



Staffing Hub

2024 STATE *of*
STAFFING

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2024 STATE *of* STAFFING



Executive Summary

Executive Summary

The past few years have been a roller coaster ride in the staffing industry. 2021 saw record-setting growth, which was followed by a more modest 2022. Then, in 2023, employers started to scale back hiring to cut costs and right-size their companies for the new post-pandemic reality. Now, at the beginning of 2024, there remains a lot of uncertainty about what the year will look like.

The results of this year's State of Staffing survey show an industry in transition and laying the foundation for future growth.

Close to half (42%) of respondents said that their business didn't grow at all last year, with 30% saying it contracted. On the other end of the spectrum, 35% of respondents said their agencies grew significantly (11+%).

Our results show that fast-growth agencies were better able to manage challenges across the board, often with the help of technology, compared to agencies whose revenue contracted. Fast-growth agencies spent more of their budget on software and technology, and they're much more likely to have automated their recruiting processes.

Looking forward, almost all respondents anticipate growth this year, with more than half expecting that growth to be in the double digits. To fuel that growth, companies are planning to adopt new technology and focus on their candidate experience.

This report is our most ambitious yet. In addition to our regular survey of agency leaders, we did a follow-up survey with 80 recruiters about their processes.

We also conducted a separate survey of 400 workers to learn about their preferences when looking for a new job. (This talent report is available only to participants in this year's State of Staffing survey.)

Together, the results illuminate the entire staffing ecosystem.

We hope you find it valuable as you lead your company through the rest of the year.

Enjoy the 2024 State of Staffing report!

Krista Garver,
Managing Editor
Staffing Hub

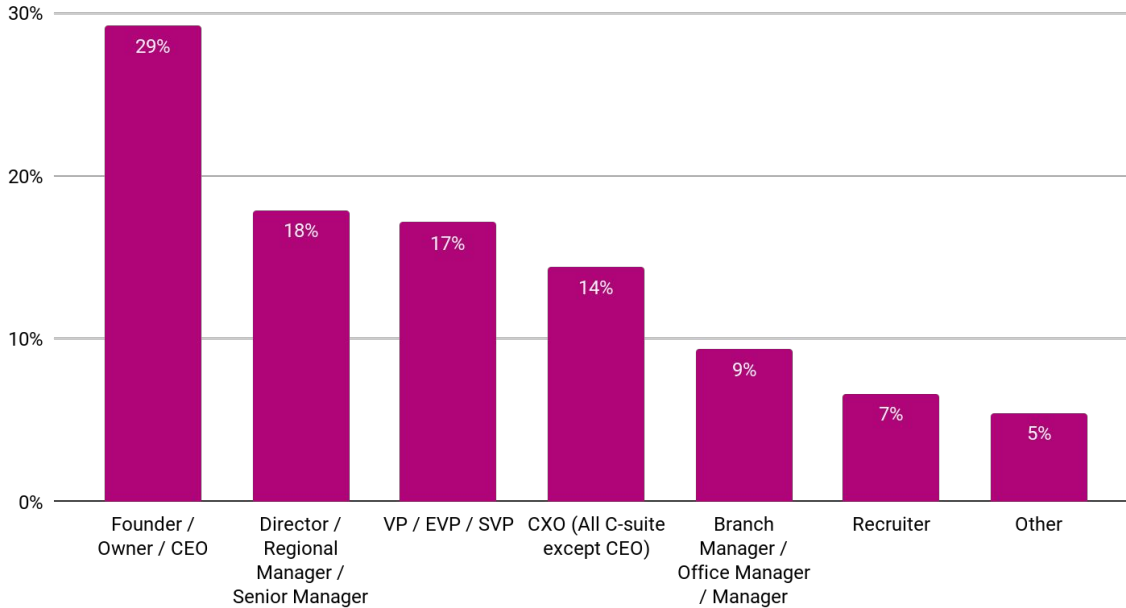
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Who Took the Survey

Who Took the Survey

What best describes your job seniority?

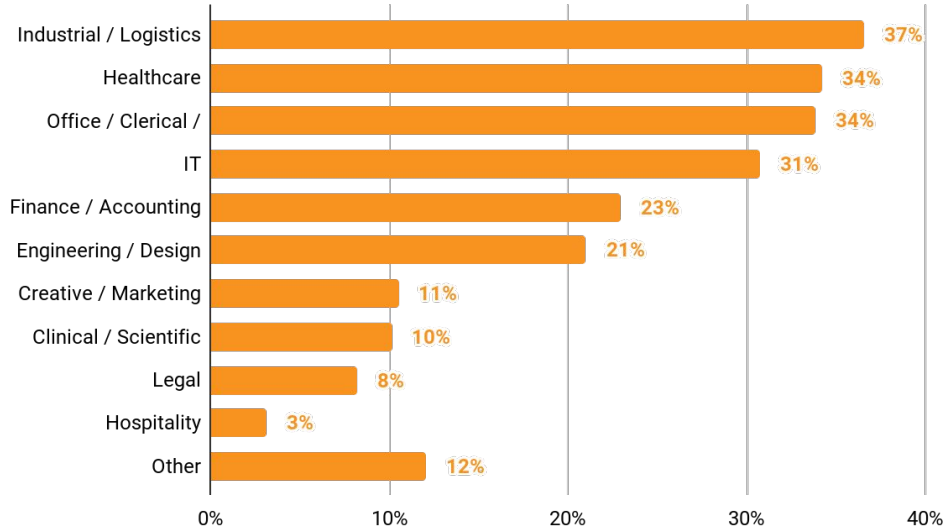


258 staffing professionals took this year's survey. 60% were in high-level leadership positions (CEO, CXO, or VP). In addition, we conducted a separate survey of 80 recruiters to learn about their processes.

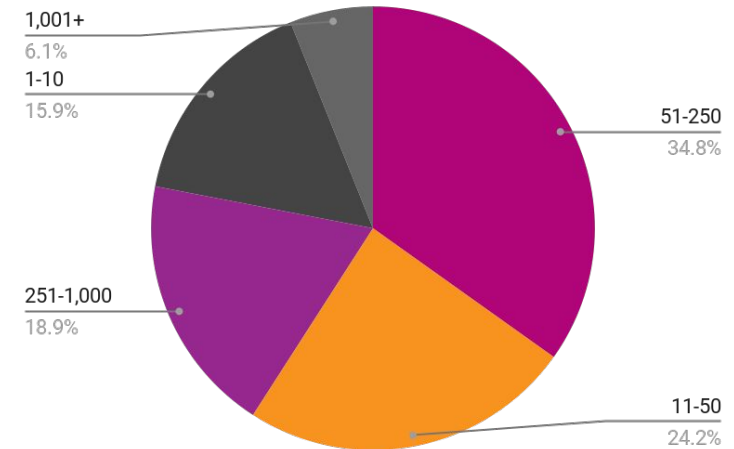
Who Took the Survey

All industry sizes and verticals were represented, with many respondents reporting that their agency works in multiple verticals.

What industry does your company serve?



How many employees work at your company?



Growth Categories

Every year, we segment our data to make sure we're delivering real insights that help you improve your business strategy. We've done this by segmenting responses by growth rate: fast vs. slow.

With the volatility of the past few years, we've had to change our growth categories to reflect what's happening in the industry. In this year's survey, 30% of respondents said that their revenue had contracted, 36% reported modest growth of 1-10%, and 34% reported growth of 11% or higher.

In this report, you'll learn how fast-growth staffing agencies operate differently. Our goal is to give you guidance on how you can design your business to grow your agency faster.

Industry Spotlight

Healthcare had the highest percentage of fast-growth agencies: 40% of healthcare respondents reported growth of 11+% in 2023.

IT had the highest percentage of contraction: 34% of IT staffing agencies reported that their business contracted in 2023.

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Industry Growth & Economic Climate



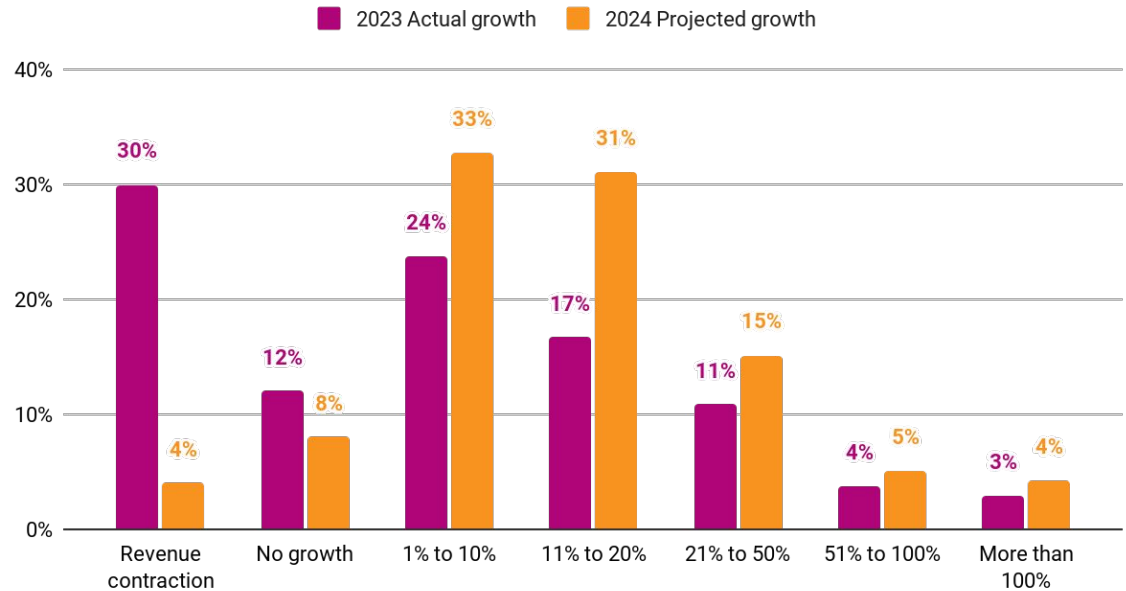
Challenges will continue for both recruiters and business development leaders. As long as economic uncertainty lingers, challenges will remain. Creativity, flexibility, and the ability to adapt will ultimately prevail.

