

BETTER HIRING STARTS HERE

# Solutions for your recruiting challenges

 indeed

# Is hiring getting harder?

With more roles to fill and less resources to help fill them, or a sea of candidates but none of whom are a great fit, hiring today can be tough. On top of that, technology is quickly advancing — affecting both how job seekers discover roles, and how companies discover and connect with job seekers. All this rapid change is leaving recruiters with a variety of challenges in reaching their goals including:

- Not enough candidates
- A slow, cumbersome hiring process
- Applicants who don't fit the roles

While these challenges likely aren't going away, there are ways to overcome them such as adopting a skill-based approach to hiring, taking advantage of time-saving automation features, and using AI technology, to name a few.

People want to find jobs that match their goals and preferences, and employers want to find talent that can fuel their businesses. So whether you need to make more hires, faster hires, or better quality hires, we're here with solutions to help.

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**01 Skills-First Hiring** – Fill all your open roles

**02 Streamline Recruiting** – Speed up the hiring process

**03 Candidate Matching** – Find the right talent

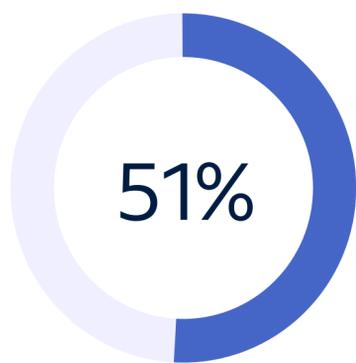
# Fill all your open roles

From having to fill multiple open roles for the same job title, to building awareness and hiring in a new market, to hiring for a hard-to-fill role, sometimes the biggest hiring challenge for recruiters is finding more applicants. And this is where a skills-first approach to hiring can help.



## What is skills-first hiring?

Skills-first hiring — or skills-based hiring — focuses on sourcing and evaluating candidates based on skills rather than requirements such as degrees, prior positions, or years of industry experience. Employers are increasingly realizing that job seekers' actual skills are a more important factor for success. According to a 2024 Indeed-commissioned survey, the majority of employers now say on-the-job experience is a key indicator of a quality hire, and only about a quarter say the same about job seekers' education.



of employers believe on-the-job experience is the most important indicator of a quality hire<sup>1</sup>



Skills-first hiring entails sourcing and evaluating candidates based on their skills, regardless of where or how they gained those skills.”

**LaFawn Davis**  
Chief People & Sustainability Officer, Indeed

## A win for employers and job seekers

Multiple studies show that skills-first hiring provides many benefits for job seekers, employers, and for an organization's bottom line including:

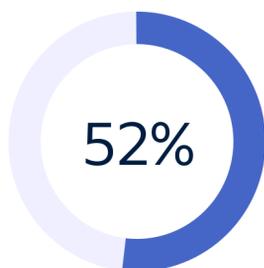
- **Easier talent acquisition.** Hiring managers who practice skills-first hiring say it's twice as easy to find qualified candidates than hiring managers who do not.
- **More quality hires and fewer mis-hires.** Indeed research found that one of the most cited benefits among employers who use a skills-first strategy was attracting quality candidates.
- **An expanded talent pool and diversified workforce.** 64% of employers who have adopted skills-first hiring say that it has improved diversity at their organization, and 59% say it has improved equity.
- **Improved retention.** Employees without degrees, who companies hired into roles for which educational requirements were dropped, have been found to stay in a position 20% longer than their college-educated counterparts.
- **Cost savings. Hiring is expensive.** Properly matching skills to roles can save on the high costs of turnover.

## Getting started with skills-first hiring

### Rethink job descriptions

To find the best talent, job postings should be a true statement of the job requirements. Thinking through the following questions can help: Which skills does the candidate need on day one? Which skills can they learn once they're in the door? Which skills are desired but not critical?

If a degree or a certain number of years of experience are not required, consider removing them. Think of the skills you use every day at work. Did you learn them at school, on a job, or on your own?



Indeed Hiring Lab found that a majority of U.S. job postings on Indeed did not mention any formal education requirement as of January 2024, up from 48% at the same time in 2019.

