

# THE 8 MOST IMPORTANT RECRUITMENT METRICS

## 1. Sourcing & Channel Effectiveness

A typical mix includes job boards, referrals, career sites, and social networks.

Understanding where your applicants come from helps allocate time and money.

## 2. Application Completion Rate

This will help you understand where applicants are falling off. Use this info to evolve and create the most hyper-effective application strategy possible.

## 3. Cost per Hire

Costs may include recruiter fees (internal or external), advertising, social media sourcing (LinkedIn), job fairs, printed advertisements, and more.

## 4. Time to Fill

The time between a hiring need & the first day of work is key for optimizing planning.

This can be broken down further across positions and departments.

## 5. Retention Rate

This identifies which positions are the most difficult to keep filled and can lead to more revelations on employee turnover. Why are they leaving? Is there something you can do to make them stay?

## 6. Offer Acceptance Rate

Offers accepted vs. offers extended ratio. If it is low, it may mean it takes too long to extend an offer, or compensation isn't competitive.

## 7. Quality of Hire

One of the most difficult to calculate due to a certain amount of subjectivity. Compare performance reviews to recruitment efforts to identify trends.

## 8. Open Positions vs Positions Filled

As an organization, you're aiming for lower vacancy numbers and a higher number of filled positions.