- Survey response

Revenue Growth

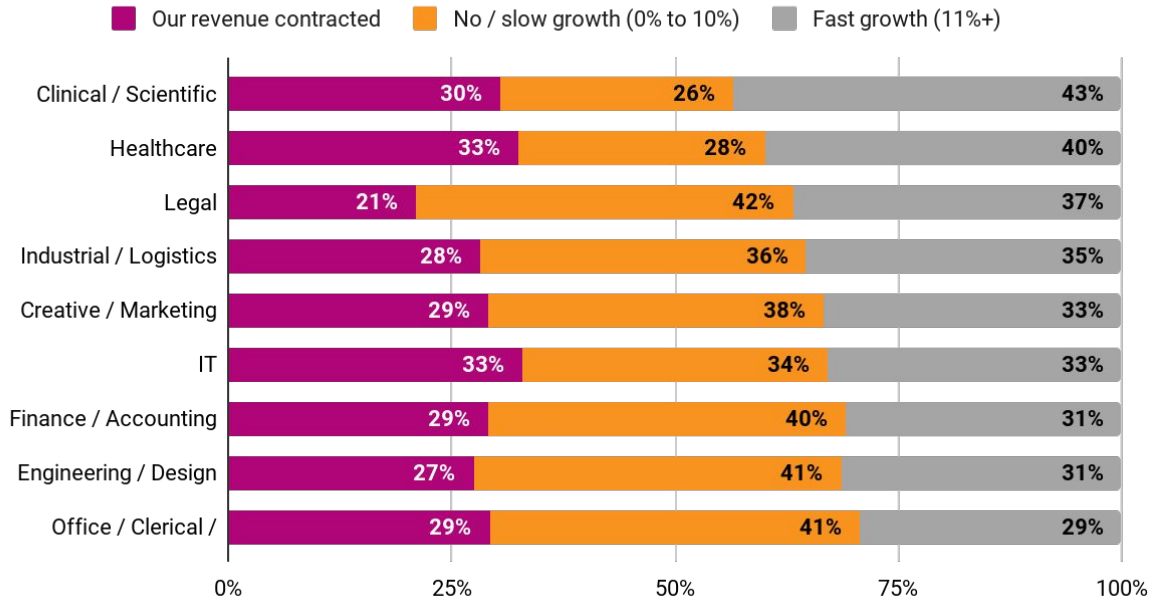
Staffing agency revenue growth: 2023 actual vs 2024 projected

Most respondents are expecting revenue to return to growth in 2024. Almost two-thirds (64%) anticipate growth of 1-20%. Still, 12% of respondents don't think they will grow this year, including 4% who anticipate further contraction.



Revenue Growth

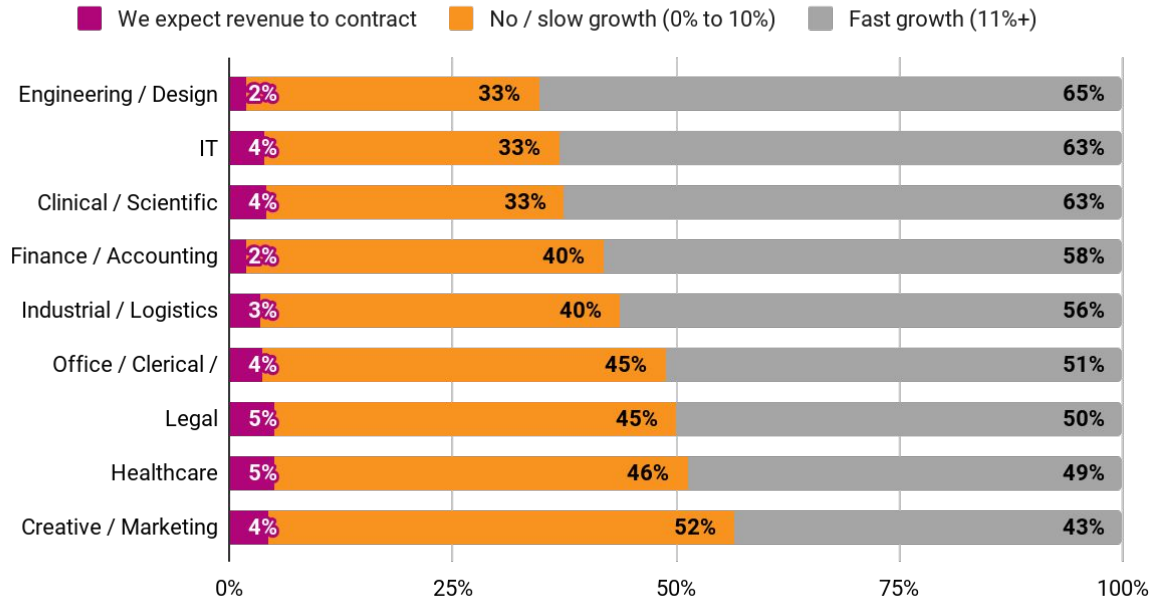
2023 revenue growth rate by industry



Respondents in the clinical / scientific and healthcare verticals reported the fastest growth in 2023.

Revenue Growth

2024 anticipated revenue growth rate



Respondents in all verticals except healthcare and creative / marketing anticipate growth of 11% or higher.

How Companies Will Drive Growth in 2024

We asked about the biggest opportunities for driving growth in 2024. The responses included adopting technology, focusing on the candidate experience, and getting back to business basics.

- “Providing consistency of staff”
- “Automation to drive efficiency”
- “Going above and beyond what candidates expect and learning how to better serve their needs”
- “Getting back to the basics”
- “Being transparent with candidates and clients regarding the current job market”
- “Technology / AI”
- “Adaptability”
- “Uniqueness”
- “Partnering with clients”
- “Niche specialization”
- “Marketing and sales”
- “More candidates”



"With staffing facing a challenging year as the industry resets from declines across 2023, the pressure on sales and client acquisition is high. The good news is strategic marketing has a key role to play. Marketing is how a business stands out from the competition and speaks to the values and needs of buyers so that sales and client teams can retain existing customers, build credibility, capture the attention of and nurture top prospects, and fill the pipeline with top-quality leads."

Alison Richmond, SVP of Clearedge Marketing

Growth Partner.

Let's meet →

Grow
Your
Brand.



ClearEdge Marketing

Expand
Your
Team.



ClearEdge Recruiting

Elevate
Your
People.



ClearEdge Rising



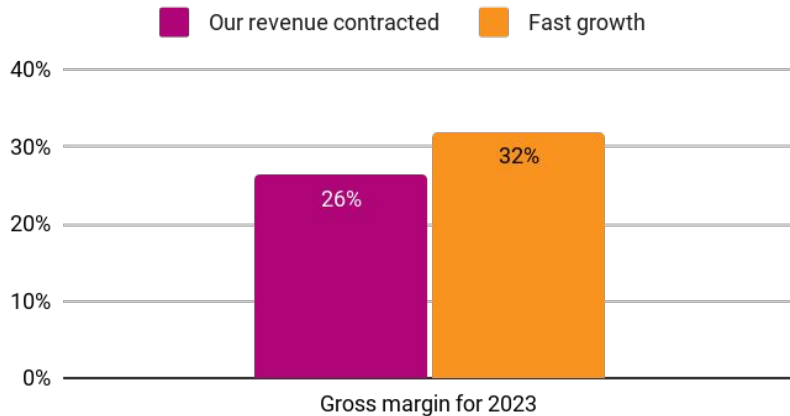
**The unemployment level remains lowest in over 50 years.
There is a severe talent shortage in all industries.
I think it will be a strong year for the recruiting business.**

- Survey response

Gross Margin

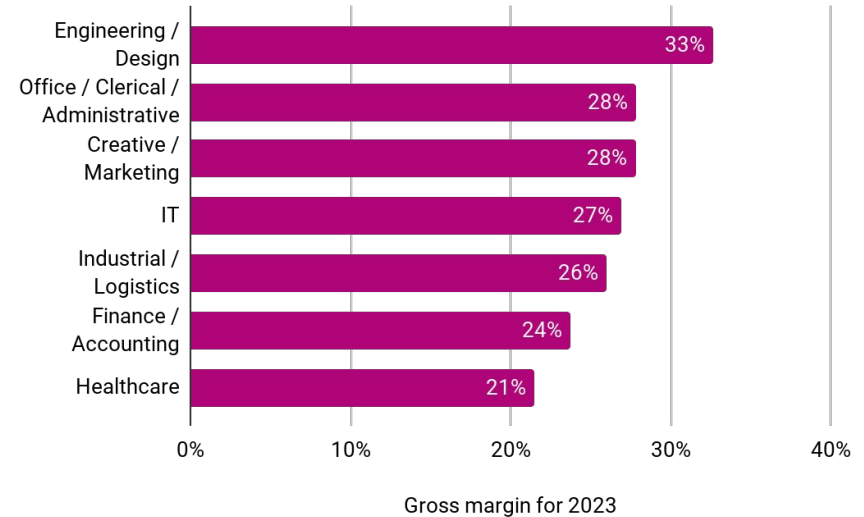
The fastest-growing agencies in our sample had the highest gross margin in 2023 – 32%, compared to 26% for companies that contracted.

Gross margin by growth rate



Across all growth categories, engineering / design has the highest average gross margin (33%), while healthcare has the lowest (21%).

Gross margin by industry

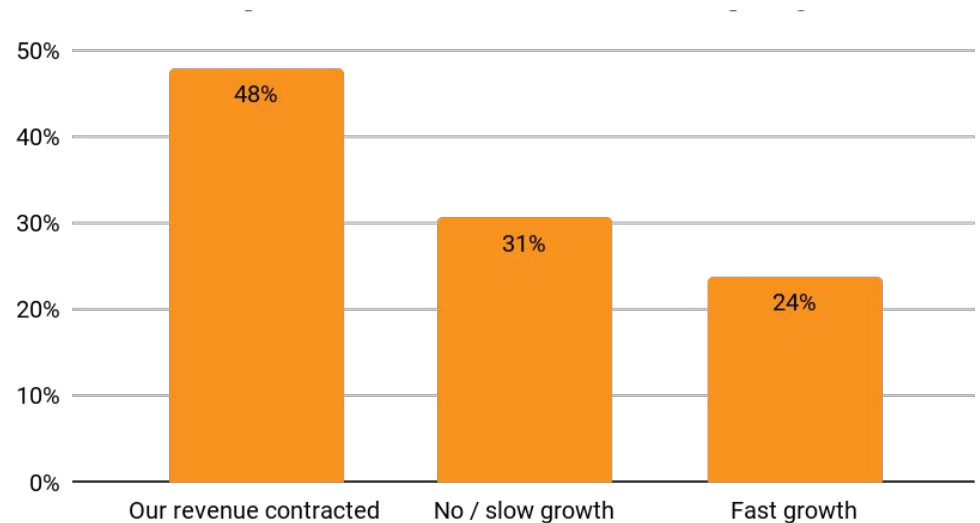


Layoffs

Just over one-third (34%) of respondents said their agency laid off employees in 2023. This is higher than the 26% who reported layoffs in our mid-year pulse report.

