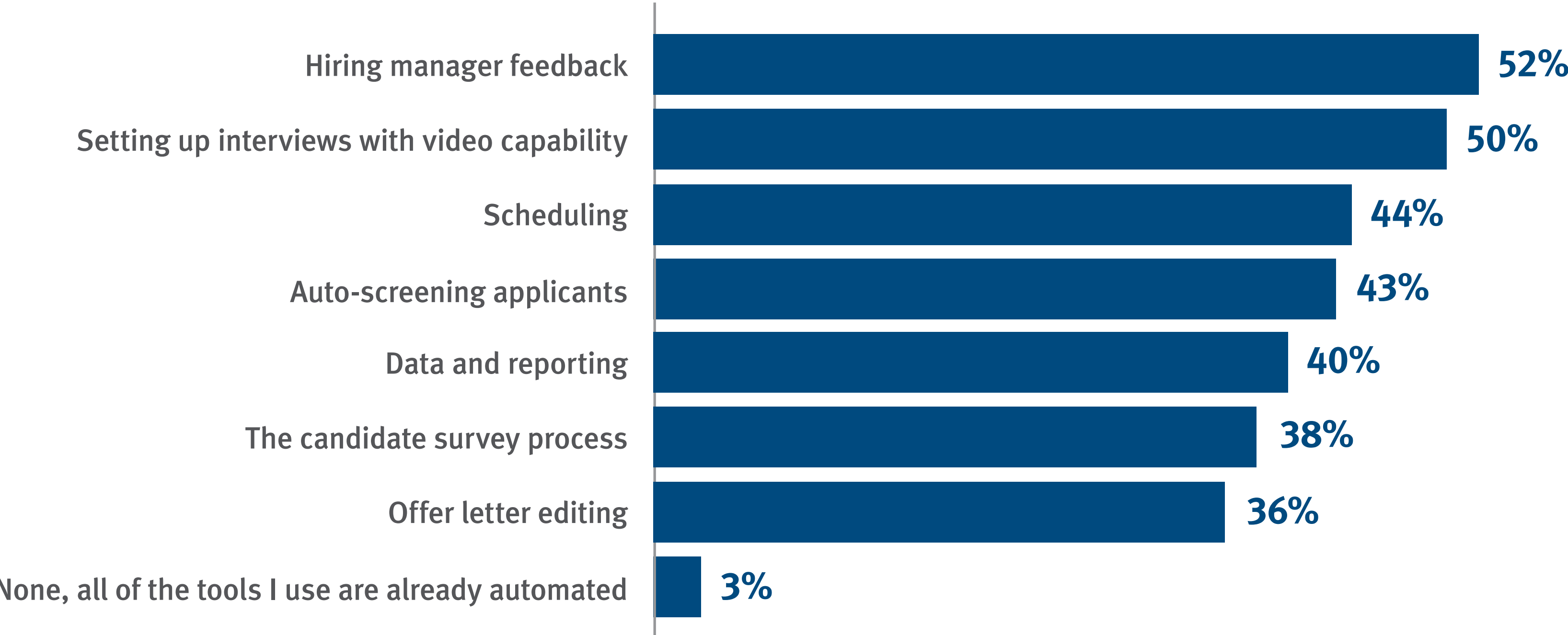
Is it now more important that candidate relationship management be built into applicant tracking systems?



Tech Companies Want More Automation in Hiring

Another challenge for tech companies is limited automation of key processes, such as securing feedback from hiring managers and setting up interviews.

