



2021 RECRUITING METRICS

Cleaning Services Industry

Hiring Benchmark Metrics Defined



Views Per Job

How many views a job posting gets

Applicants Per Job

The number of applicants received divided by the number of jobs posted

Applicants Per Hire

How many applicants were received to make one hire

Average Days to Contact

The number of days it took to contact an applicant, starting from the minute the applicant applied

Average Days to Contact Hire

The number of days it took to contact an applicant who became a hire

Average Days to Hire

The number of days it took to hire an applicant, starting from the minute the applicant applied

Conversion Rate Metrics Defined



View-to-Applicant Conversion Rate

How many views of a job posting turn into applications



Applicant-to-Interview Conversion Rate

How many applications turn into interview invitations



Interview-to-Hire Conversion Rate

How many interview invitations turn into hires

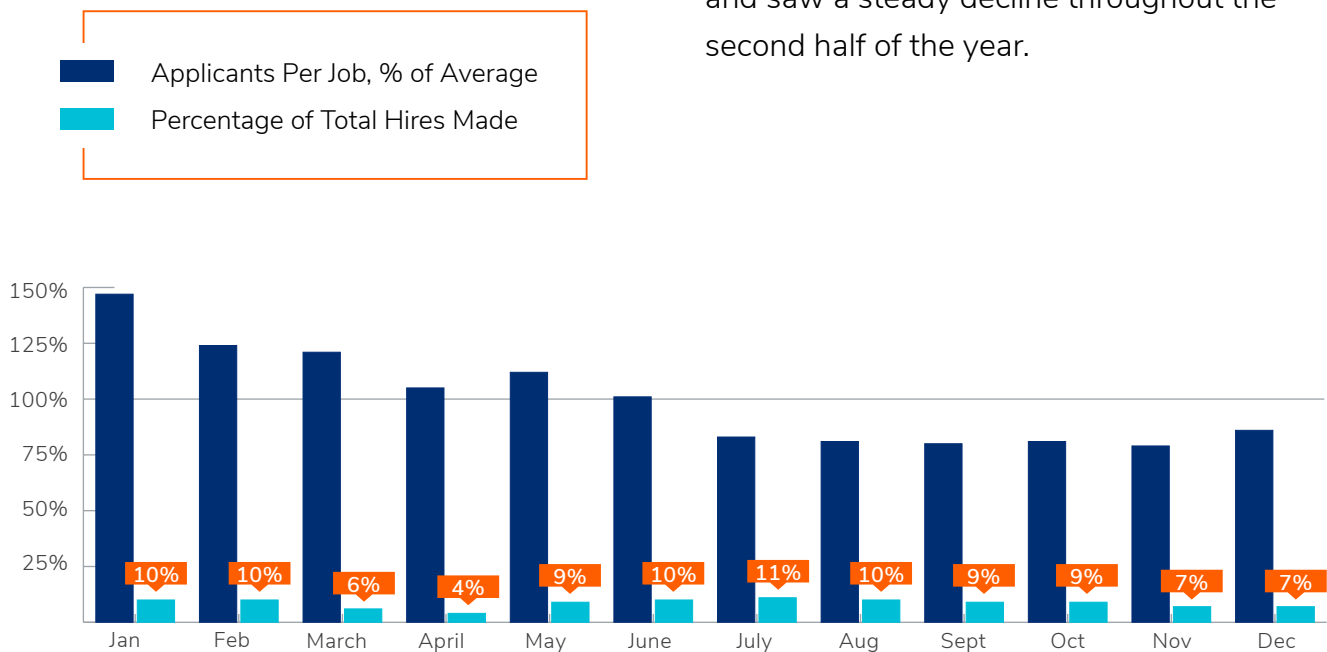
Cleaning Services Industry

BENCHMARK DATA

- **Views Per Job:** 785
- **Applicants Per Job:** 83
- **Applicants Per Hire:** 211
- **Average Days to Contact:** 6.27
- **Average Days to Contact Hire:** 3.14
- **Average Days to Hire:** 19.85

THE BEST TIME TO HIRE

While the pre-COVID months of **January** and **February** saw the highest applicant volume, this industry actually fared much better in terms of applicant volume in the first six months of the year than other industries in our study. Then, beginning in July, applicant volume dropped dramatically and saw a steady decline throughout the second half of the year.