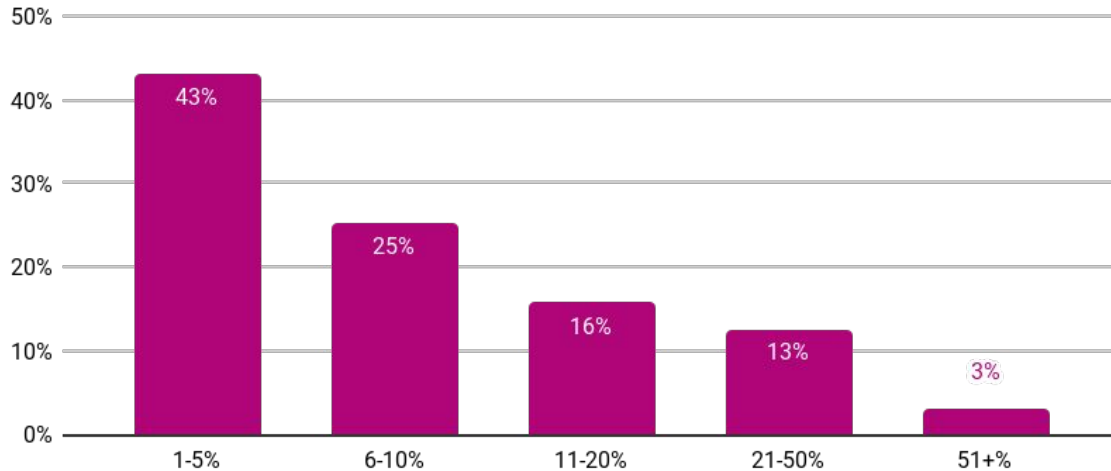
Not surprisingly, companies with contracting revenue were much more likely to have layoffs than companies whose revenue did not contract. Fast-growth agencies were half as likely to have layoffs as contracting agencies.

% of companies that laid off employees in 2023



Layoffs

If you had layoffs in 2023, what percentage of employees did they impact?

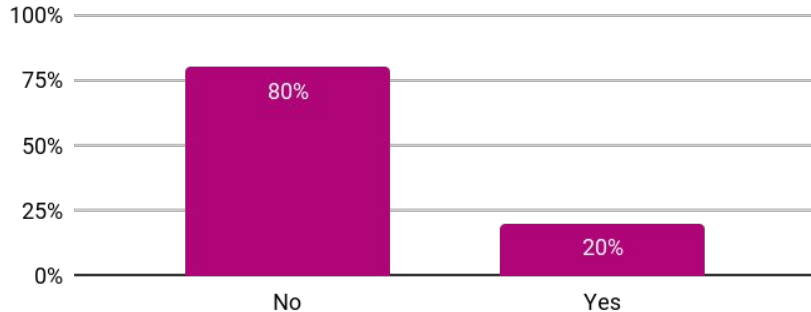


Fortunately for staffing professionals, the percentage of employees laid off was relatively low. 68% of respondents from agencies that had layoffs said that those layoffs impacted 10% of employees or less.

Planned Acquisition Activity

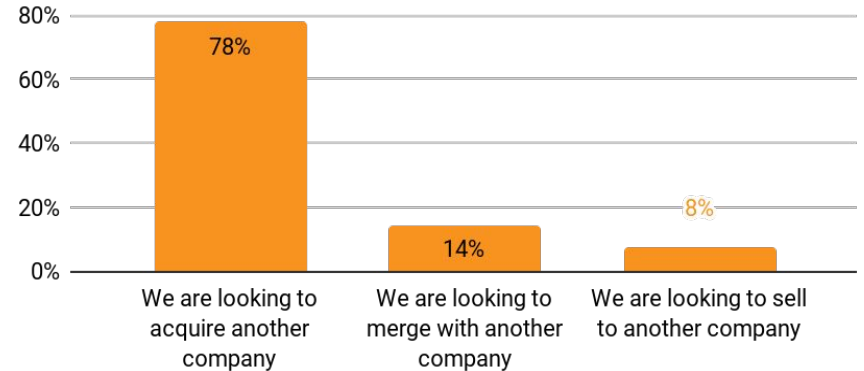
One in 5 (20%) respondents said their agency is planning acquisition activity in 2024. Fast-growth firms were the most likely to say they're looking at M&A (85%).

Are you planning any acquisition activity in 2024?



The vast majority of companies planning M&A are interested in acquiring another company.

What kind of acquisition activity are you planning?



Economic Climate Impact

We asked respondents about the biggest threat facing their agency in 2024. While the responses addressed a wide range of topics, the most commonly cited threat was the economy.

When we asked how respondents believe the economic climate will impact their business in 2024, the answers varied widely, with almost 30% expressing optimism, 12% pessimism, 14% neutral, and 17% saying it's too early to tell. Many expect business to remain stagnant the first half of the year and pick up in H2.

How will the economic climate impact your business in 2024?

- “We will not have the high growth rate we experienced in prior years. We will continue to grow but at single digits rather than double.”
- “The economic climate will have a negative effect on our bottom line.”
- “We are bullish.”
- “Hope that it will be a recovery year; we have never seen two down years in a row to date.”
- “Slow start with a bigger finish.”

Biggest Challenges

Every year, we ask respondents about the biggest challenge their agency is facing. This year, the top three categories for challenges were:

1. Client acquisition & sales (25%)
2. Economic challenges (18%)
3. Talent acquisition (17%)

What is the single biggest challenge your agency faces right now?

- “Slow job order volume”
- “Turnover”
- “Slow demand from current clients”
- “Diminishing supply of candidates”
- “Reaction time from candidates and clients”
- “Sales, prospecting, and conveying the value a staffing firm provides.”
- “Profitability - Margin vs Expenses”
- “Some of our recruiting activities are dated and are not as effective as they once were.”
- “Poor visibility into 2024 as clients attempt to navigate through economic uncertainty complicated by an election year.”



The economy is strong per the numbers, but our clients have completely stopped hiring.

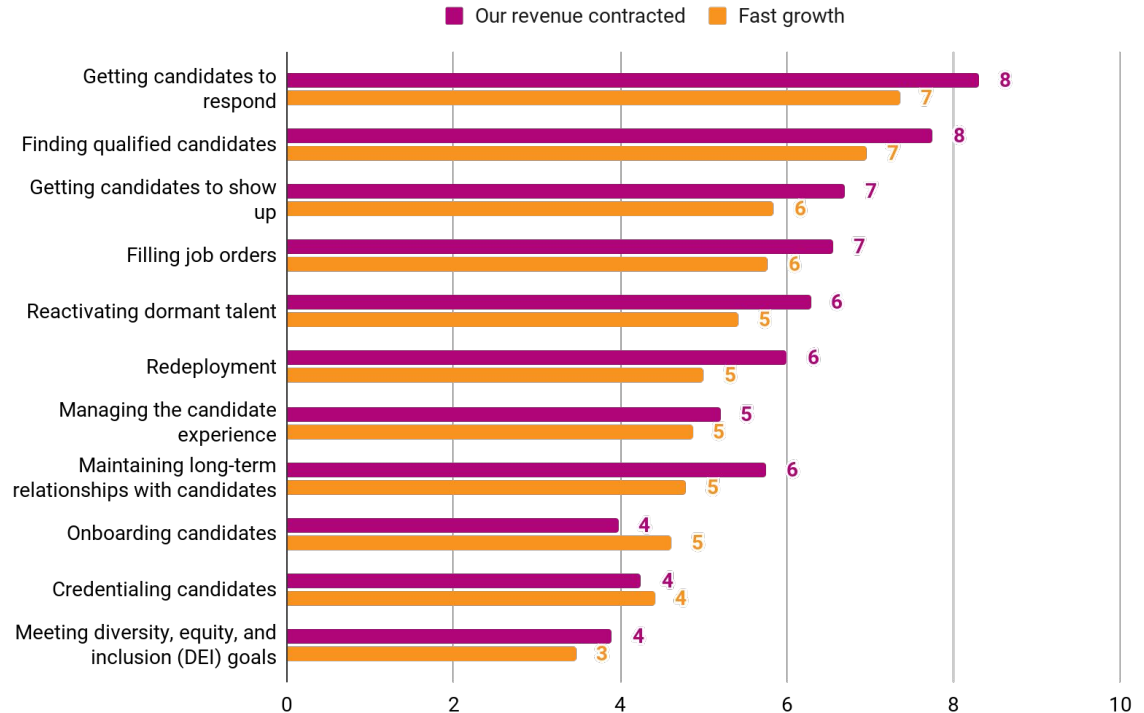
- Survey response

Recruiting Challenges

Getting candidates to respond and finding qualified candidates were once again the top two recruiting challenges. Contracting agencies struggle more with almost all recruiting activities compared to fast-growth agencies. Overall, respondents rated almost all of the recruiting activities as more challenging than they were last year.

Respondents also identified additional challenges their firms are facing, including a recruiting talent shortage, not having enough roles to fill, talent wanting to work remotely, and the rising costs of talent acquisition.

