

# **Candidate Technology Preferences**

In an era of growing talent shortages, understanding who candidates are, how to attract them and what drives their decisionmaking is essential to building and sustaining a successful recruiting and retention strategy.

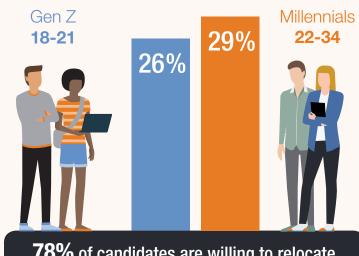


### **Uruguay/Paraguay Insights**

Insights from the

## **Early HR Technology**

**Adopters** are unique candidates who have used at least three or more technologies in their job search during the past six months. They tend to be young, urban, highly mobile and students, evenly divided between males and females.



78% of candidates are willing to relocate

## Candidates' Use of HR **Technology:** Usage varies significantly by market.

Advertisement on social media networks

#### 40%

**Global: 31%** 

Virtual job fair

#### 13%

Global: 11%

Smartphone app

#### 11%

Global: 17%

Chat on employer website

### 10%

Global: 11%

Text messaging to or from company



Global: 11%

Game or skills challenge test from employer



Global: 7%

Video interview



Global: 9%

Voice search using a virtual assistant

3%

Global: 5%

## **Social Media Ads are Top Choice for Candidates**

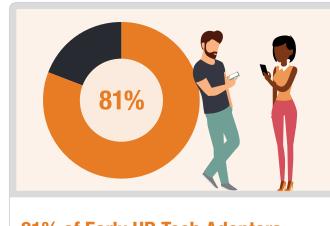


40% of candidates have clicked on a job-related social media ad









81% of Early HR Tech Adopters click on social media ads

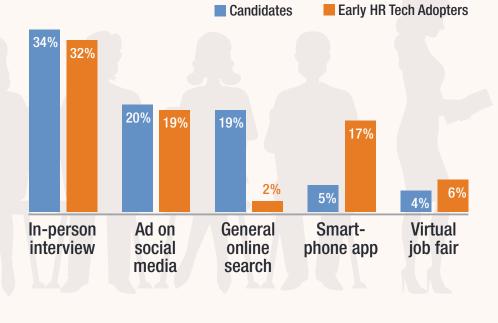






### **Candidates still place** high importance on human interaction and in-person interviews.

But attracting and retaining the right talent should not be a battle between human and robot.



# **5 Steps to Selecting** and Implementing **HR Technology**



# Define the problem

Once the talent problem is defined, technologies can be evaluated for their effectiveness and cost efficiency.

Know your audience

Match the right technology to the candidates you need.

Diversify channels

Often the best technology strategy is to employ a range of tools and solutions.

Turn quantity into quality Artificial Intelligence (AI), machine learning, and

predictive analytics can help identify qualified candidates and ensure workplace success.

and tailored message is still key.

Incorporate human interaction Technology is the conduit, but delivering a personalized