### Use inclusive language in job posts

Job posts are an essential recruiting function that can act as either a gateway or a hurdle to employment. Here are three common mistakes to avoid:

**Mistake #1:** an exhaustive list of preferred skills and qualifications. Instead, limit the requirements for each job posting to only the most essential, ideally no more than five. If it's a 'nice-to-have' and not a 'must-have', leave it out.

**Mistake #2:** focusing on quantity of years over quality of skills. Instead, focus on measuring the quality of applicants' accomplishments and skills, not the quantity of time they've spent on the job.

**Mistake #3:** arbitrary degree requirements. Instead of making a degree mandatory, consider including the phrase 'or the equivalent in experience' to open the door to job seekers who may have hard-earned skills and job experience, but not a college education.



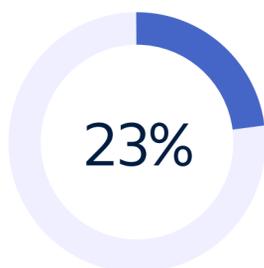
## Consider transferable skills

To find job seekers with the skills you're looking for, remember that those skills may have been developed in a different field or role than the one you're hiring for. A customer service representative may have the same fundamental skills as a bank teller, for example — like persuasive speaking and retaining detailed product knowledge. A marketing specialist might make a great UX designer based on shared skills like understanding customer needs and producing creative content.

AI technology will make it even easier to find candidates with the skills needed for the job. For example, [Indeed's Smart Sourcing](#) tool can immediately match you with a shortlist of candidates with the right skills from millions of active job seekers.

## Don't forget about the impact of employer branding

Two-thirds of job seekers, especially from younger generations, say that an organization's brand is important when considering whether to apply for a role. Through employer branding, you can share your company's skills-first hiring stories. [Employer Branding Hub](#), where employers can customize their company profile and select featured employee reviews, is a useful tool to help you shape your brand story.



Employers who use the Employer Branding Hub see an average 23% increase in started applications on Indeed and Glassdoor.<sup>2</sup>



## Ready to find more candidates?

Once your job postings are refined with a skills-based hiring lens and ready to go live, you might want to consider sponsoring your job on Indeed to get more applicants. [Sponsoring your jobs on Indeed](#) can give your jobs better visibility in relevant search results. That means your job posts will appear more often to the kind of candidates you're looking for. In fact, Indeed data shows that employers are 4.5 times more likely to make a hire when they sponsor a job on Indeed.<sup>3</sup>

<sup>2</sup> Indeed monthly employer-level data (worldwide) January-June 2024. Results may vary.

<sup>3</sup> Indeed data, worldwide

## Accenture thrives thanks to skills-first hiring

Accenture, a global consulting firm with a workforce of more than 770,000, is a leader and pioneer in skills-first hiring. The company began rethinking the way it hires around a decade ago, when HR and talent management teams realized that traditional hiring strategies were limiting their ability to bring in talent at the scale and speed they needed. Part of the problem? The majority of their entry-level positions required bachelor's degrees.

After analyzing the skills needed for success in company roles, Accenture was able to remove degree requirements for half of U.S. jobs. By doing that, along with creating an apprenticeship program that functions as an always-on pipeline for new talent, the organization has increased the diversity of its workforce, improved retention, and continued to hire throughout difficult labor markets. Over an 18-month period, Accenture brought on 200,000 new workers. [Read the full case study.](#)



### Need help filling your open roles?

[Talk to an Indeed Specialist today](#) about solutions such as Sponsored Jobs or Employer Branding Ads that can help promote your roles to millions of active job seekers across Indeed, Glassdoor, and other relevant sites. We're here to help with these and other solutions so you can discover, connect with, and hire the quality candidates you need to fill all your open roles fast.

# Speed up the hiring process

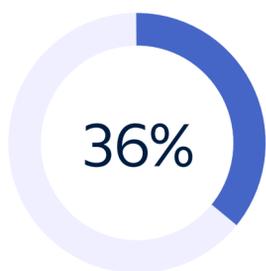
A cumbersome hiring process with too many tools and too many steps not only gets in the way when you need to hire quickly, it can also lead to missed opportunities and losing out on great candidates. While every step along the journey is important, there are ways to make hiring more efficient such as adopting recruitment automation, making sure the application process is quick and easy for candidates, and more.



