



2021 RECRUITING METRICS

# Restaurant & Food Service 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



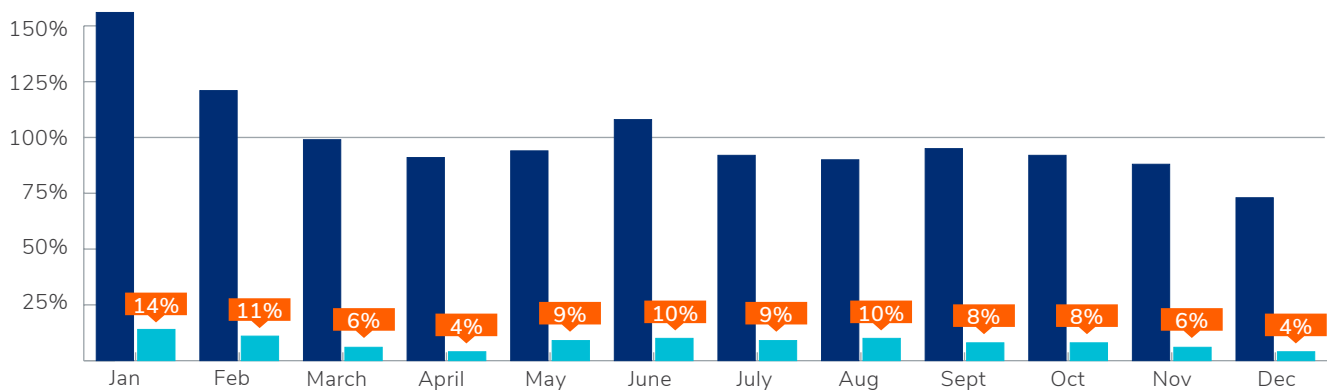
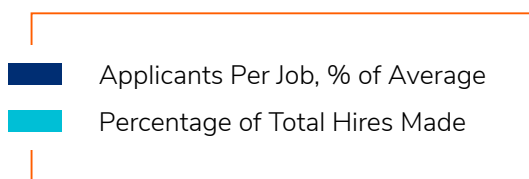
## Interview-to-Hire Conversion Rate

How many interview invitations turn into hires

# Restaurant & Food Service Industry

## BENCHMARK DATA

- **Views Per Job:** 857
- **Applicants Per Job:** 71
- **Applicants Per Hire:** 62
- **Average Days to Contact:** 9.39
- **Average Days to Contact Hire:** 4.64
- **Average Days to Hire:** 20.87



## THE BEST TIME TO HIRE

With indoor dining curtailed throughout much of the year, the restaurant industry saw most applicant flow and jobs posted in **January** and **February**. The industry had another spike in **June** when warmer weather made it possible for restaurants to implement outdoor dining options. However, as weather cooled in November and December, new jobs and applicant flow dropped to their lowest numbers of the year.




## APPLICANT SOURCES

Company careers pages have the highest ROI for the restaurant industry, bringing in 11% of applicants and resulting in 43% of hires overall – the highest of any industry in our study. Custom links also generate high quality applicants who convert to hires 30% of the time. Like all industries in our study, job boards bring quantity, but not quality, accounting for just 41% of hires from 80% of applicants – a success rate of only 2%.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM LINK*	REFERRAL
% of Applicants	80%	7%	11%	2%	<1%
% of Hires	41%	2%	43%	12%	2%
% of Applicants Hired	2%	1%	17%	30%	21%

\*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>Restaurant &amp; Food Service Industry 8%</p> <p>Average Across All Industries 7%</p>	<p>Time to Contact</p>
<p>Applicant-to-interview conversion</p>  <p>Restaurant &amp; Food Service Industry 10%</p> <p>Average Across All Industries 15%</p>	<p><b>9.39 days</b></p> <p>Restaurant &amp; Food Service Industry</p>
<p>Interview-to-hire conversion</p>  <p>Restaurant &amp; Food Service Industry 17%</p> <p>Average Across All Industries 9%</p>	<p><b>7.93 days</b></p> <p>Average Across All Industries</p>

## KEY TAKEAWAYS

- ➔ There is an opportunity in this industry to improve success in the middle of the hiring funnel. Restaurants are generally good at getting people to apply to job postings, but once in the hiring funnel, applicants convert to interviews at a lower-than-average rate. Businesses that struggle to convert applicants into interviews despite having a high volume of applicants are likely receiving unqualified applicants in the first place. The low success rate but high volume of job board applicants may be partially to blame. Focus your efforts on **pre-screening candidates** through questions and assessments early in the application process.
- ➔ In this industry, company careers pages are a key driver of hires. This isn't surprising, as this is an industry in which your customers and your potential employees have significant overlap, especially in quick-serve and fast-casual dining. People who know and love your brand will be motivated to apply to your business when they're on the job market. Make sure you're prepared to capture that inbound traffic by **having an accessible and attractive careers page** where your customers can easily find available jobs.

# 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.

## CONTACT US



3801 S Capital of TX Hwy #100,  
Austin, TX 78704



512-579-0163



[sales@careerplug.com](mailto:sales@careerplug.com)