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The background of the cover features a dark blue world map with glowing red and white circular icons containing silhouettes of people, suggesting a global recruitment theme. Various data-related terms like 'EXPORT', 'C9DS', 'CETI', 'P-CALITY', and 'REED CAVITY' are faintly visible.

THE STATE OF HIGH-VOLUME RECRUITMENT

Data, trends, and strategies for high-volume hiring success

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RECRUITMENT

INTRODUCTION:

According to a new study from Aptitude Research, 65% of companies have high-volume recruitment needs today. And, as hiring ramps up and companies look to scale, this percentage will likely increase. High-volume hiring is a critical area of talent acquisition that is too often misunderstood. Companies face unique pressures when recruiting high-volume candidates that require different strategies and solutions.

High-volume recruitment refers to the practice of filling a large number of positions in a short period of time. It encompasses more than hourly or gig workers and includes industries such as aerospace and defense, technology, and financial services. These companies must find quality talent while managing hundreds, or even thousands, of applicants. Unlike traditional corporate hiring, high-volume needs are extremely time-sensitive with speed-defining success. Over the past year, high-volume hiring intensified as many companies were forced to reduce time to fill from several weeks to several days. Unfortunately, for most companies, the result was time-consuming and ineffective.

As companies rethink their talent acquisition strategies for the next year, high-volume recruitment must be a priority. This report is based on data collected in February-June 2021, and looks at the state of high-volume recruitment and provides key recommendations for companies at any stage of the process.



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What does this report cover?

**Definition:**

What is the definition of high-volume recruitment and how are companies changing the way they recruit for these positions?

**Challenges:**

What are the unique set of challenges companies face in high-volume recruitment?

**Applicant Drop-off:**

Where do most applicants drop-off of the process and what can companies do to ensure greater conversion rates?

**Market Trends:**

How do issues such as pay and vaccinations play a role in hiring for high-volume roles today?

**Strategies:**

What strategies should companies consider from recruitment marketing to onboarding?

**Technology:**

What capabilities can help improve high-volume recruitment?

**Recommendations:**

What should companies consider as they plan for the future of their high-volume recruitment needs?



aptitude
research Methodology

Quantitative Research: 420 responses from Talent Acquisition Director Level and above across all industries and company sizes.

Qualitative Research: A series of interviews with companies pre-COVID-19 and post-COVID-19 from December 2020-July 2021

