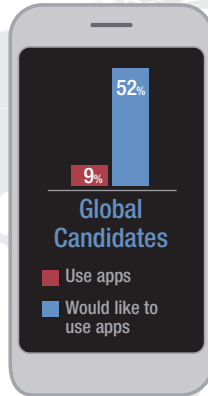


# Swipe Right:

Candidate Technology Preferences During the Job Search

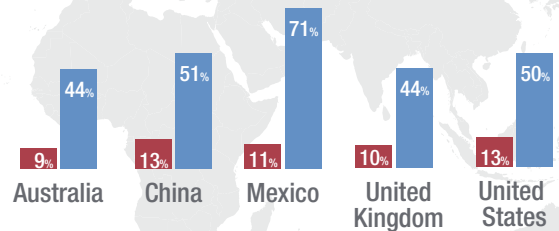


Technology has changed everything when it comes to attracting and hiring top talent. Employers who adapt can gain a competitive advantage in today's war for talent.



## The App Gap

Candidates' desire to use apps to search and apply for jobs far exceeds actual use



## Candidates Who Prefer Apps Are Young, Mobile and Ambitious

64% of millennials are interested in applying to jobs via smartphone apps

30% are willing to move to a new city for a new job

17% find opportunity for advancement as a motivator for immediate job change

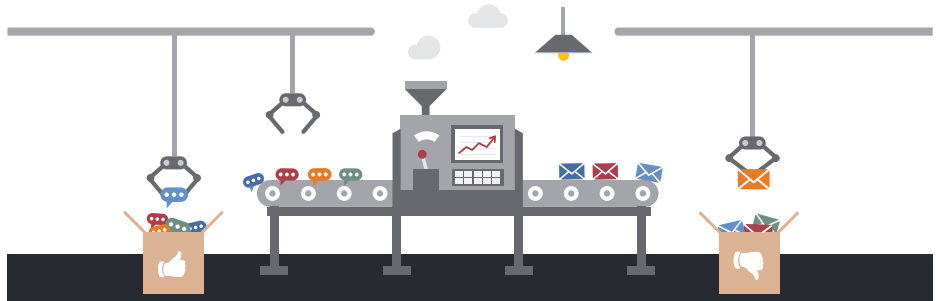


## About the Survey Respondents

- Nearly **14,000** individuals currently in the workforce
- **19** influential employment markets across the globe
- **18-65** years old
- Various **career levels** and **industries**

## Candidates Still Expect Personalization

While technology enables more communication, **42%** of candidates feel that inauthentic automated outreach messages undermine an employer's credibility



## 8 Ways Employers Can Tap Into Candidate Technology Preferences

- 1 Be smart about the smartphone
- 2 Look beyond traditional HR platforms/apps
- 3 Get quantity and quality
- 4 Do not rely solely on video interviewing when diversity is a priority
- 5 Be part of the solution
- 6 Use technology to build employer brand
- 7 Let a bot be a bot
- 8 Avoid the shiny object; hire an expert

