



2021 RECRUITING METRICS

Home & Commercial 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

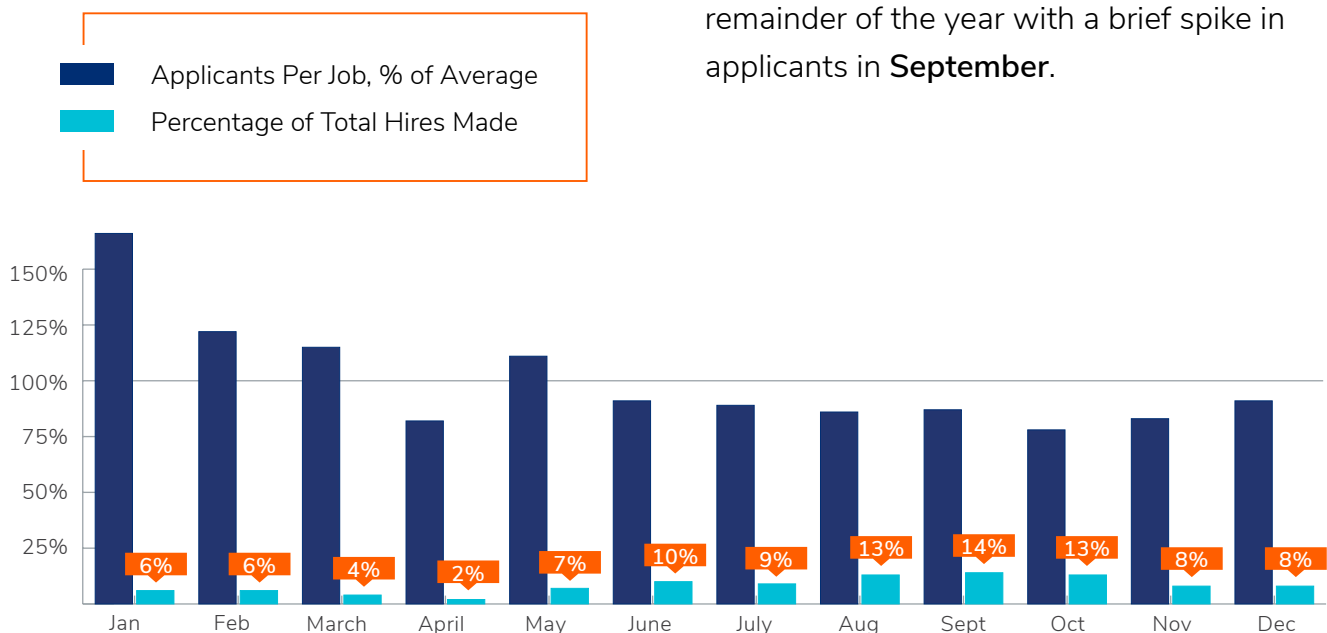
Home & Commercial Services Industry

BENCHMARK DATA

- **Views Per Job:** 885
- **Applicants Per Job:** 53
- **Applicants Per Hire:** 122
- **Average Days to Contact:** 6.28
- **Average Days to Contact Hire:** 3.08
- **Average Days to Hire:** 22.69

THE BEST TIME TO HIRE

Like most industries in our analysis, home & commercial service employers saw the most applicants in **January** and **February**. But unlike other industries, the applicant flow remained steady through the early months of the pandemic, only beginning its decline in May. Applicant decline lasted throughout the remainder of the year with a brief spike in applicants in **September**.