## What is recruitment automation?

It may come as a surprise, but many recruiters still spend much of their time on manual tasks such as sifting through stacks of resumes or scheduling (and rescheduling) interviews. Recruitment automation is the use of technology to streamline and optimize the hiring process.

It can help with repetitive tasks such as screening, that can be completed using pre-defined rules. So if a candidate meets pre-determined requirements for example, this could trigger an email being sent to them with a link to schedule an interview.



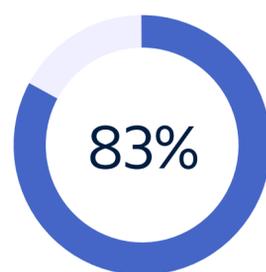
of HR professionals say they don't have adequate technology<sup>3</sup>

## Automation streamlines hiring without losing the human touch

From cutting down on the number of tools, to freeing up time for recruiters, to speeding up the entire process, there are many benefits of recruitment automation. Here's how it can make a positive impact:

### Decrease costs

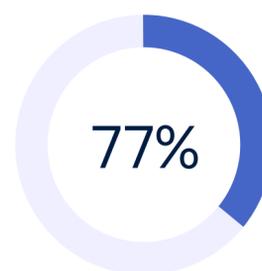
Automation can lower costs by helping recruiters handle a higher volume of applications efficiently. And with the right automation technology, you can eliminate the need for multiple tools and manage the recruiting process through one comprehensive platform.



of Employers agree that they accomplish more hiring tasks in less time on Indeed because it integrates a wide range of tools in one platform<sup>5</sup>

### Increase efficiency

Automating time-consuming tasks like screening and scheduling, frees up more time for recruiters to connect with candidates and nurture those relationships, reducing the risk of losing talent to competitors because of delays.



of Employers agree Indeed automates redundant tasks so I can focus on making the right hire<sup>4</sup>

### Improve candidate experience

Automation makes it easy to stay connected and keep candidates engaged throughout the hiring process. Quick, consistent communication gives job seekers the transparency they're looking for, which can even lead to a boost in your employer brand.

<sup>4</sup> Indeed Survey, US (n=386)

<sup>5</sup> Indeed U.S. Employer Survey, March 2023, (n=600)

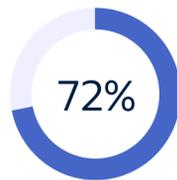
## Tasks that can easily be automated

- ✓ Candidate screening
- ✓ Interview scheduling
- ✓ Candidate communication
- ✓ Assessments

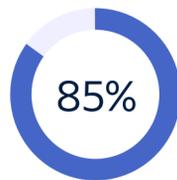


## What do employers think of automation?

Harris Poll conducted a survey of more than 500 employers and 200 job seekers and recent job-switchers in the U.S. to find out what they think of automation. Here are some of the results.



72% of employers say they currently use some form of automation in their hiring process.



85% of employers feel that integrating automation in the hiring process has had a positive impact.

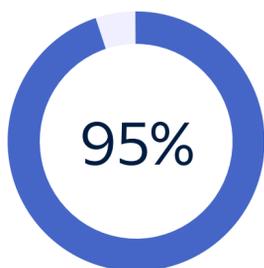


90% of employers agree that automating recruiting tasks and workflows could help them increase productivity, accelerate time-to-hire, reduce cost-per-hire and improve the overall candidate experience.

