

## 2022 RECRUITING METRICS Restaurant & Food Service Industry

# **Hiring Benchmark Metrics Defined**

Views Per Job How many views a job posting gets

**Applicants Per Job** The number of applicants received divided by the number of jobs posted

**Applicants Per Hire** How many applicants were received to make one hire

Average Days to Contact The number of days it took to contact an applicant, starting from the minute the applicant applied

Average Days to Contact Hire The number of days it took to contact an applicant who became a hire

Average Days to Hire The number of days it took to hire an applicant, starting from the minute the applicant applied

# **Conversion Rate Metrics Defined**



#### View-to-Applicant Conversion Rate

How many views of a job posting turn into applications



#### Applicant-to-Interview Conversion Rate

How many applications turn into interview invitations



#### Interview-to-Hire Conversion Rate

How many interview invitations turn into hires



## **Restaurant & Food Service Industry**

#### **BENCHMARK DATA**

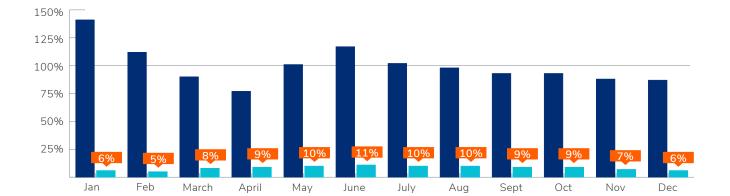
- Views Per Job: 881
- Applicants Per Job: 26
- Applicants Per Hire: 28
- Average Days to Contact: 7.7
- Average Days to Contact Hire: 3.1

Applicants Per Job, % of Average Percentage of Total Hires Made

• Average Days to Hire: 10.4



Like all industries in our study, **January** saw the highest applicant flow. While restaurants weren't doing much hiring in January, they were able to capitalize on another uptick in applicants a few months later – May through July saw strong applicant flow that coincided with peak restaurant hiring.



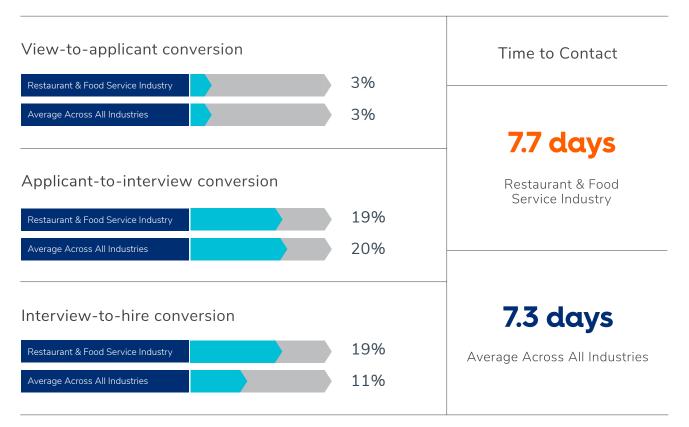
#### **APPLICANT SOURCES**

Company careers pages have consistently proven to be a monster success at producing high-quality candidates and the majority of hires for restaurants. While bringing in only 21% of applicants, company careers pages account for a staggering 46% of hires. Compare that to the major job boards, which bring in the vast majority of applicants, but just 36% of total hires.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM SOURCE*	REFERRAL
% of Applicants	73%	5%	21%	1%	<1%
% of Hires	36%	3%	46%	13%	2%
% of Applicants Hired	2%	2%	8%	38%	36%

\*Custom source: A source to which an employer manually shared a job posting (industry job board, local university, Craigslist, etc.)

#### **KEY METRICS**



#### **KEY TAKEAWAYS**

- In this industry, company careers pages are the primary driver of hires. This isn't surprising, as this is an industry where your customers and your potential employees have significant overlap, especially in quick-serve and fast-casual dining. People who know and love your brand will be motivated to apply to your business when they're on the job market. Make sure you're prepared to capture that inbound traffic by having an accessible and attractive careers page where your customers can easily find available jobs.
- This is also an industry that enjoys an above average interview-to-hire conversion rate – close to double the industry average. This means that restaurant employers likely have strong candidate screening and evaluation processes at the top of the hiring funnel and that candidates are saying "yes" to job offers at a high rate. In order to remain competitive in this industry, you'll want to ensure that you're providing a positive candidate experience all throughout the hiring process – from job posting to job offer.

# How to Improve Your Hiring in 2022

2021 was a rollercoaster year for recruiting, but we've gained insights into what steps businesses can take now to hire top talent regardless of the state of the job market.

1. Build your employer brand and showcase it on your careers page.

Company careers pages are a hugely successful source of hires, but an untapped source of applicants overall. Candidates who take the time to research a company tend to be high-quality candidates who are more selective about where they choose to apply. Invest in creating an engaging and attractive careers page that showcases employee testimonials, aspects of your company culture, and your core values.



