CareerPlug

2022 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**: 745
- **Applicants Per Job**: 34
- **Applicants Per Hire**: 114
- **Average Days to Contact**: 5.4
- **Average Days to Contact Hire**: 2.3
- **Average Days to Hire**: 16.2

THE BEST TIME TO HIRE

As with all industries in our report, **January** and **February** saw the highest percentage of applicants. After a sharp dip in April, applications spiked to above-average levels beginning in the summer months and then stabilized to normal seasonality through the end of the year.

- ■ Applicants Per Job, % of Average
- ■ Percentage of Total Hires Made
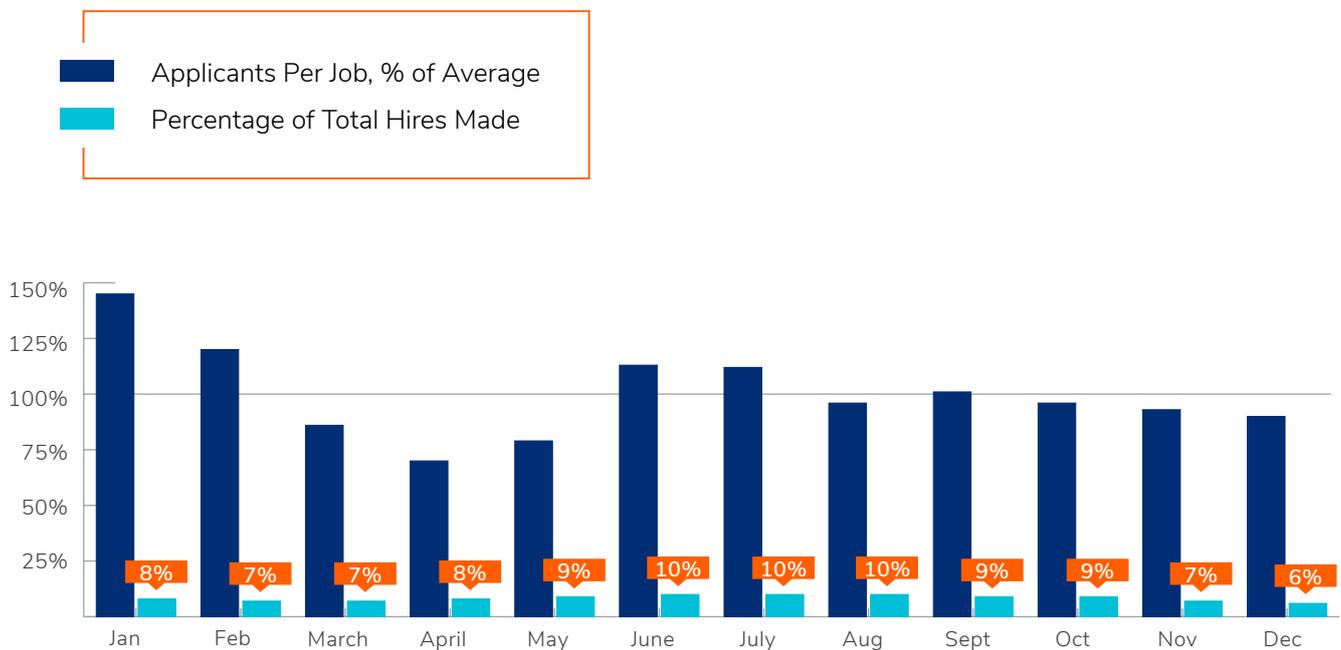
APPLICANT SOURCES

Job boards produce the majority of applicants (76%), but produce a little more than half of all hires. Compare that to company careers pages, which account for only 9% of applicants, but 18% of hires. Custom sources proved to be very successful for cleaning services businesses, bringing in just 1% of applicants, but 14% of hires overall.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM SOURCE*	REFERRAL
% of Applicants	76%	14%	9%	1%	<1%
% of Hires	54%	11%	18%	14%	3%
% of Applicants Hired	1%	1%	2%	13%	25%