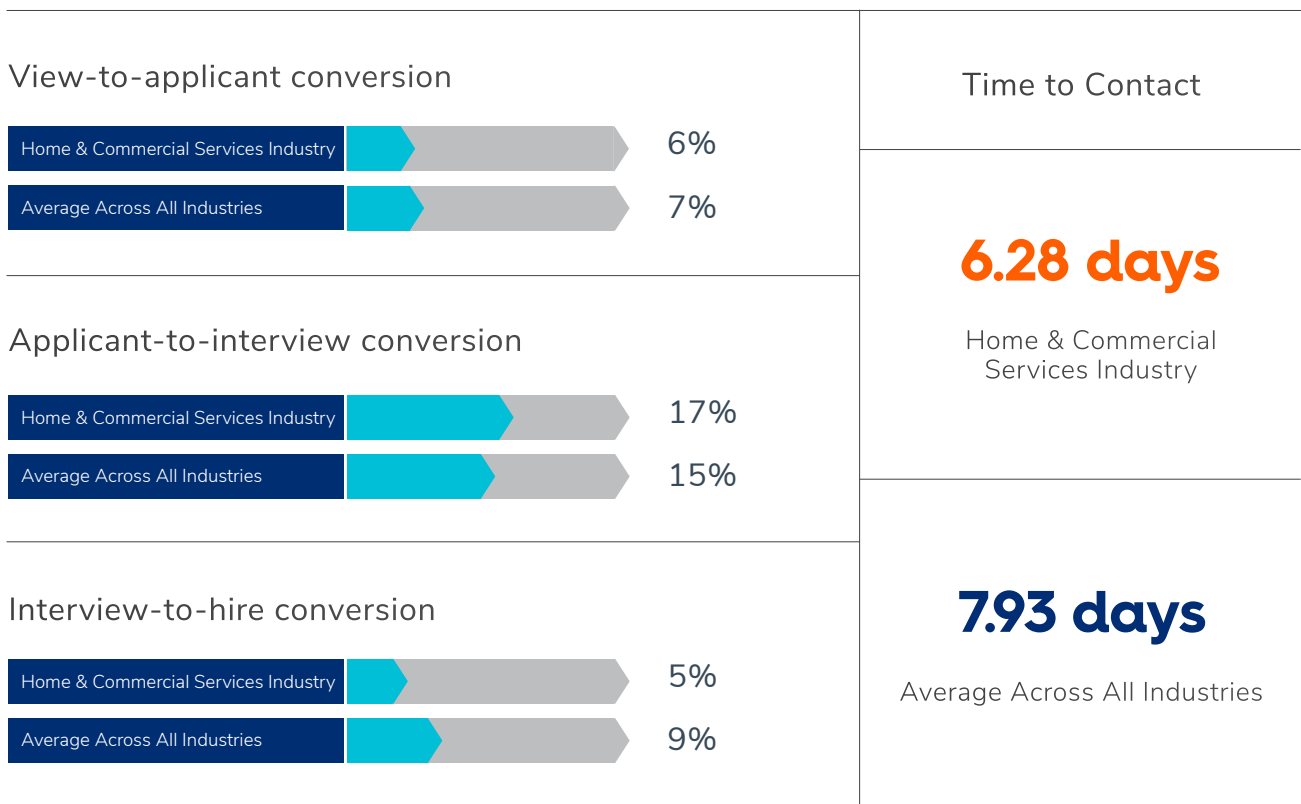
APPLICANT SOURCES

Job boards may bring the largest share of applicants at 83%, but they only convert to hires at a rate of 1%. For comparison, custom links bring in only 1% of applicants, but they convert to hires at a 20% rate. This means low quality applicants are coming from job boards and high quality applicants are coming from custom sources. Referrals also convert to hires at a very high rate (15%).

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM LINK*	REFERRAL
% of Applicants	83%	12%	3%	1%	<1%
% of Hires	59%	8%	13%	19%	2%
% of Applicants Hired	1%	1%	5%	20%	15%

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

KEY METRICS



KEY TAKEAWAYS

- ➔ One troubling trend in this industry is a high applicant-to-interview conversion rate (17%) that doesn't actually result in more hires. To the contrary, home & commercial services has one of the **lowest interview-to-hire conversion rates in our study, at 5%**.
- ➔ Be more selective about applicants you invite to interview. Interviewing 1 in every 6 applicants you receive is not advisable, especially when so few of those interviews result in hires. **Add pre-screen questions and assessments** earlier in your application process to better [screen candidates](#) before you invite them to interview.
- ➔ This industry suffers from a high rate of no-show interviews as candidates drop out of the process after applying or interviewing. You can help increase conversions by **reaching out to high quality applicants quickly** and **communicating why you are the best option for them**, since high competition for skilled labor and a [poor interview experience](#) can drive a low interview-to-hire rate.
- ➔ Many applicants come from job boards, but they don't result in a high number of hires. Focus on **marketing your jobs in places other than job boards**, such as careers pages, custom sources, and referrals – all sources that produce hires with more success than job boards.

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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