#### IF YOU'RE PASSIONATE ABOUT KIDS OR THE SI SWIMMING, YOU'RE AT THE RIGHT PLACE.

We help our swimmers be safer, compete smarter, feel confident, and enjoy a life-long love of the sport. There where you find the opportunity to truly make a difference. At Safe-Splash + SwimLabs, we do it every day! Not life-saving skill, we're instilling a sense of pride and confidence in kids every day.

Love working with kids? Want to wear your flip-flops to work? Want to join the fastest growing swim school bra nation? Then we want YOUI We are actively recruiting professional individuals who will help us uphold the best as possible arour schools across the nation. Join our swim family that gets to enable a lifetime of water safety teaching the joy and skill of swimming! We are invested in helping you be the best you can be in and out of the

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#### 2. Create better job postings to stand apart from your competitors.

In 2021, we frequently heard from employers who were <u>concerned about the declining</u> <u>number of applicants</u> to their jobs. But our data shows that job postings received just as many views per job as in 2020 – however the number of applicants per job was cut nearly in half. This tells us that **job seekers are seeing your postings, they're just faced with more options than ever, and they're only applying to the opportunities that appeal to them the most**. As an employer, it's crucial that you write <u>enticing job descriptions</u> so that candidates are compelled to apply to your business and not your competitors. Practice <u>pay transparency</u> by offering <u>competitive pay and benefits</u> and advertising it in the job posting.

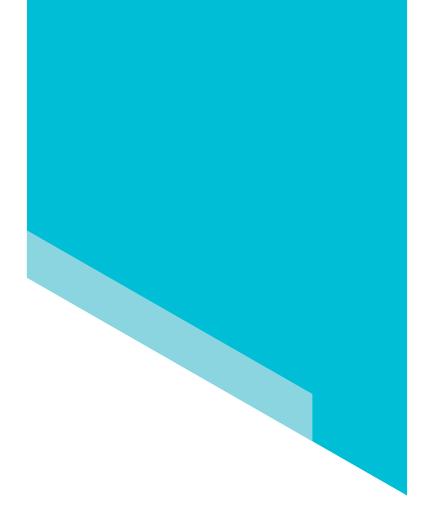
#### 3. Create a job marketing strategy that doesn't rely on job boards.

Compile a list of <u>custom sources</u> like industry-specific job boards, community message boards, local and university job boards, and email campaigns to customers. Compile another list of employees, friends, and colleagues in your personal network to reach out to for referrals. Our data shows **these sources produce the highest-quality candidates**, yet the **lowest percentage of applicants**. Plan on targeting them before your next round of hiring.

Reservant + Applicants <u>All</u> New <sup>®</sup> In Pro		New In Progr	Contact Lindsey Knight		
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		CeeCee Bass <sup>®</sup> Quick Look →	Assistant Manag 4 days ago	Thanks for taking time to tak with Appreciate it very much.	× Close
	PS	Veerle de Bree Quick Look →	Assistant Manag		Contact Lindsey Knight
	PS	Gibby Radki Quick Look →	Claims Quality Specialist 2 weeks ago		Email Text Message Lindsey Knight Thanks for taking time to talk with me today. Appreciate it very much.
	PS	Juan Esteban Sarmiento Quick Look →	Assistant Manago 2 months ago		You It was wonderful talking to you today. We will rev your application and be in touch about next step
□☆	PS	Núria Moura Quíck Look →	Claims Quality Specialist 1 month ago		12/24/2019, 3:00pm You Hil Lindsey! We would like to move you forward in interview process. What days and times are you :
	PS	Miriam Jesus Quick Look →	Claims Quality Specialist 3 months ago		come into the office? Lindsey Knight I can come in on the 2nd, right after lunch at 1:30pm that will work?
	PS	Pratima Mukhopadhyay Quick Look →	Claims Quality Specialist	Enter text message here	Yes Sure! I will send a calendar invite confirming the Look forward to having you on site!

#### 4. Communicate with candidates faster.

Employers are now quicker to hire, shaving nearly a week off their time-to-hire between 2020 and 2021. You'll want to move fast before your competition scoops up quality candidates. **Try text recruiting to communicate with candidates faster**. Text messages receive an 8 times higher response rate than email, along with a much faster response time. An applicant tracking system like CareerPlug can also help you <u>quickly evaluate candidates</u> using a proven hiring process, allowing you to accelerate your hiring decisions without sacrificing quality.



### **ABOUT CAREERPLUG**

CareerPlug is a software company on a mission to solve the #1 challenge of running a business: attracting and hiring the right people. More than 14,000 clients love working with us because we give them a proven playbook to make the right hires. And you don't need to be an HR pro to succeed, since our software is easy enough for anyone to use. We're committed to Making Hiring Easier for all businesses. And it's our goal that by sharing original research reports like this one, we can contribute to this mission.

#### CONTACT US



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