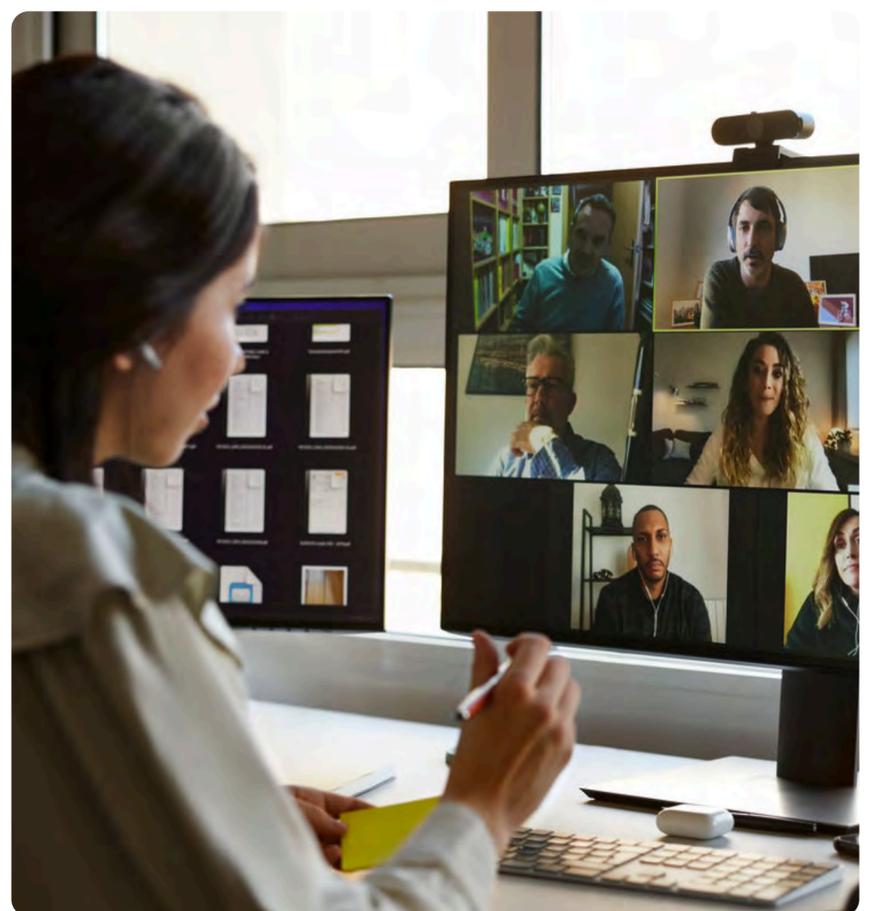
While most employers are in favor of automating the hiring process, respondents also made it clear that the human element won't — and shouldn't — be removed from the process anytime soon.

## Recruitment automation in action

Virtual or in-person Indeed Hiring Events offer an end-to-end solution with built-in automation. Manual tasks such as scanning resumes, pre-screening talent, and confirming interviews are all taken care of so recruiters can expedite the interview process. Plus, automation is also used to promote events on both Indeed and Glassdoor, creating a unified workflow that reaches potential candidates efficiently.

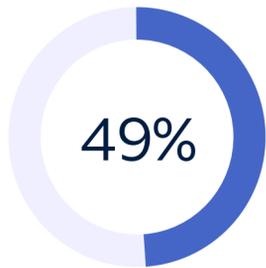


95% of users agree that Indeed Hiring Events is an essential product for hiring quickly<sup>6</sup>



## A simple application process can help you hire faster

Recruiters often want the hiring process to be thorough so they don't waste time on candidates that ultimately aren't a good fit. While it's understandable, they risk creating a long, daunting process that drives away quality candidates.

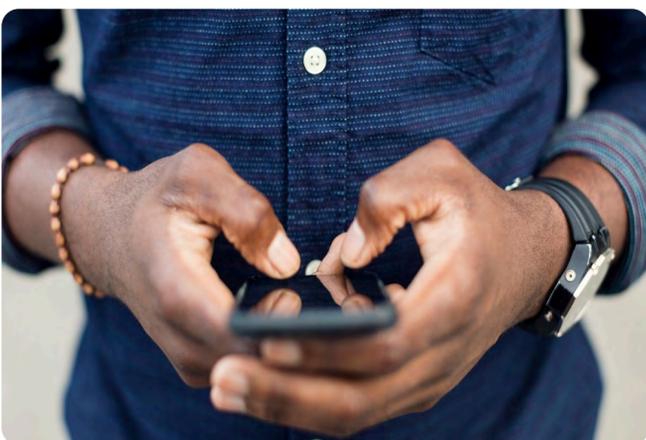


of job seekers say most job application processes are too long and complicated<sup>7</sup>

Whether people are passively seeking opportunities or actively seeking employment, most prefer a simple application process that won't take all day. That doesn't mean they don't want the job. It means they have other obligations in life, other applications to complete, and are perhaps completing applications during work breaks.