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

KEY METRICS

View-to-applicant conversion

Cleaning Services Industry	5%
Average Across All Industries	3%

Applicant-to-interview conversion

Cleaning Services Industry	24%
Average Across All Industries	20%

Interview-to-hire conversion

Cleaning Services Industry	4%
Average Across All Industries	11%

Time to Contact

5.4 days

Cleaning Services Industry

**7.3 days**

Average Across All Industries

KEY TAKEAWAYS

➔ The average job posting in this industry receives a high amount of applicants, and employers invite a high percentage of them to interview. However, very few of these interviews result in hires – at only 4%, this is the lowest interview-to-hire rate of all industries in our study. If you're looking to improve your results, **use text recruiting to send clear follow-up information (such as interview reminders) after an applicant applies to keep them engaged throughout the hiring process.**

➔ **Custom sources have proven to be a highly successful recruiting method** for this industry. In 2021, cleaning service businesses used custom sources including referral emails to customers, state department of labor websites, and local chamber of commerce websites.

➔ 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 25%. You can **increase the quality of your applicant pool by asking your existing employees and customers for referrals**.

How to Improve Your Hiring in 2022

2021 was a rollercoaster year for recruiting, but we've gained insights into what steps businesses can take now to hire top talent regardless of the state of the job market.

1. Build your employer brand and showcase it on your careers page.

Company careers pages are a hugely successful source of hires, but an untapped source of applicants overall. Candidates who take the time to research a company tend to be high-quality candidates who are more selective about where they choose to apply. **Invest in creating an engaging and attractive** careers page **that showcases** employee testimonials**, aspects of your company culture, and your** core values**.**
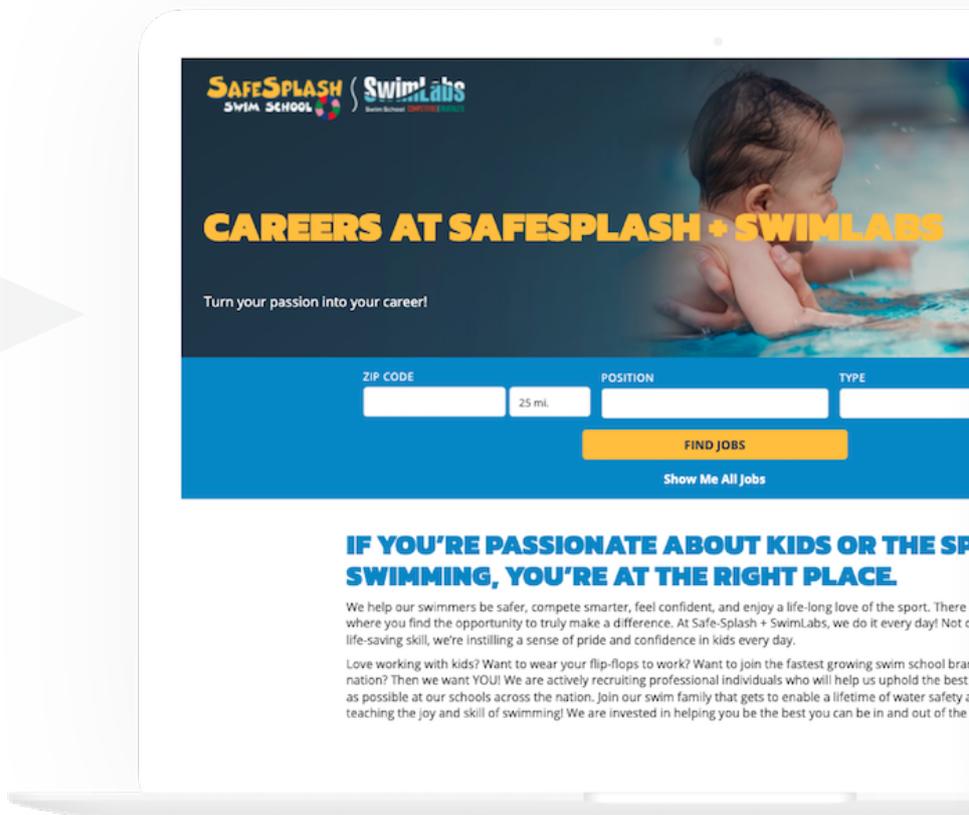
2. Create better job postings to stand apart from your competitors.