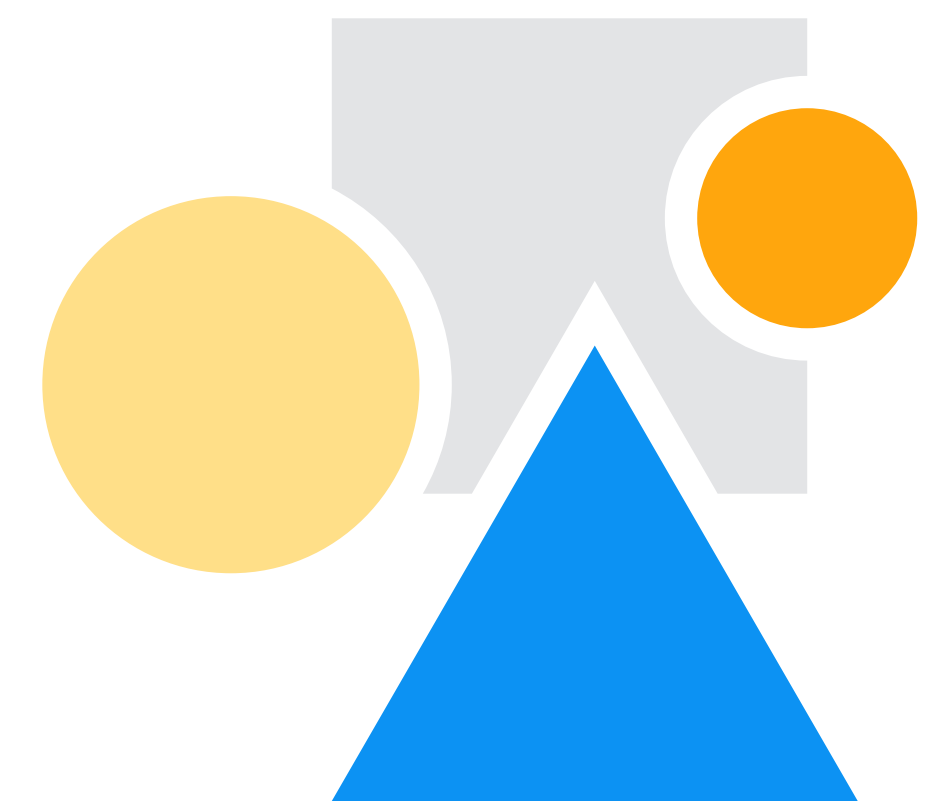
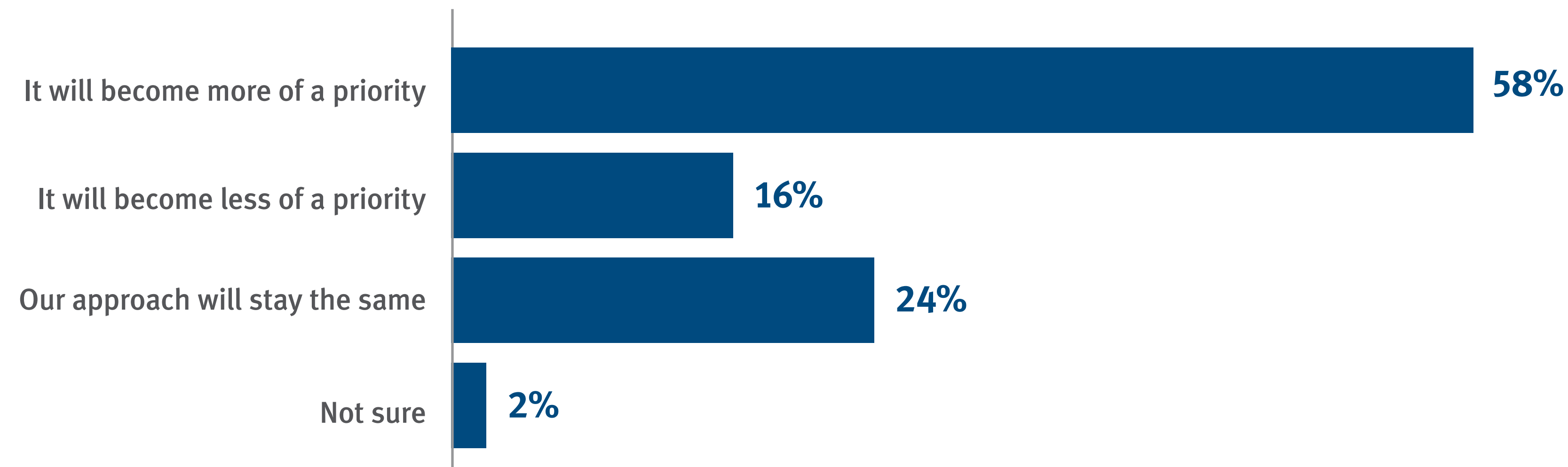
Which tasks do you wish were more automated in the recruiting process?



Diversity and Inclusion Grow in Importance

Tech companies will be making other changes as a result of the pandemic as well, including growing their focus on diversity and inclusion. This is critical as the industry continues to face a diversity problem—less than 3% of employees at major tech companies are Black or Hispanic, according to the latest data from Business Insider.