### Tips to simplify the application process

-  Make sure it's available on desktop and mobile-friendly formats
-  It should take no more than 10 minutes to complete
-  Add a tool that shows job seekers where they are in the process
-  Avoid repetitive tasks like uploading a resume then having to type the same information



### Have an urgent need to hire?

When you need to hire fast, [Sponsored Jobs](#) will boost your reach in search results because your jobs will appear more often and for longer than non-sponsored jobs. Plus, you can activate the 'Urgently Hiring' label so candidates see you're moving through the process quickly. Sponsored Jobs posted directly on Indeed with Urgently Hiring make a hire 5 days faster than non-sponsored jobs.<sup>6</sup>

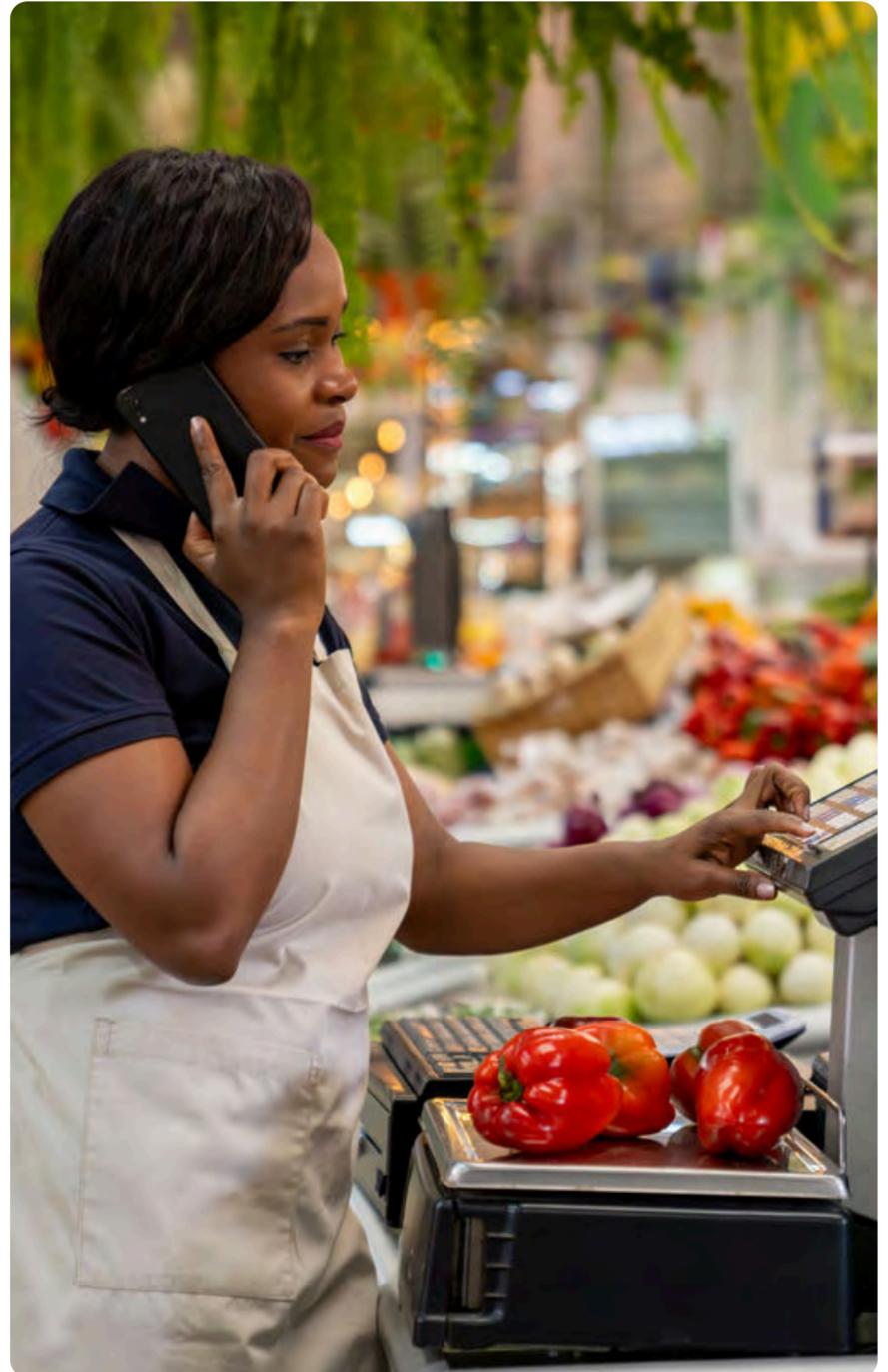
## How Natural Grocers streamlined its hiring