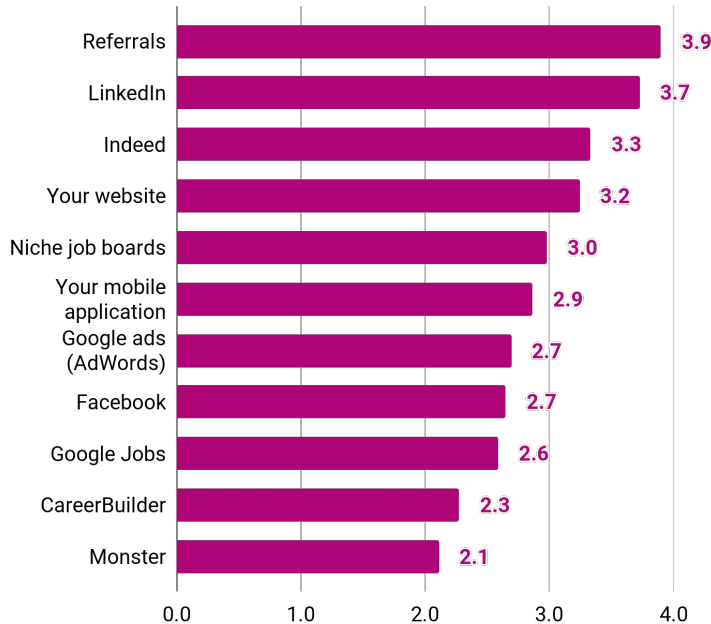
How challenging are these recruiting activities? (1=Least challenging | 10=Most challenging)



Finding New Candidates

Referrals and LinkedIn were again the highest-rated sources for new candidates.

How would you rate the following sources for finding new candidates? (1=Very poor | 5=Excellent)



Industry Spotlight

For agencies in industrial / logistics and healthcare, referrals are the most valuable candidate source.

For agencies in IT, finance / accounting, and engineering / design, LinkedIn is the most valuable candidate source.

For agencies in office / clerical / administrative, referrals and LinkedIn are tied.

Finding New Candidates

Respondents also said they use a variety of additional candidate sources, including:

- Arya by Leoforce
- Clearance Jobs
- Craigslist
- Daxtra
- Dice
- Fetcher
- Fusion Marketplace
- GitHub
- Handshake
- Pandologic
- Reddit
- SeekOut
- SourceBreaker
- Tik Tok
- Travel Nurse Getaway
- Vivian
- Wanderly
- ZipRecruiter



What is your greatest challenge?

“There are two:

1. Job boards are failing us, email lists are failing us. We need a reliable source of available candidates across ALL specialties.

2. Candidates want remote work and clients want on-site.”

- Survey response



We are looking at alternative business verticals most likely to experience growth and reskilling candidates.

- Survey response

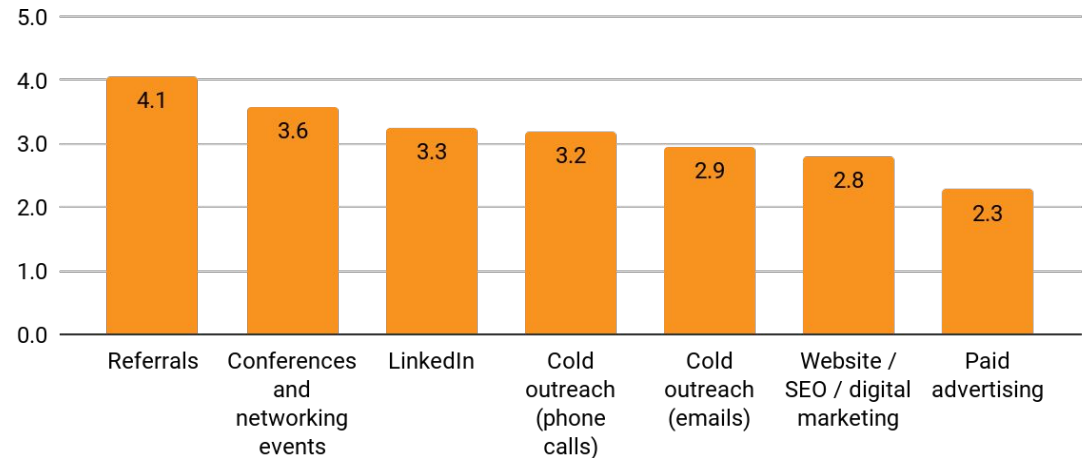
Finding New Clients

Respondents in all industries rated referrals as the top source for new clients, followed by conferences and networking events. These results underscore the importance of building relationships.

Respondents also said they use a variety of additional lead sources, including:

- Cognism
- LinkedIn Sales Navigator
- ZoomInfo

How would you rate the following sources for finding new clients? (1=Very poor | 5=Excellent)





I feel the impact of a lot of businesses choosing to hire directly instead of using a staffing agency.

- Survey response

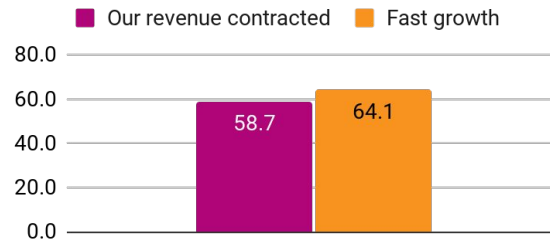
NPS

NPS scores for both fast-growth and slow-growth agencies were higher than those for whom revenue contracted. The industry average was 64, which is up from last year's 56.

The differences were largely at the extreme ends of the spectrum. The percentage of agencies with NPS scores between 0 and 70 remained roughly the same. But there was a decrease in the percentage of agencies reporting negative NPS scores, as well as an increase in those reporting excellent scores of 71 or higher.

Note that these scores are self-reported, which is likely why they are higher than other industry benchmarks, such as those reported by ClearlyRated. Because of this, the most important finding isn't the specific scores themselves, but rather the directional trends.

What was the most recent NPS (Net Promoter Score®) for your business?



"In this challenging economic environment for staffing, growth hinges on embracing continuous feedback from clients, candidates, and employees. Firms using tools like the Net Promoter® Score with an automated, always-on approach to quantify sentiment have the ability to not only mitigate churn risk, but also uncover key expansion opportunities and reduce costly turnover - It's about not just adapting, but leading with exceptional CX."

Eric Gregg, CEO & Founder of ClearlyRated



The Staffing Industry's #1 CX Platform



Leverage your staffing firm's **Net Promoter® Score (NPS)** to turn feedback into fuel. The fuel to safeguard existing revenue, nurture a high-caliber talent pipeline, reduce turnover, boost referrals, and grow your staffing firm.



"The customer service portion is especially wonderful. ClearlyRated is a great model for their own product in every way. They had great communication, a great product, accurate information, and the data we've gained has been invaluable."

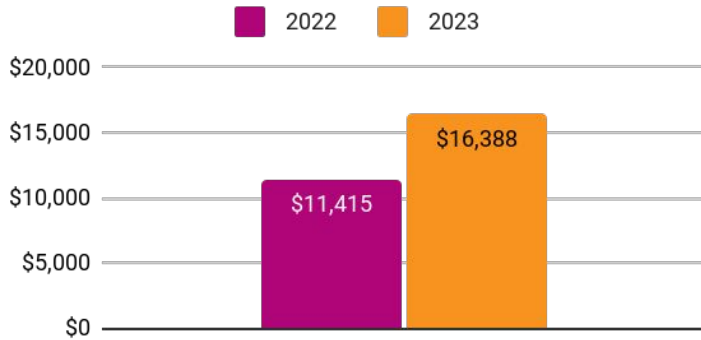
— Daniel Davenport, [Lucid Staffing Solutions](#)

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Job Board Spend

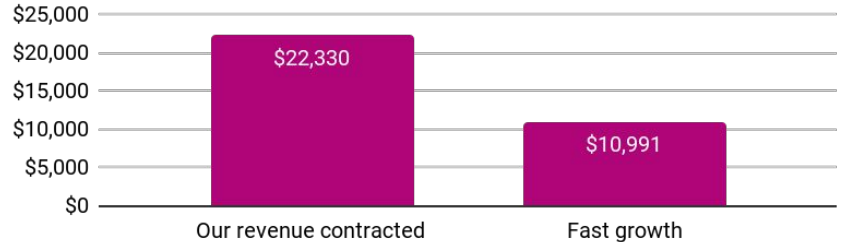
Staffing agencies spent an average of \$16,388 per month on job boards in 2023. This is up 43% from 2022, when the average spend was \$11,415.

What is your monthly spend on job boards?



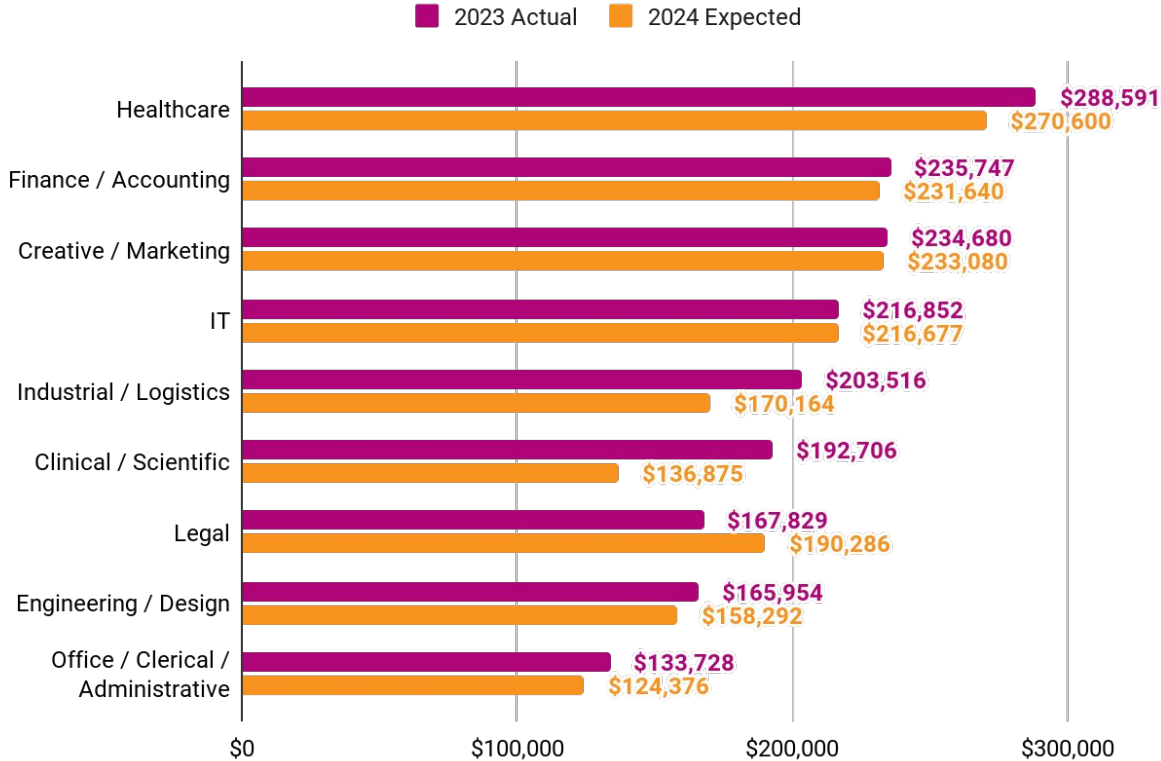
In last year's survey, fast-growth agencies reported spending more on job boards than slow-growth agencies. This year, that trend reversed, with the fastest-growing companies spending the least. This result was driven in part by companies that do not advertise on job boards at all: 9% of fast-growth companies reported no job board spend, compared to 2% of companies that reported contraction.