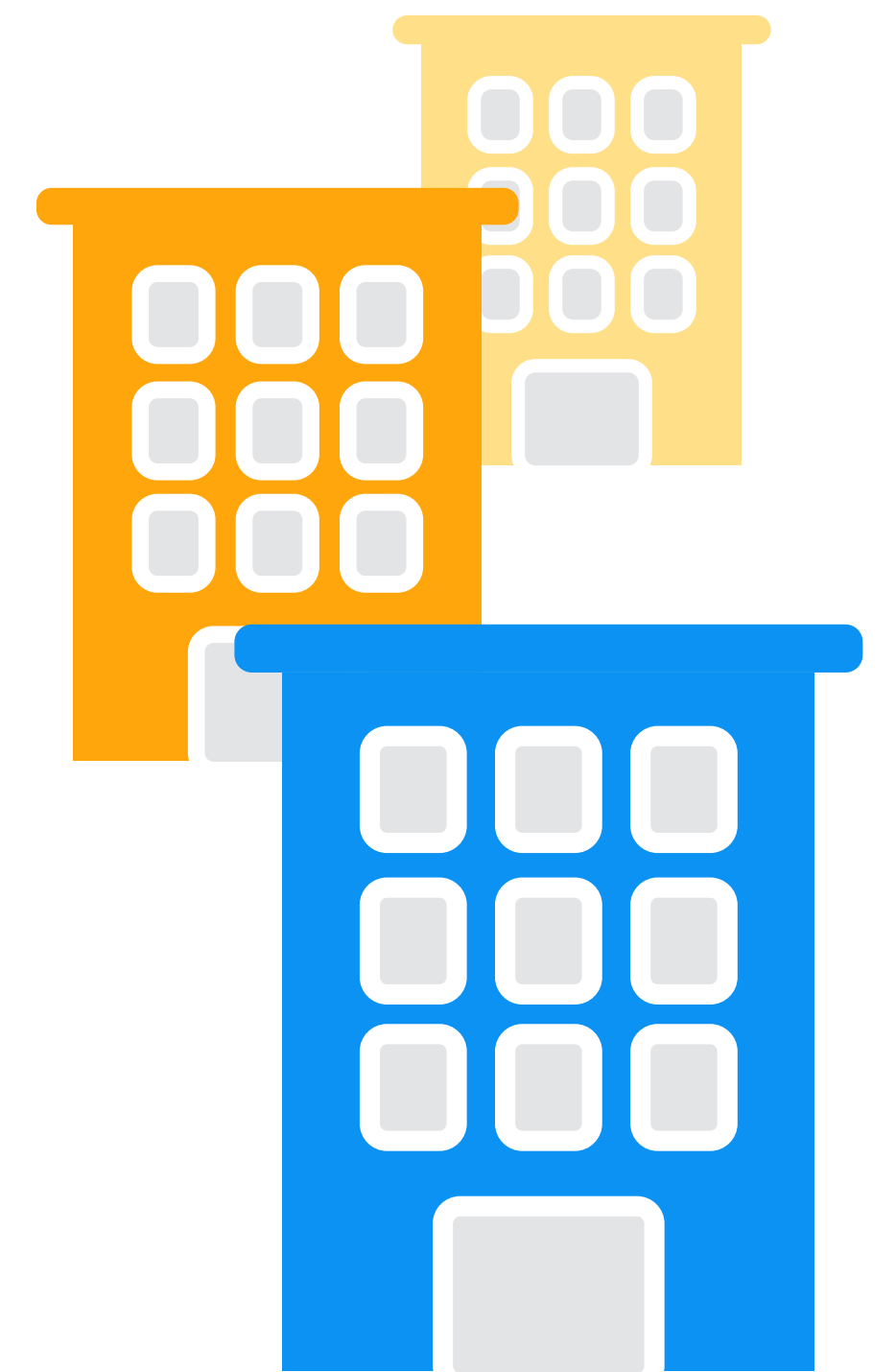
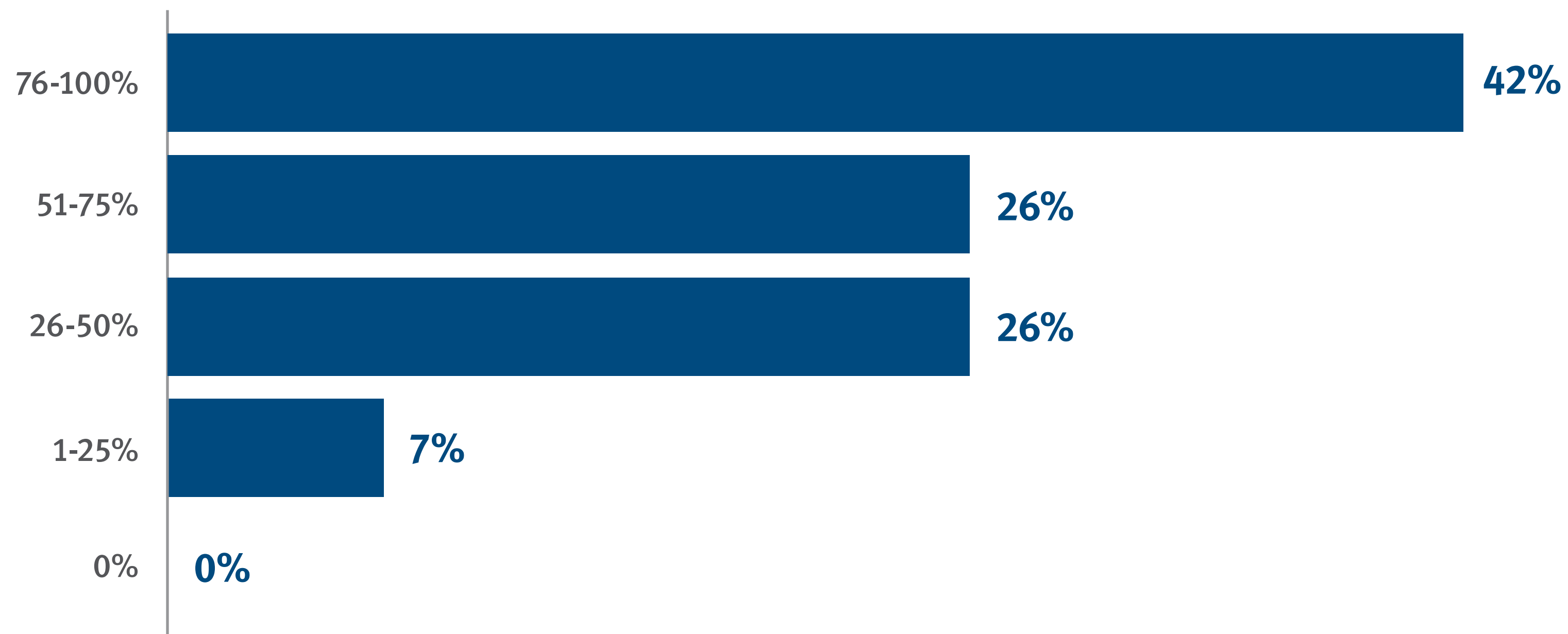
How will your emphasis on diversity and inclusion change as a result of COVID-19?