Streamlining the hiring process can help organizations meet high-volume hiring goals quickly. And job seekers can benefit too. When Natural Grocers, a national grocery chain, switched to virtual interview events, it dramatically reduced its time to hire, saving hours of labor and thousands of dollars. It also gave job seekers the flexibility they crave, and gave more candidates the opportunity to interview with a skills-first hiring approach. [Read the full case study.](#)

“

“With virtual events, our team can quickly fill open positions from our home office in just half a day. That frees up hours of work and saves thousands in travel expenses.”

Natural Grocers' Senior TA Strategist



### Need help filling roles fast?

[Talk to an Indeed Specialist today](#) about solutions that can help you hire faster such as Indeed Hiring Events, Smart Sourcing, or Sponsored Jobs. We're here to help with these and other solutions so you can discover, connect with, and hire the quality candidates you need to fill all your open roles fast.

# Find the right talent

Hiring the right people is good for organizations. Quality hires can maximize productivity and profits, boost morale, and make workplaces happier. But finding quality candidates and reaching candidates for specialized roles remains challenging for employers. The good news is quality candidates are out there, and using AI-powered solutions and other approaches can help you find them.



## Finding the right talent

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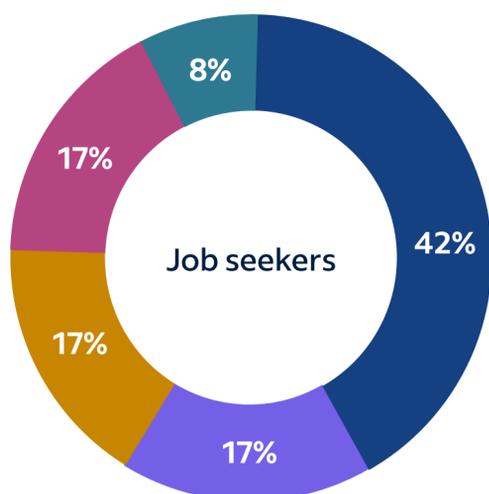
### How difficult is it to find quality in hiring?

An Indeed survey revealed that job seekers say their biggest challenge is a dearth of quality roles to apply for. But employers say their biggest hurdle is a lack of quality applicants. The problem, however, is neither a lack of good roles nor a shortage of applicants to fill them. The challenge lies in the difficulty of connecting the right candidates with the right jobs.

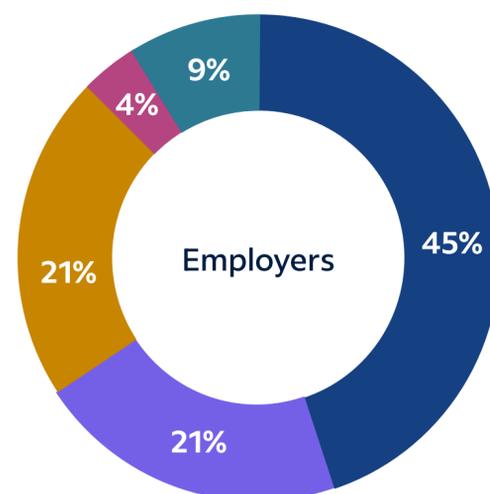
#### Job seekers and employers are struggling to find what they are looking for