Monthly job board spend by growth



Job Board Spend

Job board spend by industry vertical



This year, agencies plan to cut their spending slightly, to \$15,327 on average. Respondents in healthcare, industrial/logistics, and clinical scientific plan to cut job board spending the most. Legal is the only industry where respondents said they would increase job board spend this year.

2024 STATE *of* STAFFING



Tech & Software Landscape



Biggest opportunity for 2024:
Using technology to reach a higher volume of candidates and clients. Automation will change the industry.

- Survey response

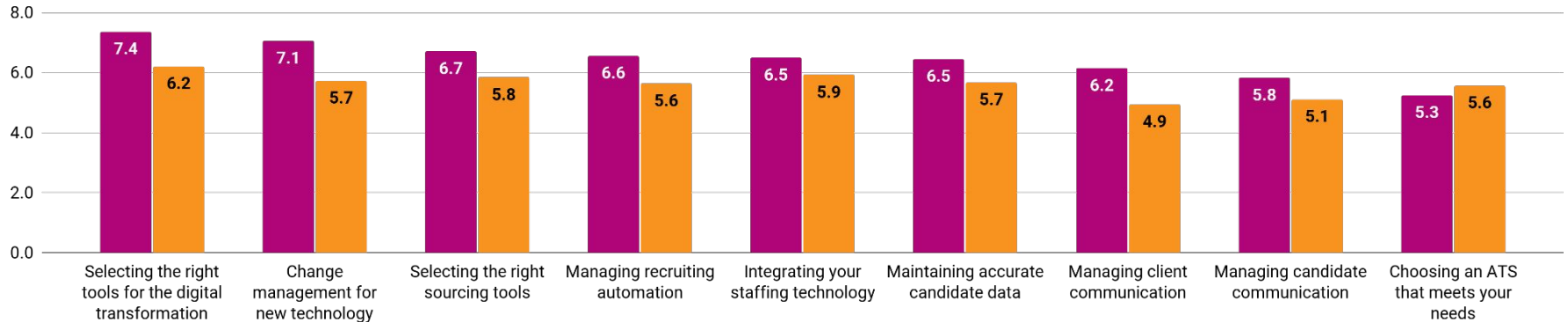
Technology Challenges


“Selecting the right tools for the digital transformation,” “change management for new technology,” and “selecting the right sourcing tools” are the top technology-related challenges staffing firms are facing right now. Continuing a multi-year trend, respondents rated almost all tech challenges as being more difficult than they did last year.

In addition, last year, there was very little difference between fast- and slow-growth agencies when it came to technology challenges. This year, there were marked differences – agencies that experienced revenue contraction rated almost all of the challenges as more difficult than agencies that grew.

How challenging are the following technology initiatives? (1=Not Challenging At All | 10 = Extremely Challenging)

■ Our revenue contracted ■ Fast growth





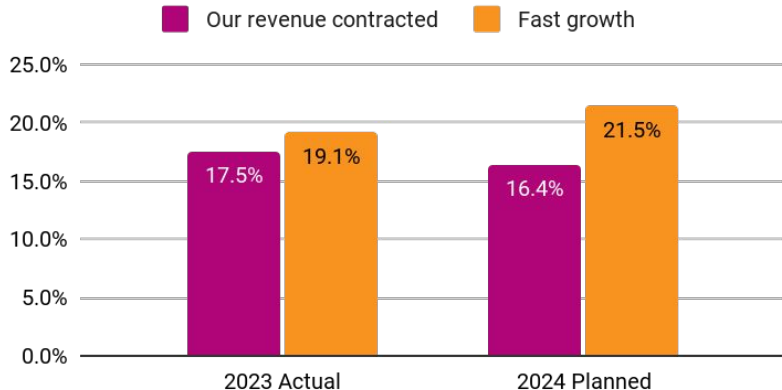
TECH ALLIANCE GROUP



Tech & Software Budget

In 2023, fast-growth agencies spent slightly more than slow-growth agencies on software and technology solutions (19.1% vs 17.5%, respectively). This year, fast-growth firms are doubling down on technology investments. They plan to dedicate more of their % of budget dedicated to software / technology solutions budget (21.5%) to technology, while firms that contracted plan to dedicate less (16.4%).

% of budget dedicated to software / technology solutions



Industry Spotlight

Healthcare and engineering / design staffing firms are most likely to purchase new software this year.

Legal and industrial / logistics staffing firms are least likely to purchase new software this year.

Most Valuable Technology

Overall, respondents rated their ATS as their most valuable software solution, followed by website job boards. Recruiting automation moved up to third place, from fifth last year.

How valuable are the following staffing software solutions to the success of your business? (1=Least valuable | 10=Most valuable)



Similar to last year, value ratings rose for most software types, reflecting a multi-year trend of companies getting more value from technology

Overall:

- Bullhorn
- Avionté
- LinkedIn

Sourcing:

- LinkedIn
- Indeed
- Vivian

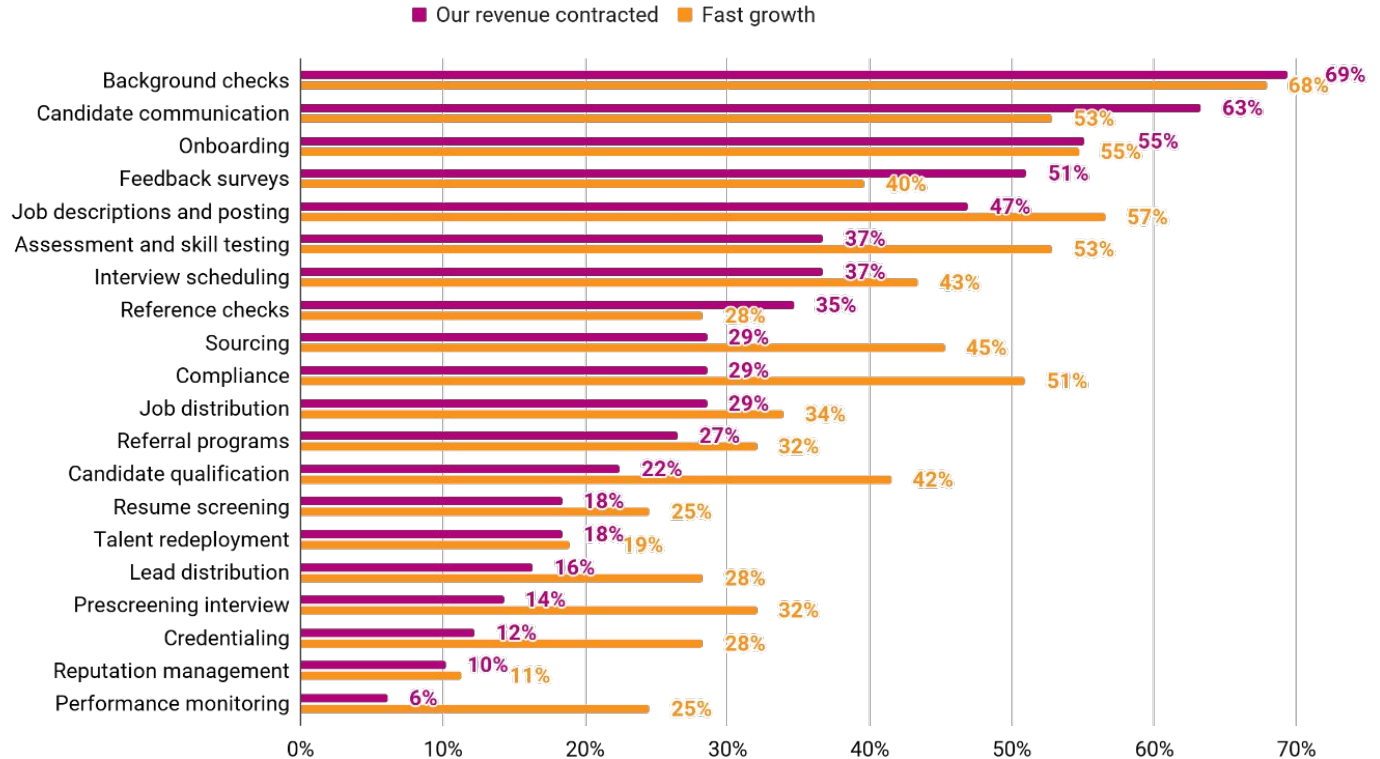
Automation:

- Sense
- Bullhorn
- Tied: Avionté / Staffing Referrals

Automation

Fast-growth agencies automate more processes than contracting agencies, and we're more than twice as likely to automate performance monitoring, credentialing, and pre-screening interviews.

Which of the following processes has your company already automated?



Automation

Top 10 processes agencies plan to automate in 2024:

1. Resume screening (33%)
2. Sourcing (31%)
3. Candidate communication (29%)
4. Job descriptions and posting (29%)
5. Interview scheduling (29%)
6. Referral programs (28%)
7. Candidate qualification (27%)
8. Feedback surveys (24%)
9. Job distribution (24%)
10. Pre-screening interviews (24%)



Advice for New Agency Owners

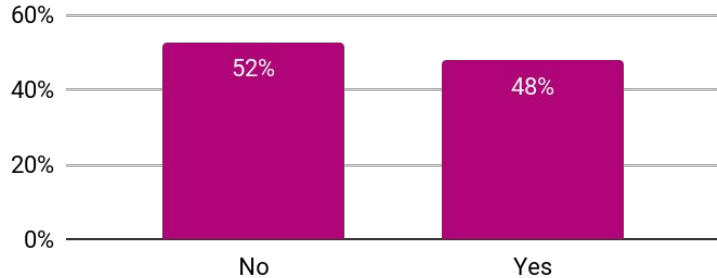
“Embrace new technologies and embrace change from a process improvement perspective. The target is always moving.”

