fountain

2024 Frontline Hiring Benchmark Report

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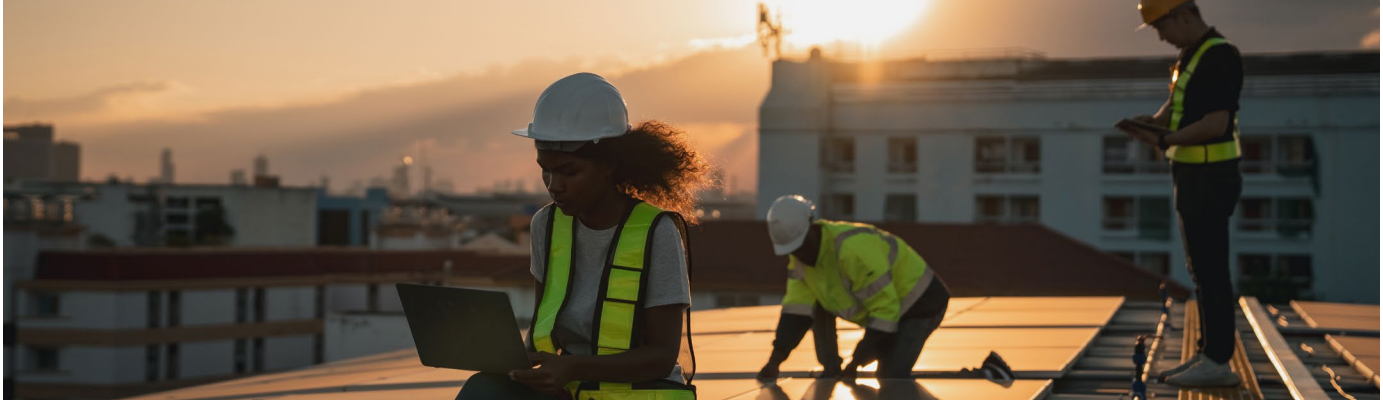
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Introduction

The current economic climate has seen recruitment budgets slashed and smaller recruitment teams asked to do more with less. The imperative has never been greater for recruitment processes to be fast and efficient, especially when it comes to frontline workforce hiring.

The Wall Street Journal recently reported a rebalancing of frontline workforce demand compared to peak pandemic years, with employers hiring fewer frontline workers and reducing job openings overall in some sectors such as retail and warehouse operations, but not others, like long-haul delivery and maintenance. While economic conditions will always fluctuate, engaging with frontline job applicants and retaining these workers long-term remains a key component of overall business health.

Identifying high-fit applicants early in the hiring process, onboarding them quickly, and arming them with the necessary training and tools to be successful in their role has a significant downstream impact on turnover reduction and revenue growth. Gen Z will comprise 30% of the workforce by 2030, but Fountain's recent Fast Food Insights Report showed nearly 70% of applicants in the fast food sector are from this generation. Frontline employers, especially, need to think about how they're engaging a new generation of workers–and they need to do this with less money and fewer team members.

Data should be a core part of any optimization effort. Frontline employers need awareness of recruitment spend and key metrics such as hire rate, time-to-hire, typical application volume, and how their pay benchmarks against competitors as a basis for improvement. Unfortunately, current frontline hiring data can be hard to find. Research is often geared toward desk-based roles, which can have lengthier interview processes and very different requirements.

This benchmarking report provides data between January and June 2024 for hire rates, median time-to-hire, and average weekly applications per opening. We will also cover hourly pay by percentile and overall wage growth between June 2023 and June 2024. The following frontline sectors are included:

- Behavioral Health
- Delivery
- Fast Food
- Nursing
- Transportation

The hire rate, time-to-hire, and application volume data is based on aggregated and anonymized data from Fountain, a frontline workforce management platform designed specifically for frontline employers and workers. The pay data is provided by Labor Titan, a compensation benchmarking and forecasting tool designed for regional granularity and best-in-class predictions.