

# Modern HR in the Cloud

## The Changing Rules of Talent Acquisition:

### Why You Need to Attract, Engage and Nurture Differently to Succeed

Talent acquisition remains unchanged for employers yet today's modern job seeker behavior is resulting in new candidate expectations and the game has changed. Candidates are now shopping for their next job like they shop for consumer goods. Let's look at some of the digital influencers and key drivers for why this is happening and what organizations can do to become more candidate-centric.

#### WHO IS THE MODERN CANDIDATE

##### Connected 24/7



Without a mobile-ready career page you're preventing

**45%** of your potential talent pool from applying<sup>1</sup>



Yet **90%** of the Fortune 500 don't support mobile apply<sup>1</sup>

##### Informed



**46%** of job seekers read company reviews on Glassdoor before even speaking with a recruiter or hiring manager



**75%** of organizations have difficulty promoting their employment brand on social media<sup>1</sup>



**69%** of job seekers won't take a job at a company if it has a poor review<sup>1</sup>

##### Prefer a digital experience



**79%** of job seekers likely to use social media in their job search



**66%** of employers surveyed have difficulty using social media for recruitment

##### Quickly become disengaged with employers



**41%** of Baby Boomers believe employees should stay with an employer for at least 5 years, while only **13%** of millennials agree



**46%** of millennials left their last job due to a lack of career growth, yet less than **33%** of recruiters say employee retention is a top priority<sup>2</sup>

#### THE TALENT SHORTAGE IS STILL A REAL THREAT



There will be a shortage of 38-40m college educated workers by 2020<sup>3</sup>



**92%** of recruiters feel it's getting harder to find top talent<sup>4</sup>



**86%** of new hires decide to stay or leave within their first 6 months

#### ORGANIZATIONS MUST BECOME TALENT-CENTRIC AND FOCUS ON ENGAGEMENT TO SUCCEED



**66%** of HR teams are updating employee engagement and retention strategies to advance perception and satisfaction<sup>5</sup>



**59%** of employers are investing more in their employer brand compared to last year<sup>2</sup>



**82%** of employers want easier to use HR technology for their employees<sup>6</sup>

#### ORACLE TALENT ACQUISITION CLOUD CAN HELP



Reduced cost of hire by **34%** and filled vacancies **30%** faster.



Reduced cost per hire for corporate functions by **92.3%**



Reduced recruitment time and costs by **25%** and **30%** respectively

#### ORACLE TALENT ACQUISITION CLOUD

- ✓ Extend Your Reach to Talent
- ✓ Provide a Great Candidate Experience
- ✓ Continue the Great Experience
- ✓ Get Insights Across the Entire Process

If any of this sounds all too familiar, then we would love to connect and show you what is possible with Oracle HCM Cloud.

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[1] Glassdoor  
[2] LinkedIn  
[3] McKinsey and Company  
[4] McQuaig Group  
[5] Deloitte  
[6] Bersin 2015