



2022 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:** 881
- **Applicants Per Job:** 26
- **Applicants Per Hire:** 28
- **Average Days to Contact:** 7.7
- **Average Days to Contact Hire:** 3.1
- **Average Days to Hire:** 10.4

THE BEST TIME TO HIRE

Like all industries in our study, **January** saw the highest applicant flow. While restaurants weren't doing much hiring in January, they were able to capitalize on another uptick in applicants a few months later – May through July saw strong applicant flow that coincided with peak restaurant hiring.



APPLICANT SOURCES

Company careers pages have consistently proven to be a monster success at producing high-quality candidates and the majority of hires for restaurants. While bringing in only 21% of applicants, company careers pages account for a staggering 46% of hires. Compare that to the major job boards, which bring in the vast majority of applicants, but just 36% of total hires.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM SOURCE*	REFERRAL
% of Applicants	73%	5%	21%	1%	<1%
% of Hires	36%	3%	46%	13%	2%
% of Applicants Hired	2%	2%	8%	38%	36%

*Custom source: 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 & Food Service Industry 3%</p> <p>Average Across All Industries 3%</p>	<p>Time to Contact</p>
<p>Applicant-to-interview conversion</p> <p>Restaurant & Food Service Industry 19%</p> <p>Average Across All Industries 20%</p>	<p>7.7 days</p> <p>Restaurant & Food Service Industry</p>
<p>Interview-to-hire conversion</p> <p>Restaurant & Food Service Industry 19%</p> <p>Average Across All Industries 11%</p>	<p>7.3 days</p> <p>Average Across All Industries</p>

KEY TAKEAWAYS

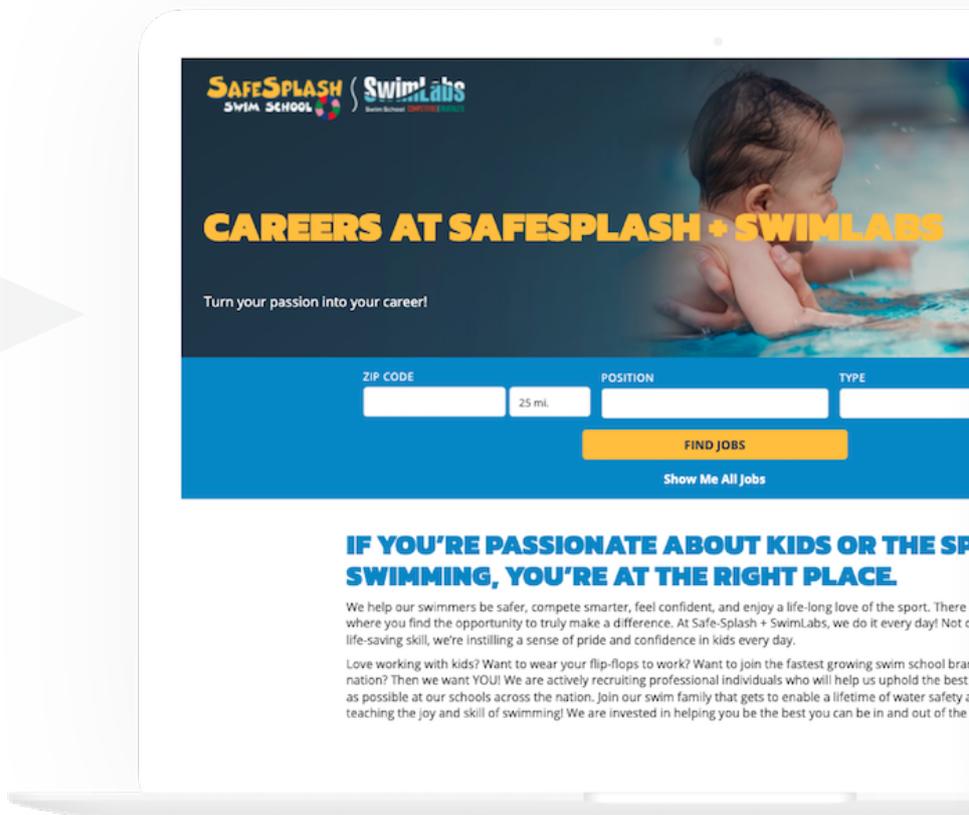
- ➔ In this industry, company careers pages are the primary driver of hires. This isn't surprising, as this is an industry where your customers and your potential employees have significant overlap, especially in quick-serve and fast-casual dining. People who know and love your brand will be motivated 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.
- ➔ This is also an industry that enjoys an above average interview-to-hire conversion rate – close to double the industry average. This means that restaurant employers likely have **strong [candidate screening and evaluation processes](#) at the top of the hiring funnel** and that candidates are saying “yes” to job offers at a high rate. In order to remain competitive in this industry, you'll want to **ensure that you're providing a [positive candidate experience](#) all throughout the hiring process** – from job posting to job offer.

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](#).

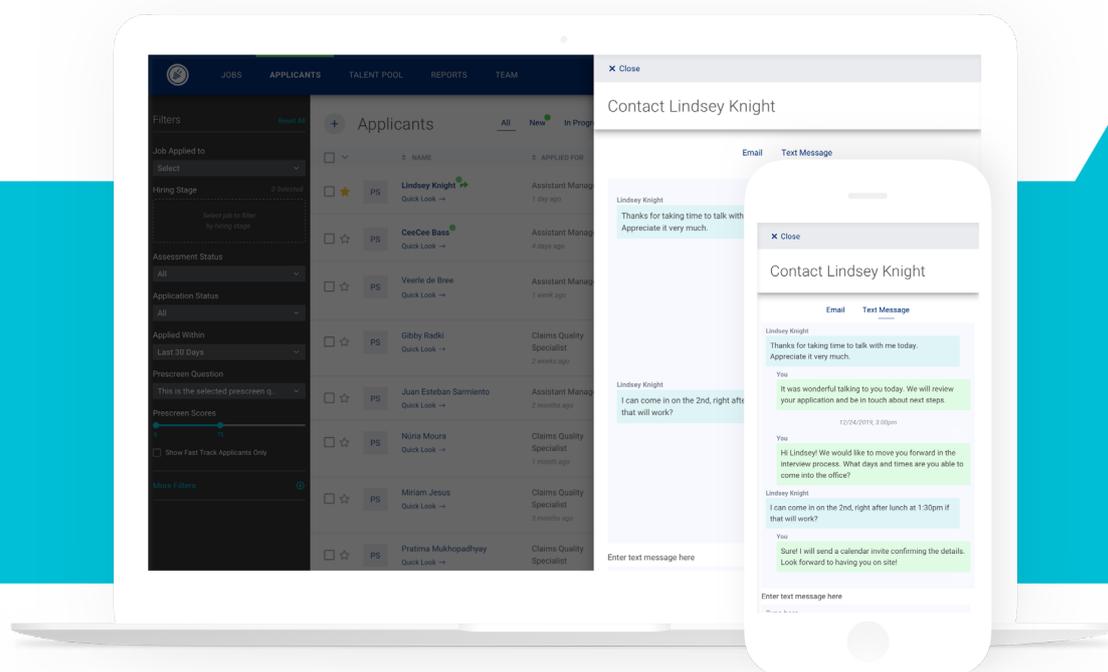


2. Create better job postings to stand apart from your competitors.

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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