Tech Companies Are Accustomed to Physical Offices

The tech industry was slightly less remote than companies overall prior to the onset of COVID-19.

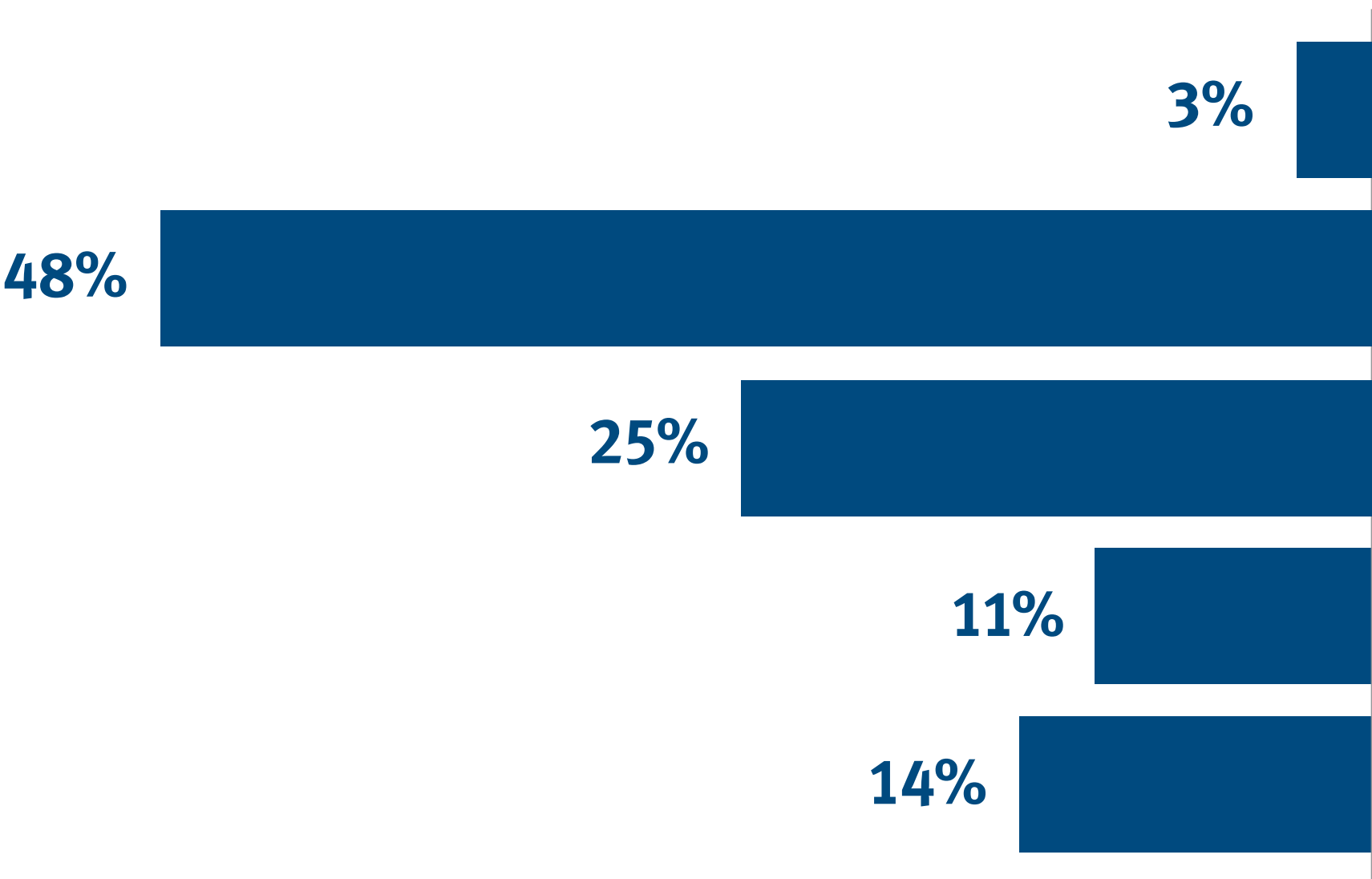
What percentage of your employees worked in a physical office before the COVID-19 pandemic?