In 2021, we frequently heard from employers who were concerned about the declining number of applicants to their jobs. But our data shows that job postings received just as many views per job as in 2020 – however the number of applicants per job was cut nearly in half. This tells us that **job seekers are seeing your postings, they're just faced with more options than ever, and they're only applying to the opportunities that appeal to them the most**. As an employer, it's crucial that you write enticing job descriptions so that candidates are compelled to apply to your business and not your competitors. Practice pay transparency by offering competitive pay and benefits and advertising it in the job posting.

3. 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 and university job boards, and email campaigns to customers. Compile another list of employees, friends, and colleagues in your personal network to reach out to for referrals. Our data shows **these sources produce the highest-quality candidates, yet the lowest percentage of applicants**. Plan on targeting them before your next round of hiring.
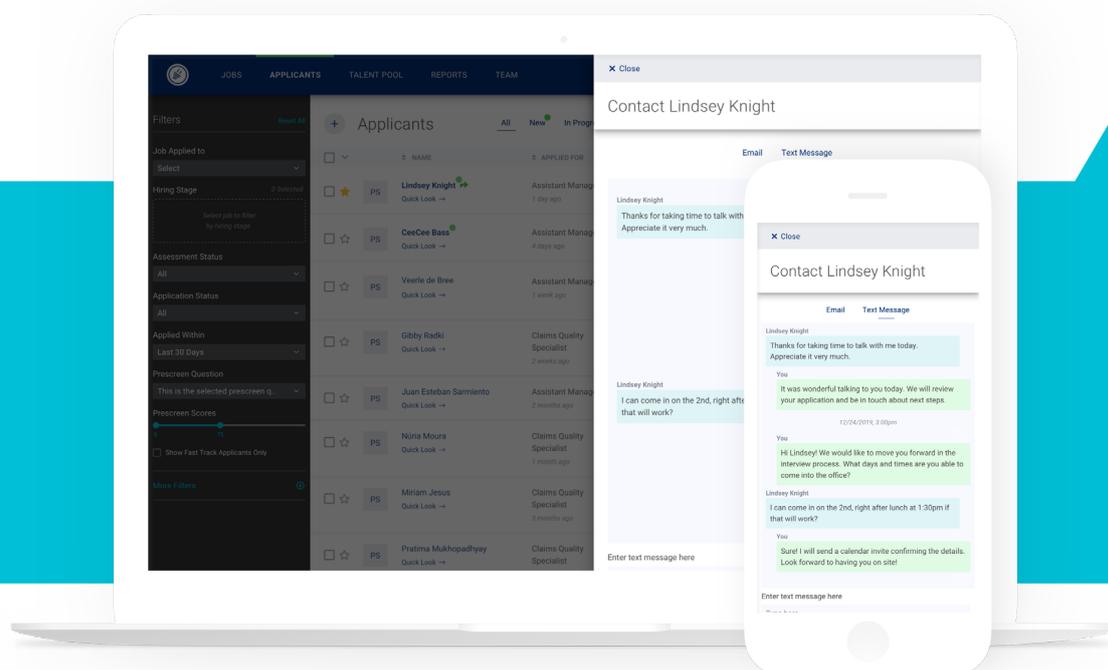
4. Communicate with candidates faster.

Employers are now quicker to hire, shaving nearly a week off their time-to-hire between 2020 and 2021. You'll want to move fast before your competition scoops up quality candidates. **Try text recruiting to communicate with candidates faster**. Text messages receive an 8 times higher response rate than email, along with a much faster response time. An applicant tracking system like CareerPlug can also help you quickly evaluate candidates using a proven hiring process, allowing you to accelerate your hiring decisions without sacrificing quality.

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 14,000 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 committed to Making Hiring Easier for all businesses. And it's our goal that by sharing original research reports like this one, we can contribute to this mission.

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