- Survey response

Artificial Intelligence

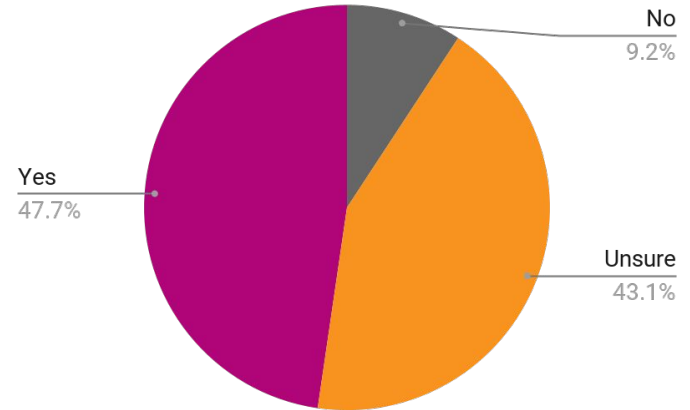
Slightly less than half of agencies currently use artificial intelligence (AI) for business applications. ChatGPT is the most commonly used AI tool, cited by 63% of respondents. The most common application is writing job descriptions (34%).

Does your company currently use artificial intelligence (AI) for business applications?



For those agencies that don't yet use AI, 48% say they plan to adopt it in 2024.

If you don't currently use AI, do you plan to adopt in 2024?



Applicant Tracking Systems

The applicant tracking system (ATS) market is broad. Some systems are used primarily in specific verticals, while others span all verticals. Some systems serve only staffing agencies, while others are used in corporate HR as well. Our results highlight this broad market, with respondents identifying 33 different ATSs.



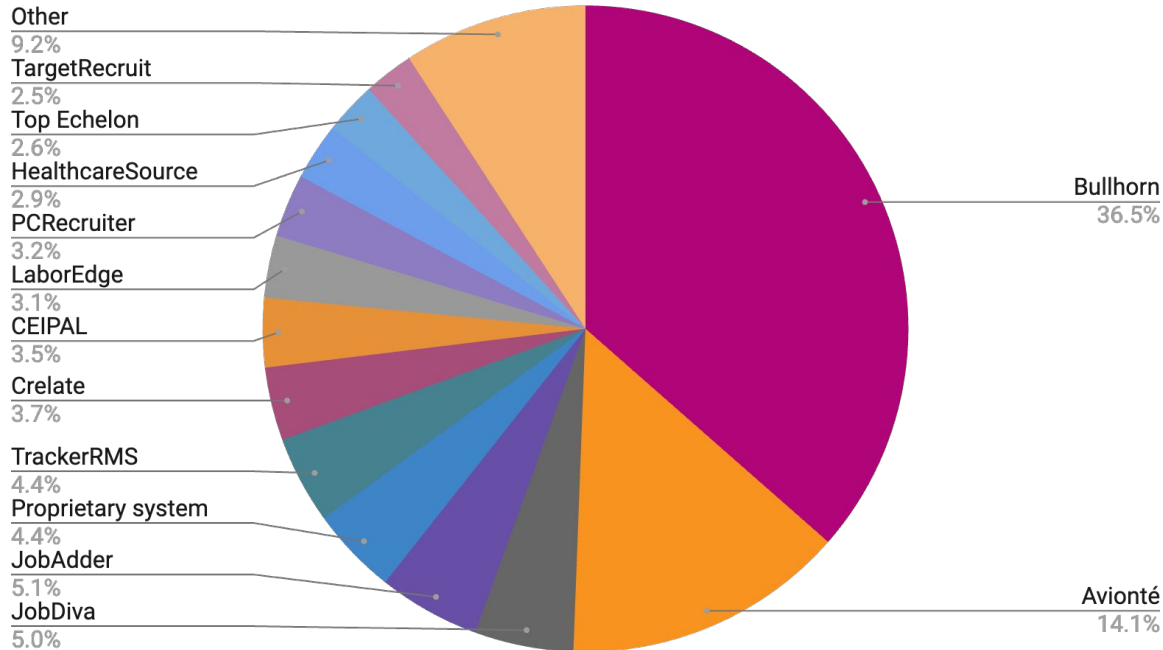
“The traditional staffing ATS with its Jenga-like tech stack is rapidly falling out of favor. The market is moving towards ‘Platform Staffing,’ a delivery model which emphasizes speed and scalability through mobile technology, automation, and end-to-end workflows. In this model, the core ATS serves as the central system of record within a fully integrated ecosystem.”

Christopher Ryan, Chief Strategy and Marketing Officer of Avionté

Applicant Tracking Systems

What Applicant Tracking Software (ATS) do you use?

Which Applicant Tracking Software (ATS) do you use?



Bullhorn is the ATS market leader, followed by Avionté.

For our results, we combined our survey responses with publicly available data along with customer counts emailed to Staffing Hub.



Grow your business **faster.**

Deliver the ultimate end-to-end
experience with Platform Staffing.

Avionté is transforming the staffing industry with advanced technology, automation, and self-service mobile for a seamless experience between employer, agency, and talent.

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**Proven
Results**

45%

Increase in
Fill Rate

221%

Improved
Redeployment Rate

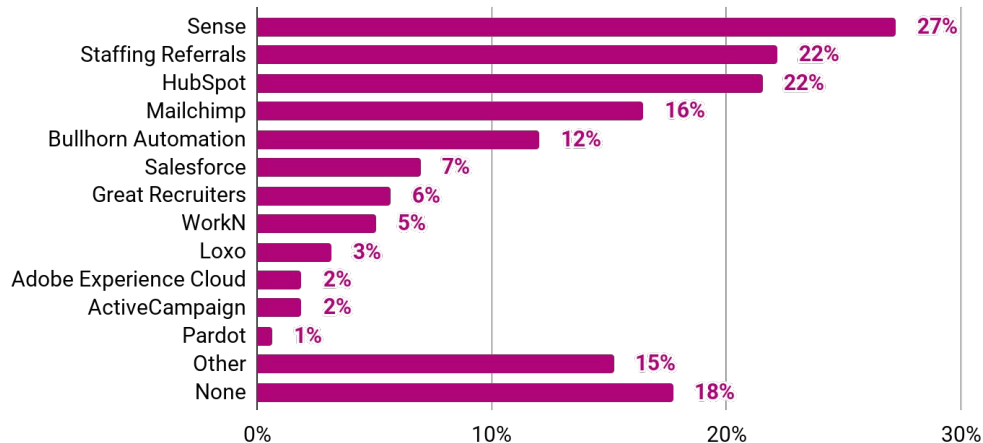
47%

Increased Gross
Profits

Recruiting & Marketing Automation Software

The percentage of staffing agencies that use at least one recruiting or marketing automation tool increased to 82%, up from 75% last year. The biggest increases were for HubSpot (+9 percentage points), Bullhorn Automation (+7 pps), and Mailchimp (+6 pps). Meanwhile, the share of agencies using Salesforce declined 6 pps year over year.

Which marketing or recruiting automation software do you use?



Industry Spotlight

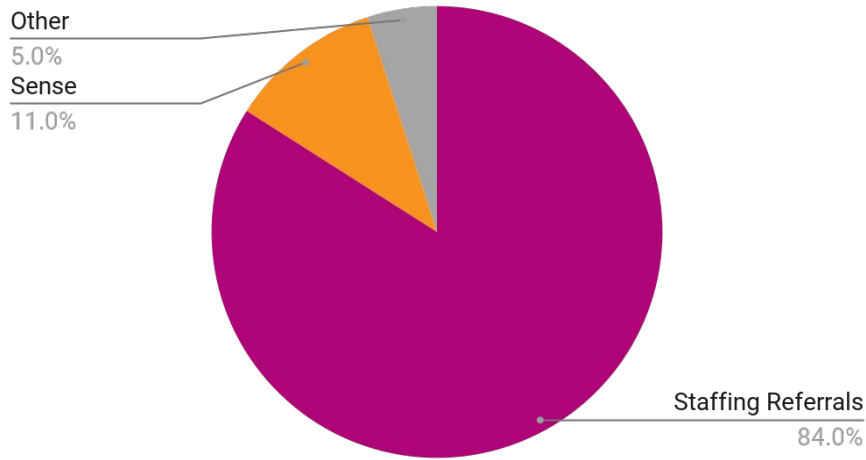
Industries most likely to use recruiting and marketing automation: industrial / logistics and office / clerical / administrative

Industries least likely to use recruiting and marketing automation: clinical / scientific, healthcare, finance / accounting, and IT

Automated Referral Management

20% of respondents said their agency uses automated referral management (ARM), up from 17% last year. Staffing Referrals is the market leader, followed by Sense.

Which automated referral management (ARM) platform do you use?



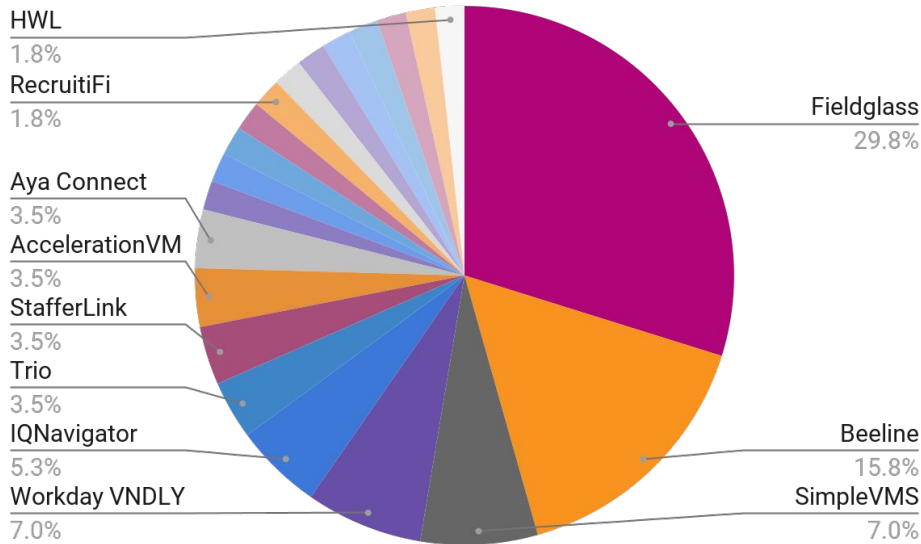
Industry Spotlight

Industries most likely to use automated referral management: industrial / logistics, office / clerical / administrative, and healthcare

Vendor Management Systems

Almost one-third (32%) of respondents said their firm uses a vendor management system (VMS) to support one or more of their clients. Fieldglass and Beeline are the top two solutions.

