**NEW RESEARCH:**
# Conversational Recruiting Wins for Conversions, Consistency, and Cost

## INTRODUCTION

Chatbots have gotten a lot of attention in recent years, and the talent acquisition community has adapted to calling these tools of conversational recruiting as the interactions have moved from pure web-based chatbots to more text message-driven conversations. But the research shows that this isn't just a "nice to have." For many employers, conversational recruiting is a key driver of performance and value.

## KEY FEATURES AND OUTCOMES OF CONVERSATIONAL RECRUITING TOOLS

### KEY FEATURES

CAPTURE CANDIDATE INFORMATION AND SIMPLIFY APPLY PROCESS

PREQUALIFY CANDIDATES WITH SCREENING QUESTIONS

SCHEDULE INTERVIEWS AND SEND REMINDERS

FOLLOW UP POST-HIRE TO CHECK ON SATISFACTION AND FURTHER NEEDS

### KEY OUTCOMES

**91%** INCREASE IN COMPLETED APPLICATIONS[1]

**2/3** OF INTERACTIONS HAPPEN OUTSIDE NORMAL BUSINESS HOURS[2]

**85%** DECREASE IN TIME SPENT SCHEDULING INTERVIEWS[3]

**40%** MORE CANDIDATES COMPLETE THE APPLICATION PROCESS[4]

**92%** INCREASE IN CANDIDATE SATISFACTION[5]

## CONVERSATIONAL RECRUITING MATURITY

A key facet of our research hypothesis was that those companies new to conversational recruiting would have different perspectives than those more mature users. This turned out to be true in many respects.

**Those using chatbots and conversational recruiting for 2+ years are**

**2X MORE LIKELY**
to prioritize relationship skills when upskilling recruiting teams

**MORE LIKELY**
to say conversational recruiting tools are a key part of the talent acquisition toolbox and enable better recruiter performance.

**50% MORE LIKELY**
to see improvements in efficiency

**5X MORE LIKELY**
to be spending time on metrics, measurement, business impact

## TECHNOLOGY LANDSCAPE: CONSOLIDATION IS TRENDING

### PAST

Two years ago, more than 26 different providers offered chatbots for hiring. Key acquisitions and exits since then have shrunk that number considerably.

### PRESENT

Today, a smaller group of key players exist as standalone conversational recruiting solutions. In addition, many enterprise talent acquisition providers have either acquired or built their own solutions to support this need

### FUTURE

Going forward, the priority for conversational recruiting tools will be integrating with key elements of the recruiting tech stack, including applicant tracking systems, recruitment marketing tools, assessments, and more.

## CONCLUSION

The need to hire virtually over the last year may have been brought on with little notice, but it's become a key staple of the modern organization's approach to hiring by reducing costs, increasing access to talent, and driving a more focused partnership with the business. For teams that want to remain agile and resilient to change, conversational recruiting offers a powerful way to connect with candidates and drive the right outcomes from a recruiting perspective.

Check out all of our research and learn more about how it can support your organization's talent, HR, and learning objectives.
*LHRA.io/research*