**Job seeker question:** How difficult is it for you to find quality roles to apply for?

**Employer questions:** To what extent, if at all, is a lack of quality candidates an issue for your organization?



- **Exceptionally difficult**  
I can't find enough quality roles to apply for
- **Very difficult**  
The majority of open roles don't meet my needs or skills
- **Somewhat difficult**  
The majority of open roles don't meet my needs or skills
- **Not at all difficult**  
A fair number of open roles aren't relevant to my needs or skills
- **Don't know**



- **Critical**  
We can't find enough quality candidates
- **Significant**  
The majority of applications don't meet our open roles' needs
- **Somewhat**  
A fair number of applicants aren't relevant to the role
- **Not much**  
Most of our applicants meet our open roles' needs
- **Don't know**

## AI is reshaping hiring

AI is changing the hiring landscape for both job seekers and employers. For job seekers, the introduction of AI in the workplace means that the skills they need for future roles are currently being rewritten — so no one has them all yet.

For employers, AI technology can now help hiring managers find qualified talent more easily and quickly by helping to curate great job postings and sorting for skills before other qualifications. For example, in the past, applicants would have to include the exact language used in a job description to be recognized as a potential match. With the help of AI, employers can identify whether a candidate has the right skills more quickly and effortlessly.



Employee has experience **working the register at a café**



Employer wants **retail point-of-sale experience**

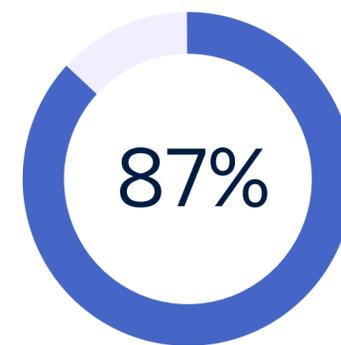


## The role of AI in the hiring process

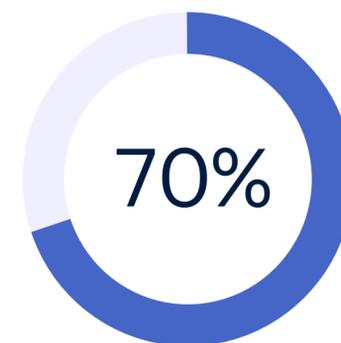
Job seekers are using AI tools to do things like research companies, draft cover letters, and prepare talking points. Meanwhile, HR/TA decision makers are using AI to summarize resumes, write job descriptions, and generate interview questions, among many other things.



## Who is using AI tools?



of HR/TA decision makers<sup>7</sup>



of job seekers<sup>7</sup>

## How Indeed uses AI to provide better job-matching context

Since its inception, Indeed has leveraged AI to power millions of connections between job seekers and employers through features such as “Invite to Apply”, which sends AI-based job recommendations to job seekers based on their resumes, Indeed profiles, and other qualifications.

More recently, by using OpenAI’s GPT models and fine-tuning capabilities, Indeed has enhanced the personalized language in its Invite to Apply feature to better explain why a candidate’s background or previous work experience makes them a good fit for the job.

Nearly a dozen products at Indeed incorporate OpenAI technology to deliver more personalized and compelling experiences to help job seekers discover new opportunities and to help employers hire faster. Two examples are:

- 01** Indeed’s AI Job Description Generator combines the power of OpenAI’s GPT with Indeed’s own proprietary AI to create compelling job descriptions quickly. An initial description created by OpenAI’s GPT gets tailored with specific phrases and details to attract relevant candidates using Indeed’s unique and vast data on what it takes to hire successfully.
- 02** Candidate Highlights, a feature of Indeed’s Smart Sourcing, is a GenAI capability that analyzes and summarizes each resume to suggest why a candidate could be a great fit for your role, or to point out potential gaps in their experience. This accelerated evaluation enables you to make better-informed hiring decisions to preserve both your employer brand and the candidate experience.

## How to get matched with, or search for, quality candidates

With Smart Sourcing users automatically receive a shortlist of candidates who match job criteria across a variety of industries, skills, and educational backgrounds. Matching is based on information collected from the jobseeker such as skills, experience, and preferences.