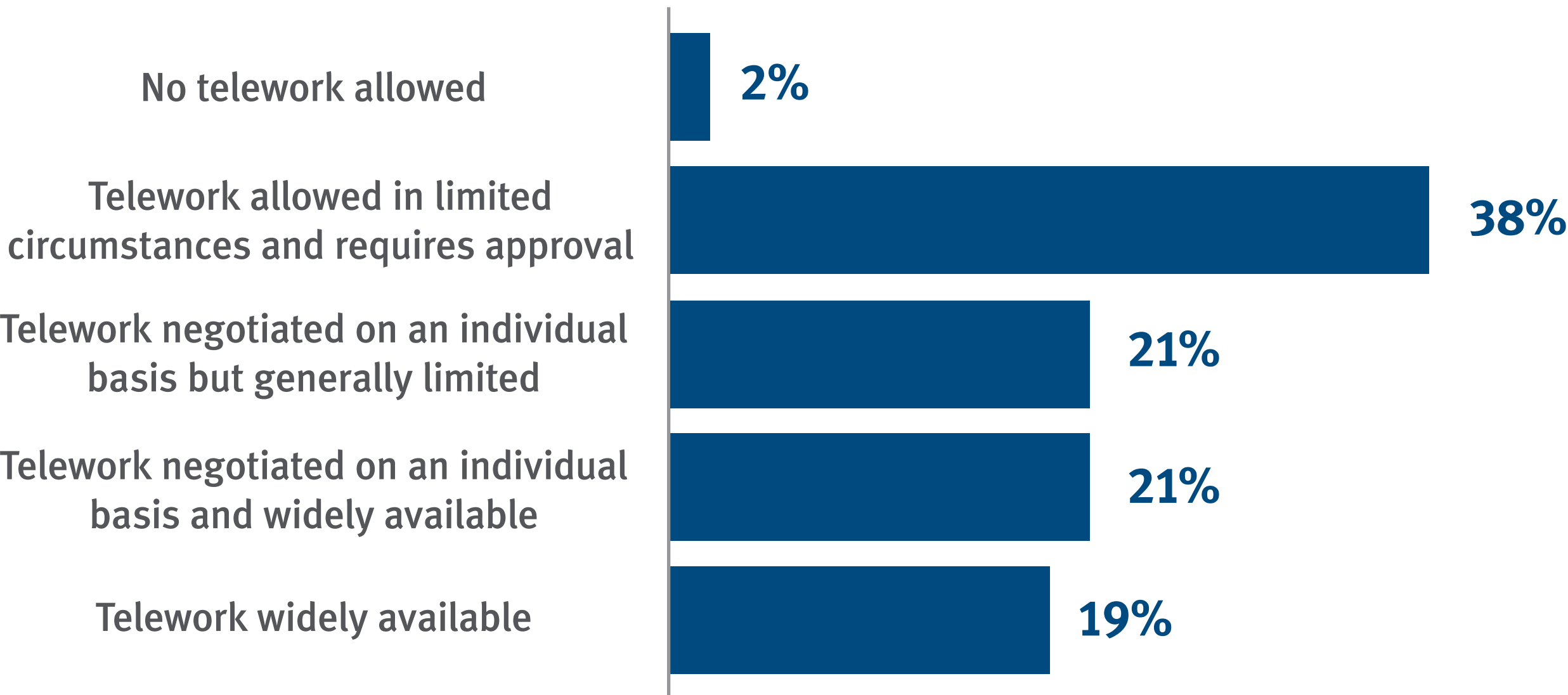
More Flexible Work Options Are Coming

As the pandemic subsides, tech companies, like many others, will re-evaluate their remote work offerings. Companies are becoming more lenient—while 48% only allowed telework in limited circumstances, that number fell to 38% as a result of the pandemic. Meanwhile, though only 11% said telework was negotiated on an individual basis and widely available before COVID-19, that number nearly doubled to 21% since the onset of the crisis.

What was your telework policy prior to COVID-19?



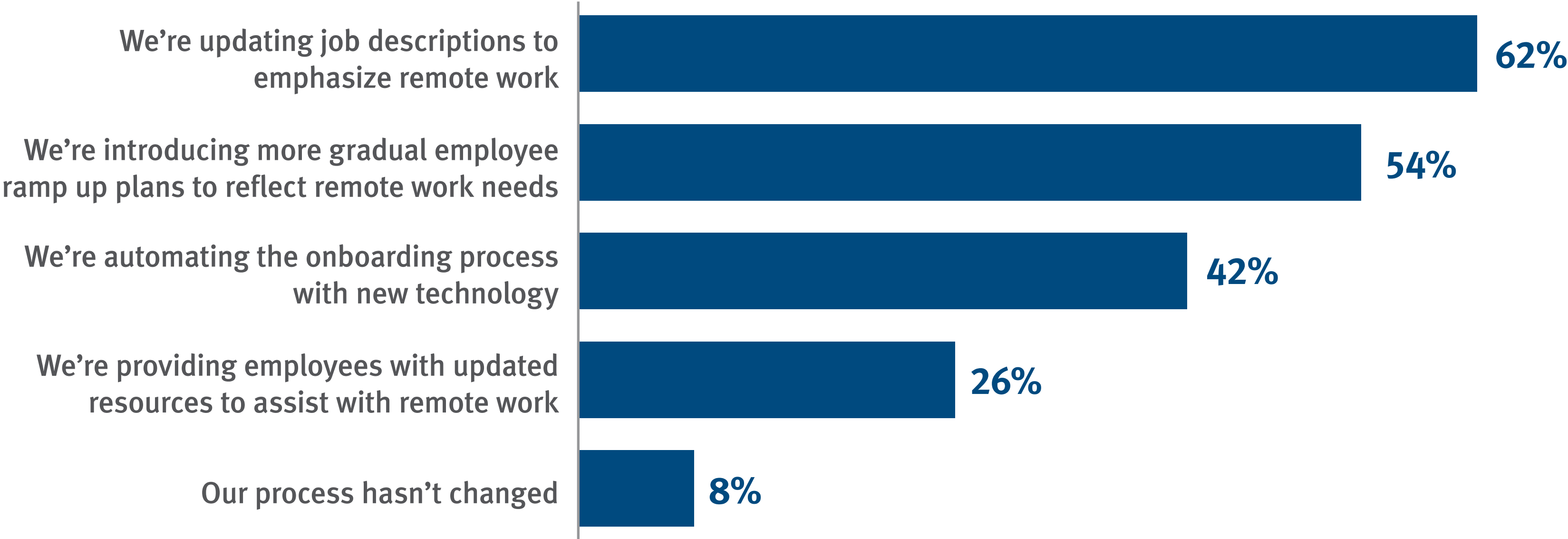
What do you expect your policy to be after COVID-19?