APPLICANT SOURCES

Employee referrals see tremendous success in the cleaning services industry. While referrals account for less than 1% of applicants overall, 20% of candidates who come from referrals convert to hires, dwarfing the success rate of job boards, which bring in the most applicants (81%) but convert only 1% of those candidates into hires.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM LINK*	REFERRAL
% of Applicants	81%	14%	4%	1%	<1%
% of Hires	69%	10%	9%	10%	2%
% of Applicants Hired	1%	1%	2%	8%	20%

*Custom link: A source to which an employer manually shared a job posting (industry job board, local university, Craigslist, etc.)

KEY METRICS

<p>View-to-applicant conversion</p> <p>Cleaning Services Industry 11%</p> <p>Average Across All Industries 7%</p>	<p>Time to Contact</p>
<p>Applicant-to-interview conversion</p> <p>Cleaning Services Industry 20%</p> <p>Average Across All Industries 15%</p>	<p>6.27 days</p> <p>Cleaning Services Industry</p>
<p>Interview-to-hire conversion</p> <p>Cleaning Services Industry 2%</p> <p>Average Across All Industries 9%</p>	<p>7.93 days</p> <p>Average Across All Industries</p>

KEY TAKEAWAYS

- ➔ This industry saw low applicant volume in the second half of 2020. Until applicant flow increases, competition for talent could be high in 2021. **Cleaning businesses should focus on [employer branding](#)** to attract the highest quality candidates by marketing your business as a better place to work than your competitors.
- ➔ The average job posting in this industry receives many applicants, and hiring managers invite a high percentage of them to interview. However, very few of these interviews result in hires – at only 2%, this is the lowest interview-to-hire rate of all industries in our study. If you're looking to improve your results, consider investing in [interview scheduling tools](#) to **remind candidates of upcoming interviews** or **sending clear follow-up communication** after an applicant applies to keep them engaged throughout the hiring process.
- ➔ Cleaning service businesses are underutilizing an untapped source of high quality applicants – referrals. While referrals bring in less than 1% of applicants in this industry, they convert to hires at a staggering 20%. You can **increase the quality of your applicant pool by asking existing employees for referrals**.

Preparing for the Future

With COVID-19 vaccines being deployed at a rapid pace in early 2021, business leaders remain optimistic that soon the world will begin to return to normal. While we transition back into a world with fewer health and safety restrictions, it remains uncertain when employment numbers will return to pre-COVID levels.

Still, there are steps businesses can take now to put themselves in a position to recruit top talent regardless of the state of the job market.

1. Build your employer brand.

The data shows that company careers pages are a hugely successful source of hires but an untapped source of applicants overall, with no industry reporting more than 12% and some reporting as low as 3%. Invest in creating an engaging and attractive [careers page](#) that showcases employee testimonials, your company culture, and your core values.

2. Create a job marketing strategy that doesn't rely on job boards.

Compile a list of custom sources like industry specific job boards, community message boards, local university job boards, and more. Compile another list of employees, friends, and colleagues in your personal network to whom you can reach out for referrals. Our data shows these sources produce the highest percentages of hires and yet the lowest percentages of applicants. Plan on targeting these sources before your next round of hiring. Hiring software like CareerPlug makes this process easier by allowing you to [post your jobs to multiple sources](#) and track which sources produce your best candidates.

3. Optimize your job postings sooner rather than later.

Ask yourself, "Would I want to apply for this job?" Research which job titles resonate best with job seekers in your industry. Remember: the best candidates will always have the freedom to be picky about where they choose to work. Make every [job description a high-quality one](#) so that when your ideal candidate reads it, they'll be compelled to apply to your business and not your competitors'.



ABOUT CAREERPLUG

CareerPlug is a software company on a mission to solve the #1 challenge of running a business: attracting and hiring the right people. More than 12,000 clients love working with us because we give them a proven playbook to make the right hires. And you don't need to be an HR pro to succeed, since our software is easy enough for anyone to use. We're so committed to Making Hiring Easier that we require every one of our employees to become a certified Hiring Expert so that they can contribute to our mission.

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