



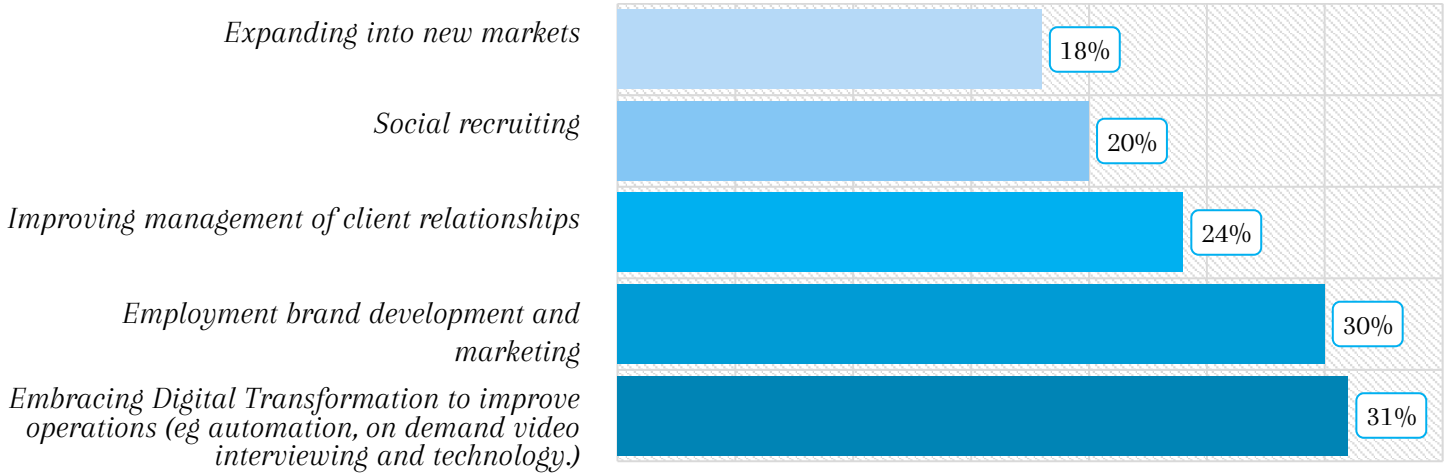
What Will Agencies Prioritise in 2020?

In short:

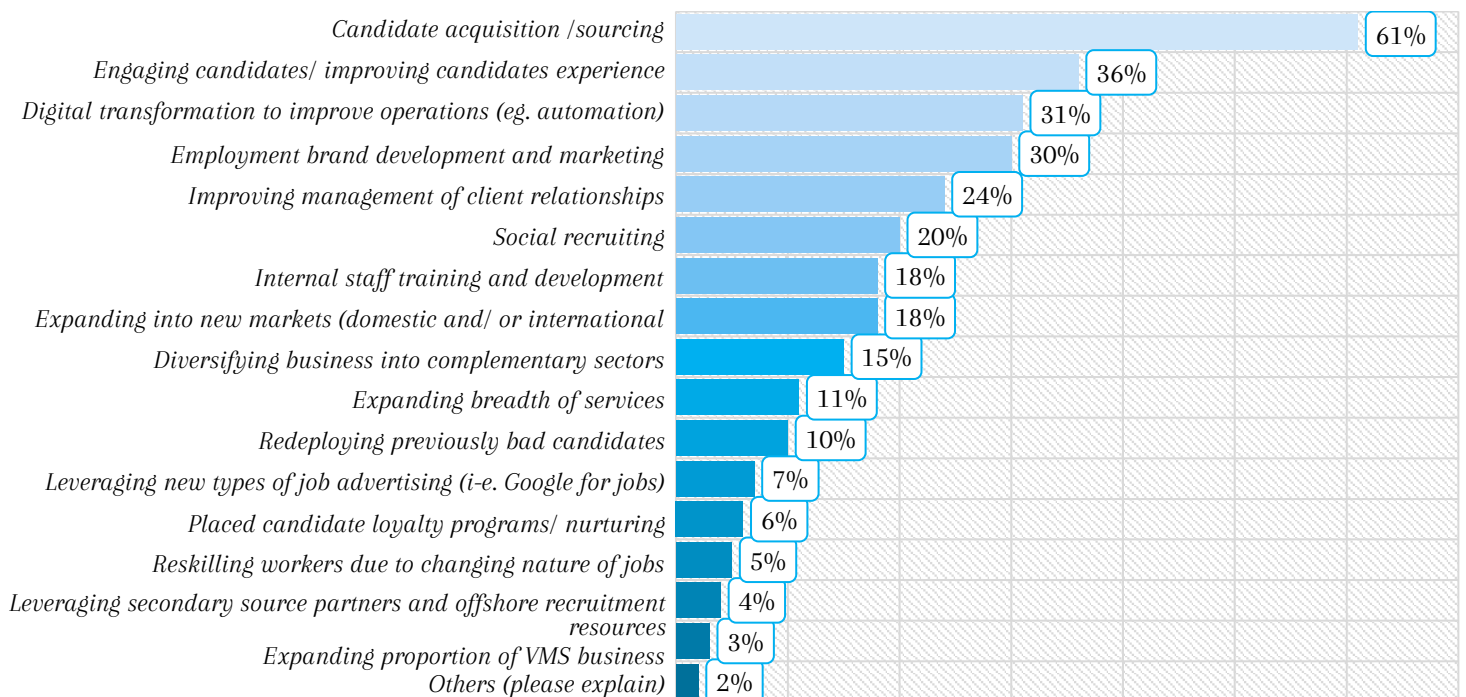
Candidates will be a top priority this year. Sixty-one per cent of firms listed candidate acquisition and sourcing, and 36 per cent of firms ranked engaging candidates and improving the candidate experience as their two biggest priorities. This makes sense considering that strategically identifying and sourcing candidates and providing incredible candidate experiences are two of the most effective ways to combat the talent shortage.

Beyond candidates, here are some other notable priorities that recruitment businesses will focus on in 2020. We'll explore these priorities in more detail below.

Notable Priorities for 2020



Top Priorities for 2020





In Summary

So, should recruitment agencies be embracing this technology?.

Absolutely. When the first job boards emerged in the mid-nineties, there were doomsayers all over the recruitment industry; when LinkedIn ventured into the market, many a pundit predicted that recruitment would soon be a spent force. It's how you harness innovation that matters. Recruiters are the biggest users of LinkedIn and job boards, having embraced both innovations to their market.

The recruitment industry knows a thing or two about adapting: generalist agencies are becoming a thing of the past, whilst industry specialist recruiters and executive search consultants operate on an inch wide, mile deep basis. They are knowledge driven, well-connected, and bring a strong value added, drive and commitment to client service often absent in in-house

recruiters. Specialist sector focused recruitment businesses will continue to define the industry's future.

40,000 recruitment companies in the UK are contributing over £35 billion to the economy, and that growth only looks set to continue. Last year saw a 46% increase in new recruitment businesses, as entrepreneurs capitalise on a candidate driven market and employers' reliance on industry focused, specialist recruitment. Recruiters are hardy by nature, nimble in mind and able take on a challenge better than most. Embracing the opportunity that technological innovation presents is paramount.

HR tech innovation such as On Demand Video Interviewing and automation, will play a supporting role behind the scenes – rather than taking centre stage. As the tools recruiters use become more sophisticated, the end goal remains the same: to attract the right people for the role by creating a beautiful candidate experience with a human touch. At all stages of the recruitment journey, technology can enhance the aspects that make us inherently human – critical reasoning, communication and empathy – and free recruiters from the tedious, manual processes that hinder them.

Learn how Jobatar can help differentiate your agency and enable you to close more placements and faster.



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