



Candidate Rewards

powered by Total Rewards Software

Winning Top Talent

How Total Rewards Marketing Improves Talent Acquisition

Dan Tibbits | Total Rewards Advisor



Hiring by the Numbers

43%

of HR professionals cited “competition from other employers” as the top reason they’re struggling to hire the right employees.¹

\$4129

Is the average cost to hire a person.³

1 Million

The difference between job openings and available talent.²

42 days

Is the average time to fill a position.⁴

¹ Society for Human Resource Management (SHRM) (via zoomshift.com)

² US Department of Labor

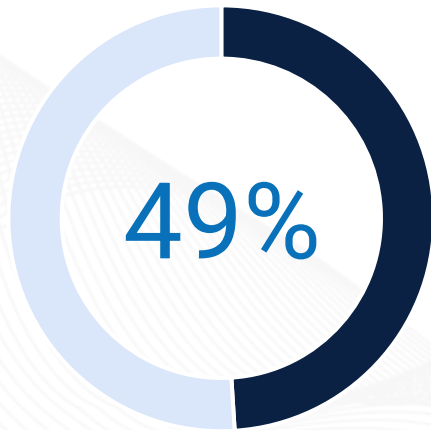
³ The Cost of Hiring a New Employee (investopedia.com)

⁴ Ropella-Cost_of_Vacant_Positions.pdf

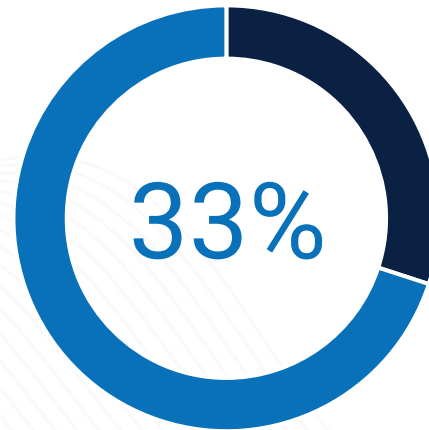
Today's Candidates Are **Savvy**

Many factors influence the decision to accept a position, and **most traditional offers don't cut it**. Pay is important, but other key factors exist.¹

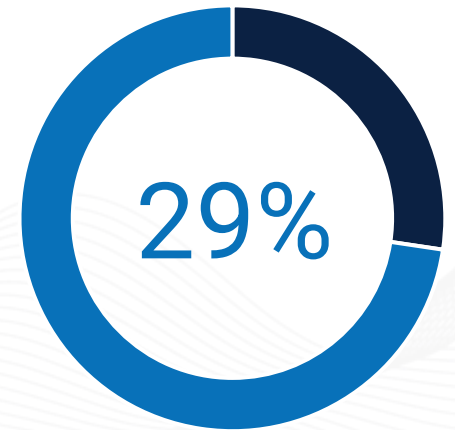
Compensation



Professional Development



Better Work/Life Balance



¹ Source: LinkedIn via [Financesonline.com](https://www.financesonline.com)

Challenging the Status Quo



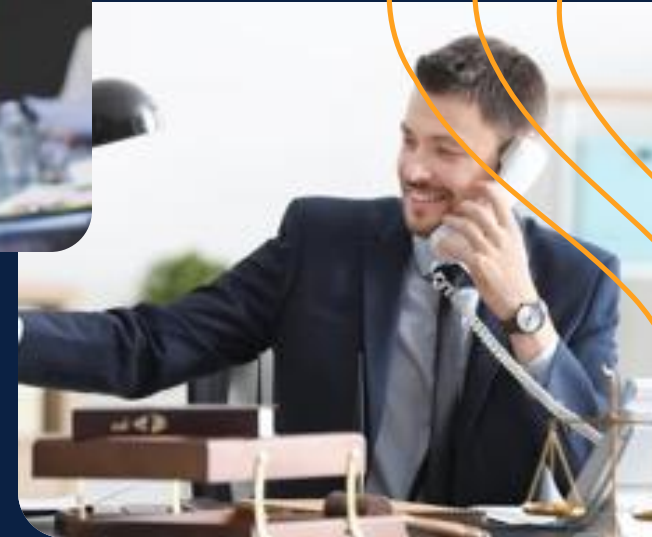
Top talent is in low supply and competition is at an all-time high.



Companies spend **countless hours** attracting candidates for open roles.



Vetting and interviewing candidates **needs to be more personal** and streamlined.



ATS systems and other tech breakthroughs have **made hiring tasks easier.**

Offer an Experience, Not a Job

Go beyond information to give your candidates the offer experience they're looking for.



Many candidates do not understand their total rewards.



To meet today's job seekers, offer letters **must digitally transform.**



By leveraging total rewards marketing, employers can **convert more offers.**

54%

of candidates say a positive experience is the result of **great communication from the employer or recruiter.**

Jobvite- JSN-2021-03-29.pdf

2/3

of companies recognize the need for more **transparency** in their total compensation.

TotalRewards Software

You **Can't Afford** to Fall Behind

Converting Candidates Is Key

CandidateRewards transforms offer letters from dull PDFs and emails into engaging experiences that:

- Speed responses and **time to hire**
- Communicate the **full value** of your offer
- Provide recruiter intelligence to tailor offers to **top candidates**
- Create a **positive initial impression** with employees
- Increase employer brand and corporate image to **help attract and retain** top talent



29%

say company values and culture are their main concerns

38%

of candidates rank overall compensation as their top influence for accepting a job offer

22%

of candidates say little or no explanation of company values, vision or mission creates a negative experience

Let us show you the power of
CandidateRewards with a
free trial.

Get Your Free Trial or Request a Demo