Onboarding Must Take Remote Work Into Account

Onboarding will look different too, following the growth of remote work brought on by the pandemic. This is primarily because companies will need to automate certain aspects that were done in person or update assets to include remote work.

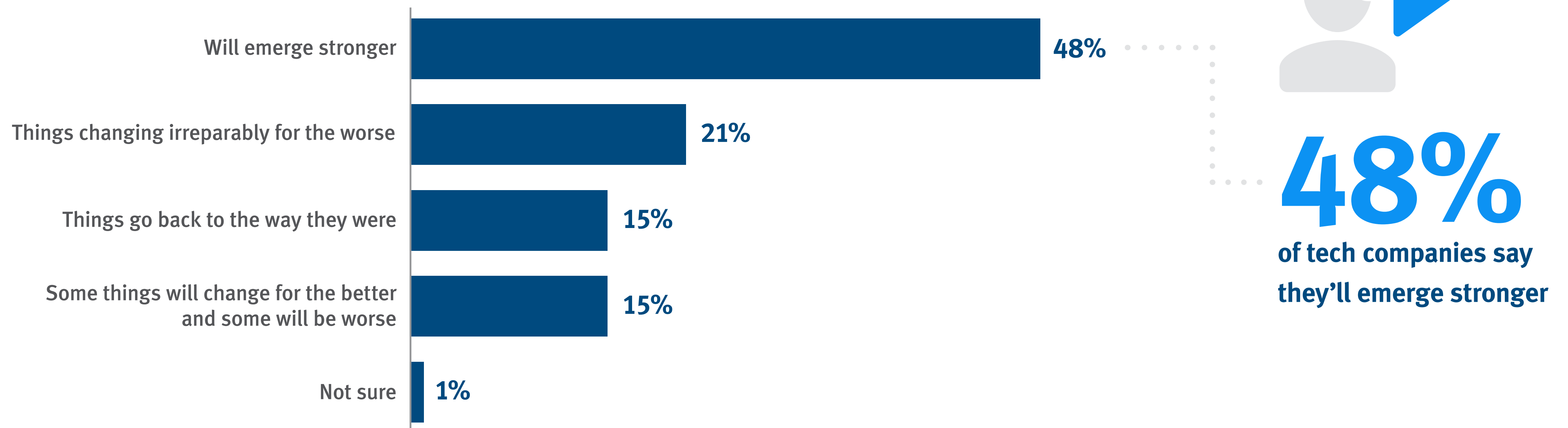
What changes will you need to make to your onboarding process?



Though Uncertainty Remains, Tech Companies Are Optimistic

Despite the disruption that 2020 has brought, tech companies remain optimistic in their outlook for the future—even more optimistic than companies overall.

Tech companies' outlook on their work as a result of COVID-19:



Conclusion

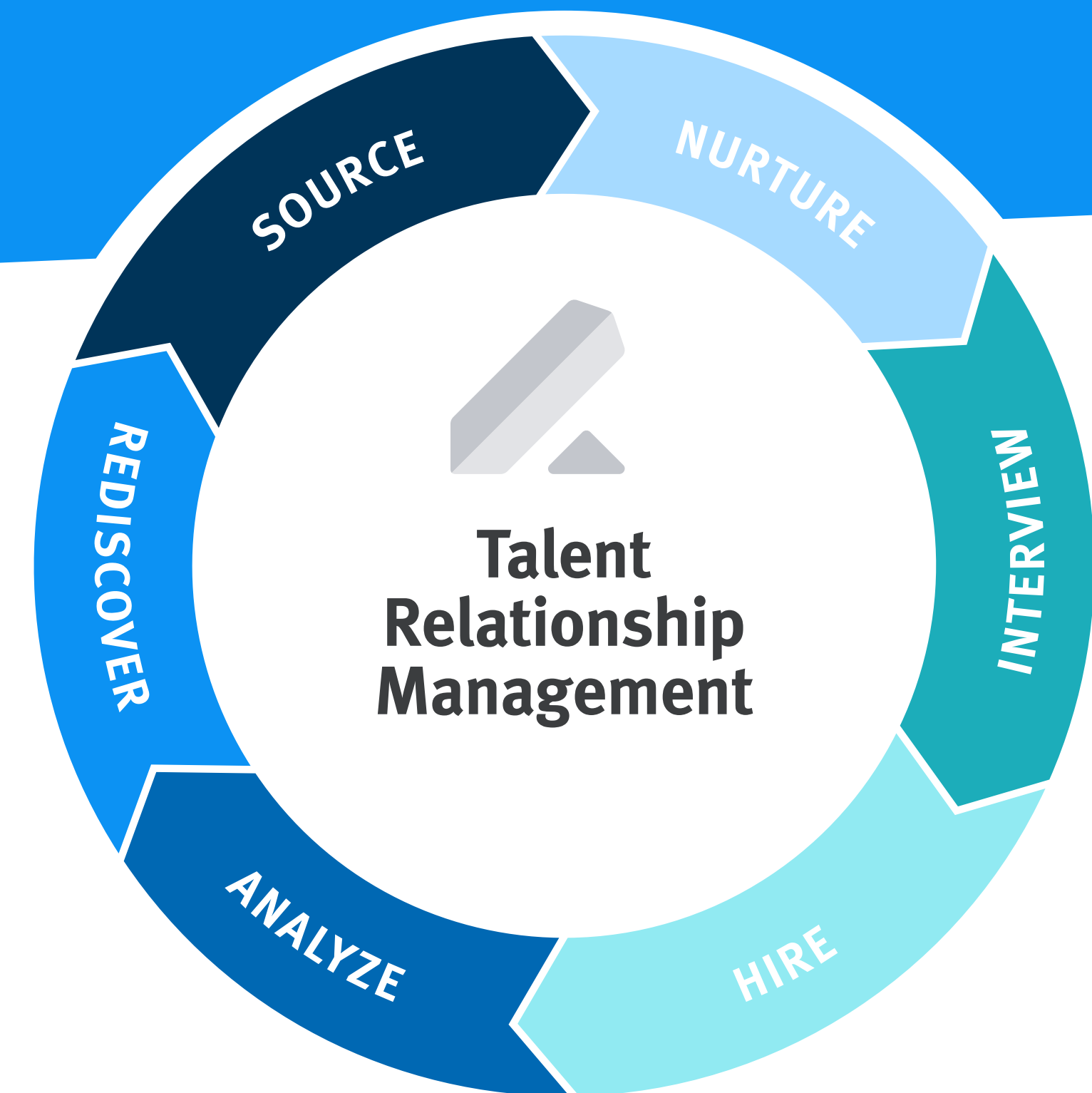
Are you a technology startup that's ready to grow your business from 1 to 100 to 1000? Your startup depends on hiring great people. From Day 1, Lever's Starter Plan will help you hire the best people faster, without breaking the bank. Get started [here](#).

Not a startup? Lever has a tool for you, too.

Lever's mission is to offer talent leaders the reach of a marketing leader, the forecast of a sales leader, and the insight of a finance leader in a unified TRM (Talent Relationship Management) platform.

Recruiting today is more about numbers than ever before. Having the right numbers at your fingertips can help you optimize sources of talent, create greater efficiency in your processes, and align everyone on your team to your hiring plan. Lever offers the ability to streamline your processes and gain clarity into your data, so that you can have greater success in hiring the right people.

As an all in one Talent Relationship Management (TRM) solution, Lever is transforming the way companies hire through an approach that allows talent leaders to attract candidates with personalized marketing techniques, the ability to forecast with strong data integrity, and includes must-have recruiting automation throughout the hiring process to further company growth.





About Lever

Lever was founded in 2012 and supports the hiring needs of over 3000 leading companies around the globe, including the teams at Netflix, Shopify, Atlassian, KPMG, and McGraw-Hill Education. Lever is also fiercely committed to building a team culture that celebrates diversity and inclusion.

For more information, visit lever.co



Methodology and Demographics

Zogby Analytics was commissioned by Lever to conduct an online survey of 553 Talent/HR decision makers in the US and 156 Talent/HR decision makers in Canada for a total of 709 completed interviews.

Using internal and trusted interactive partner resources, thousands of individuals were randomly invited to participate in this interactive survey. Each invitation was password coded and secure so that one respondent could only access the survey one time.

Based on a confidence interval of 95%, the margin of error for 709 is +/- 3.7 percentage points. This means that all other things being equal, if the identical survey were repeated, its confidence intervals would contain the true value of parameters 95 times out of 100.

Subsets of the data have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data especially sets smaller than 50-75 respondents. At that subset we can make estimations based on the data, but in these cases the data is more qualitative than quantitative.

Additional factors can create error, such as question wording and question order.