Which vendor management system (VMS) do you use?

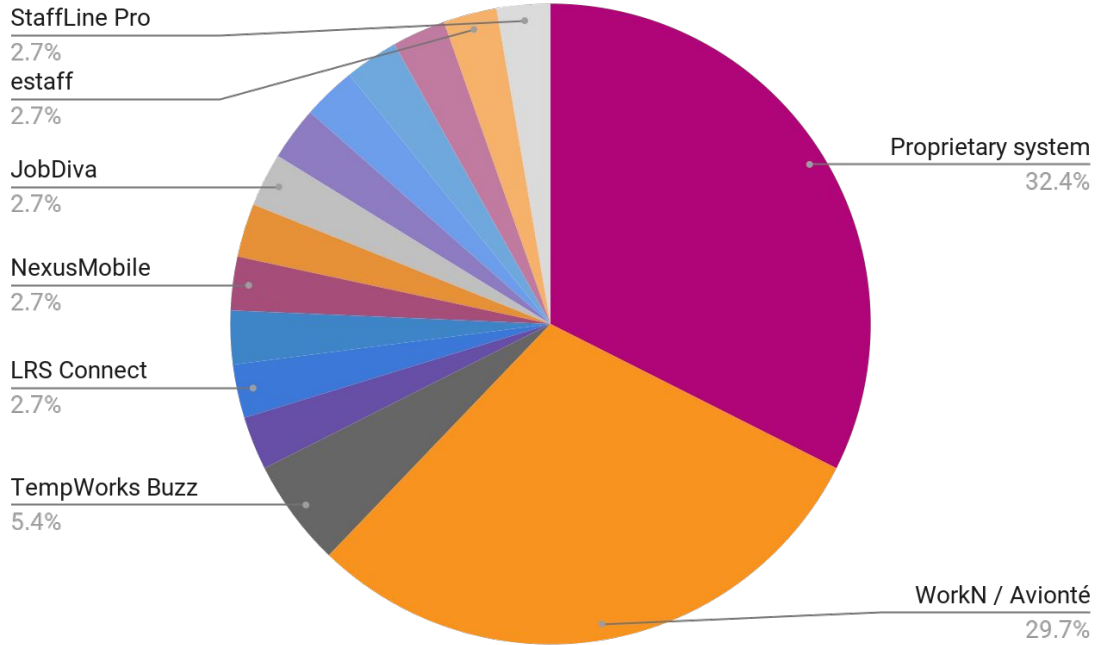


Fast-growth agencies are almost twice as likely to use a VMS system as agencies whose revenue contracted (31% vs 16%). Many respondents said their agency uses multiple VMS systems, and of those that use a VMS, 24% said the software integrates with their internal systems, including ATS and back office software.

Candidate Mobile Apps

More than one-third (35%) of respondents said their agency provides a mobile app for candidates. A majority of respondents reported that their agency uses an in-house proprietary system. The most popular external system was WorkN / Avionté 24/7.

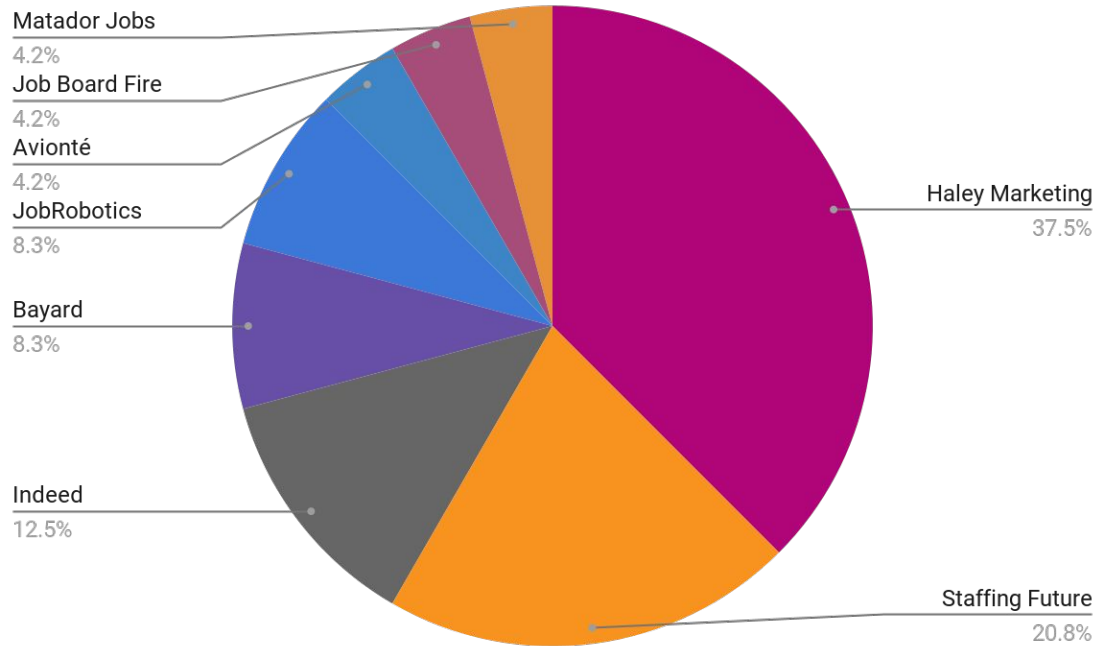
Which candidate mobile app do you use?



Job Board Vendor

One-quarter (25%) of respondents said their agencies use an outside vendor to manage the job board on their website. Haley Marketing is the market leader, followed by Staffing Future.

Which job board vendor do you use?



Client Portal

18% of respondents said their company uses a client portal to manage client relationships. Most of the client portals identified are provided by the agencies' ATS systems.

Talent Management Network

8% of respondents said their company uses a talent management network to find candidates. Upwork was the most commonly identified solution, used by 38% of respondents.

No other solution was cited more than once.

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Success Factors



**There [was] a lot of turnover in staffing in 2023.
The ones who continue to differentiate themselves will last.**

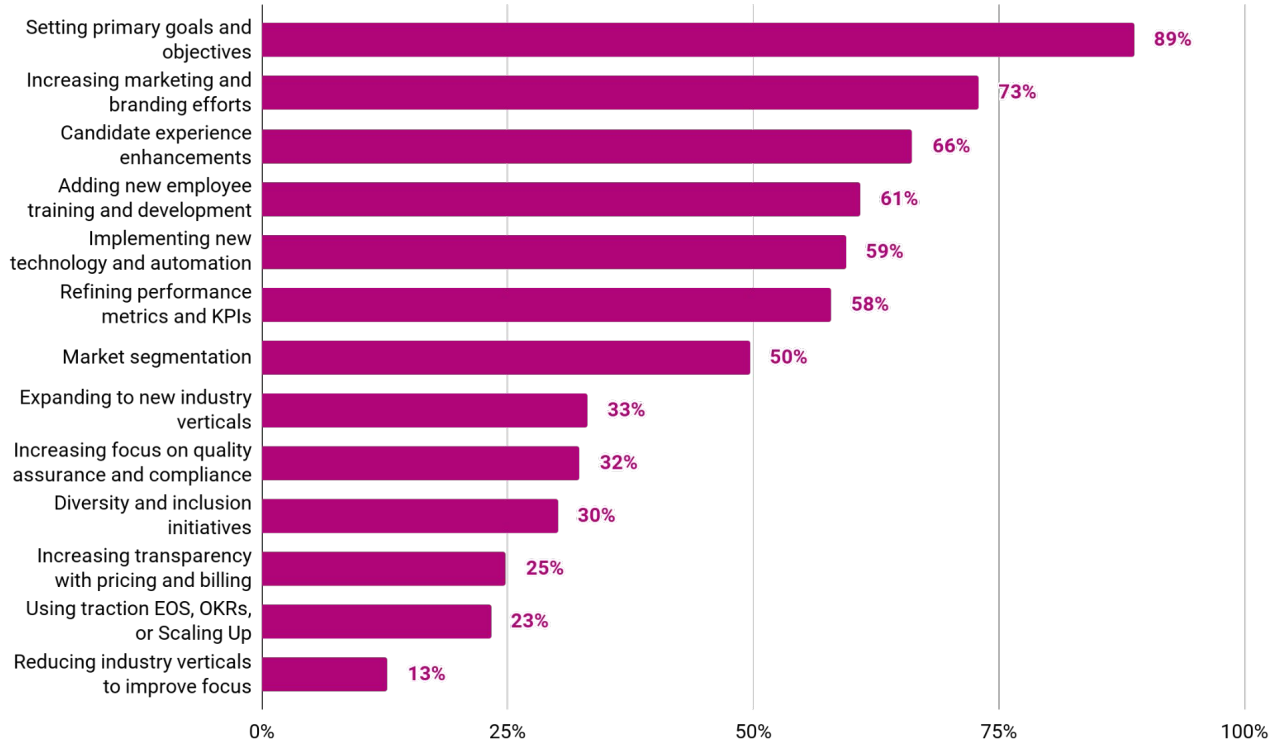
- Survey response

Strategy

This year, for the first time, we asked respondents to identify various elements of their agency's success strategy.

The top three were setting primary goals and objectives, increasing marketing and branding efforts, and candidate experience enhancements.