Smart Sourcing also helps you find talent for hard-to-fill roles using Boolean search words like AND and OR to narrow or broaden search results. When you’re ready to reach out, you can instantly create AI-assisted messaging that draws from a candidate’s resume and the job description to engage potential applicants.



Smart Sourcing facilitates on average

**70,000**  
successful connections

between employers and job seekers each day<sup>8</sup>

## Shaping tomorrow's leaders starts with today's teachers

When it comes to education, Challenger School is a grade above the rest. Its curriculum teaches students to be independent, lifelong learners. And it all starts with the teachers it hires. But finding great teachers for 25 campuses across 5 states is tough. So how does Challenger School find quality educators who get what they're all about? Challenger School uses these tools to make hiring a breeze. Here's how they work:

- [Sponsored Jobs](#) deliver 60% more applicants on average than non-sponsored jobs.<sup>9</sup>
- [Indeed Smart Sourcing](#) lets you search for, and get matched with, quality candidates nationwide.
- [Indeed Targeted Ads](#) helps ensure the right candidates are seeing your ads.
- [Indeed Hiring Events](#) is an affordable way to bring talented applicants together. You'll spend less time looking for them and more time meeting them.
- [Company Pages Premium](#) helps you tell your company story through photos, videos, social feeds, and templates.



### Need help finding the right candidates?

[Talk to an Indeed Specialist today](#) about solutions like Smart Sourcing, Indeed Hiring Events, Sponsored Jobs, and Employer Branding that use the latest in HR technology to help you zero in on top talent. We're here to help with these and other solutions so you can discover, connect with, and hire the quality candidates you need to fill all your open roles fast.

04 HIRING SOLUTIONS AT-A-GLANCE

# Hiring? All you need is Indeed

## Reach your hiring goals faster with our suite of solutions

From attracting the best candidates, to connecting with your next hires faster, wherever you are on the hiring journey, we have solutions to help. This guide outlines how our solutions work - and how they work together - to get you closer to the hire. And of course, we're here to help every step of the way.

	Attract Candidates			Connect with Candidates		
Product Overview	Employer Branding Hub	Employer Branding Ads	Featured Employer	Sponsored Jobs	Smart Sourcing	Indeed Hiring Events
	Joint Indeed and Glassdoor platform that lets job seekers explore life at your organization before applying.	Display ads that help share your unique employer brand story with job seekers across platforms.	Highlights your brand with logo placement and branded messaging across job seeker touchpoints.	Paid for job postings that promote your open roles to millions of relevant job seekers.	Database of millions of job seeker profiles that you can use to proactively find and engage with candidates.	Virtual or in-person events with built in advertising and automated screening and scheduling.
Why use them	Showcase your company's culture and get access to site and competitor analytics.	Generate awareness and favorability for your organization leading job seekers to apply.	Increase applications and amplify employer brand presence.	Increase visibility for your open jobs.	Proactively source candidates using AI matching or search and immediately connect.	Make multiple hires in one day and streamline interview screening and scheduling.
Need to make hires quickly				✓	✓	✓
Need more applicants	✓	✓	✓	✓	✓	
Multiple openings for same job title				✓	✓	✓
Need to reach specialized audience		✓		✓	✓	
Need better quality applicants				✓	✓	
Ideal candidates unaware of company or open jobs	✓	✓	✓	✓	✓	
Need to hire in a new market	✓	✓	✓	✓	✓	✓
Need to validate skills				✓		✓
Need to streamline interview process						✓
Pairs well with	Employer Branding Ads Featured Employer Sponsored Jobs	Employer Branding Hub Sponsored Jobs	Employer Branding Hub Sponsored Jobs Indeed Hiring Events	Smart Sourcing Featured Employer Indeed Hiring Events Employer Branding Ads	Employer Branding Hub Sponsored Jobs Indeed Hiring Events	Employer Branding Hub Sponsored Jobs Indeed Interview



### We can help you reach your hiring goals

Talk to an [Indeed Specialist](#) today about the right solutions to help you discover, connect with, and hire the quality candidates you need to fill all your open roles fast.