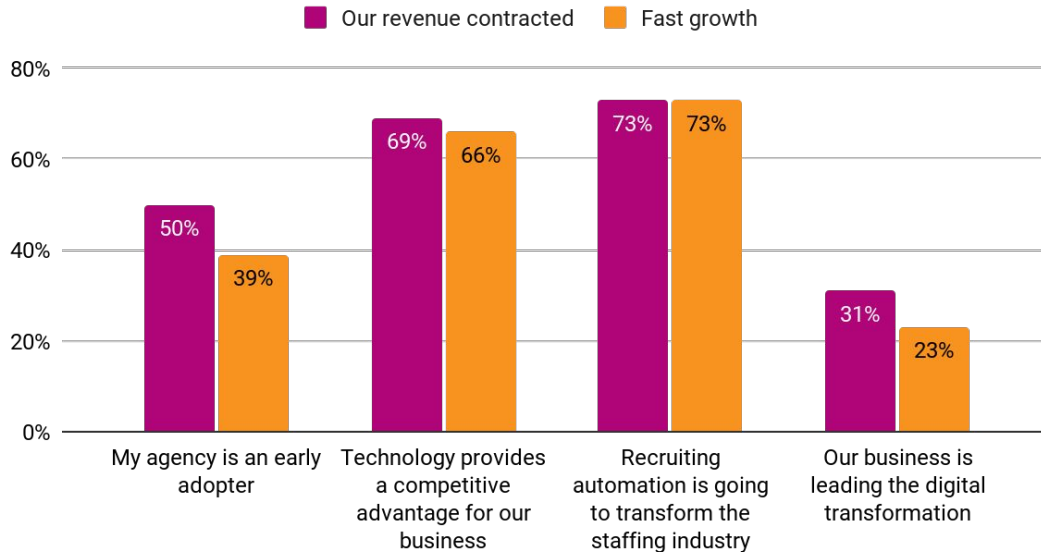
Please select all the elements that make up your staffing agency's strategy



Attitudes Toward Technology

For the past two years, fast-growth agencies have expressed much more positive attitudes toward technology than slow-growth companies. This year, that difference largely disappeared as attitudes became more positive overall.

Attitudes toward technology by growth

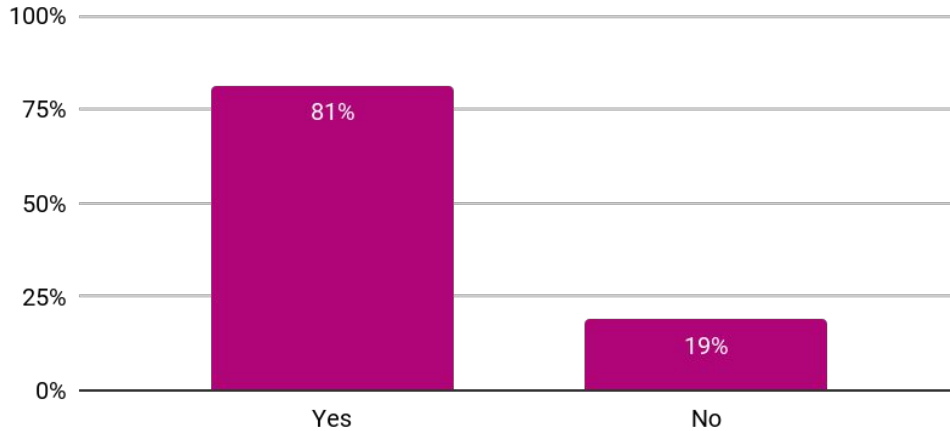


The biggest change from last year was in the percentage of respondents who agreed that recruiting automation is going to transform the staffing industry (+11% YoY).

Referral Programs

81% of agencies have candidate referral programs.

Does your company have a referral program?



Industry Spotlight

At 91%, healthcare staffing firms are mostly likely to have a referral program in place.

“Staffing Referrals is the best way to streamline the referral process”



Get real results...

+12x

Placement Rate

+113%

Redeployment Rate

40x

ROI on Software





Biggest opportunity for 2024:

“Going above and beyond what candidates expect and learning how to better serve their needs. Authentic relationships with clients and candidates will win.”

- Survey response

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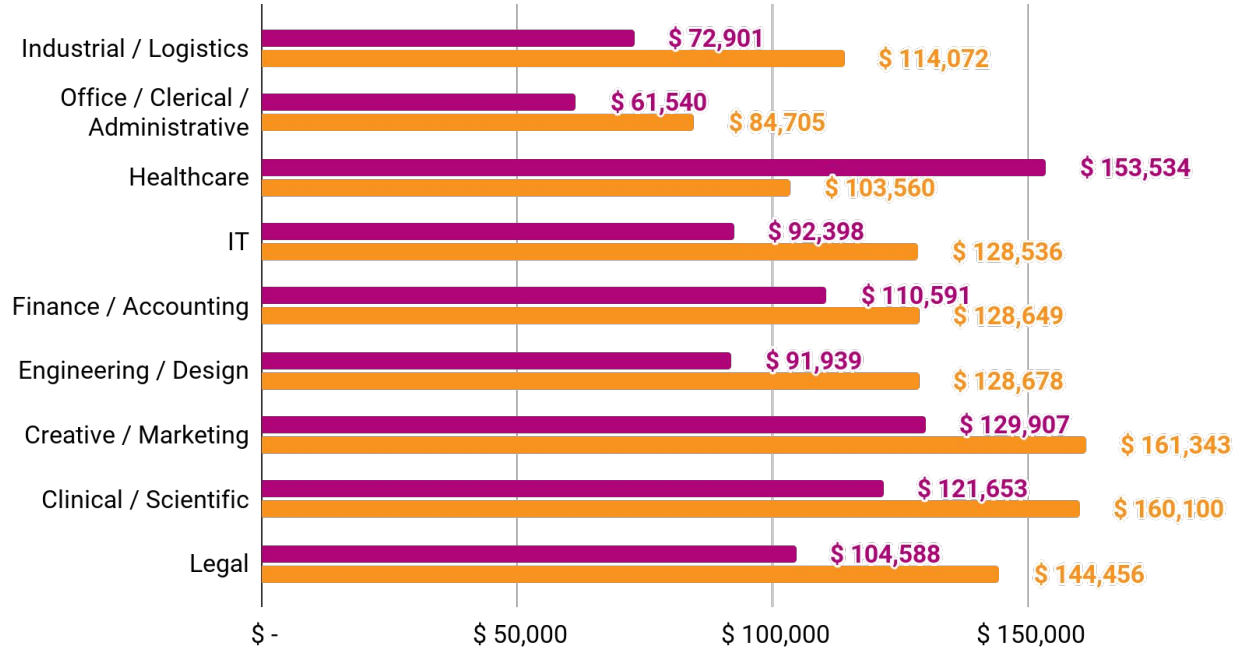


Key Metrics

On-Target Earnings for Recruiters and Sales Reps

Annual on-target earnings (OTE)

■ Recruiter ■ Sales representative

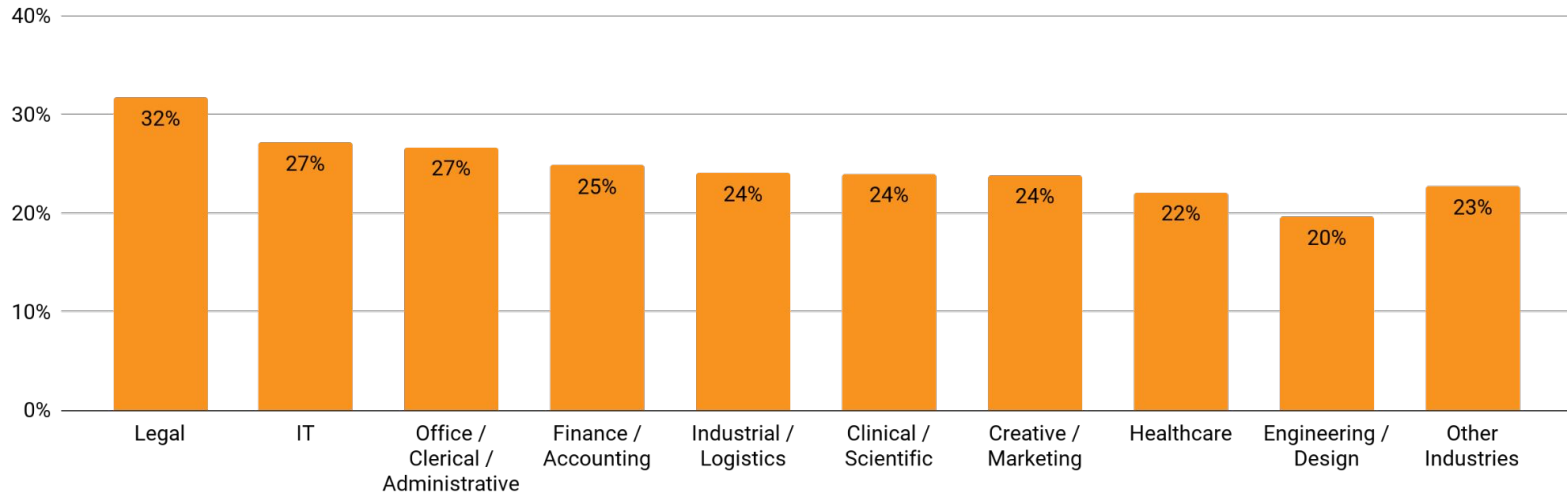


For recruiters, OTE is highest in healthcare. For sales reps, OTE is highest in creative / marketing.

Placements From Referrals

On average, agencies are getting 23% of their placements from referrals.

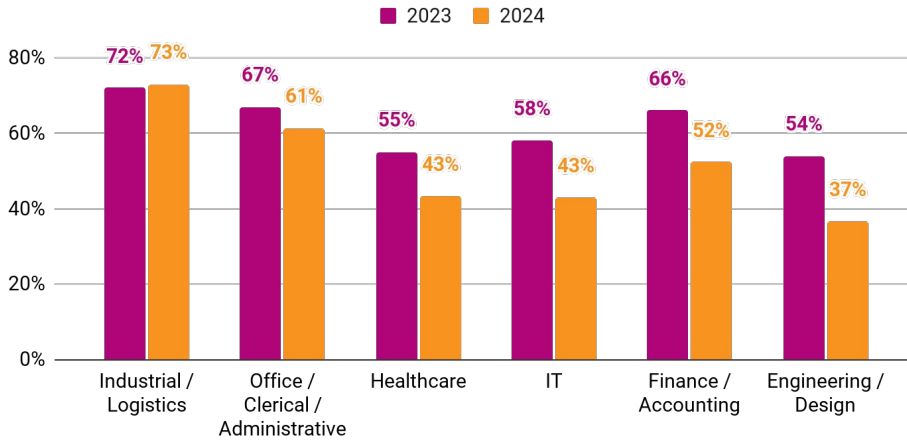
What percentage of your placements/starts are from referrals?



Fill Rate

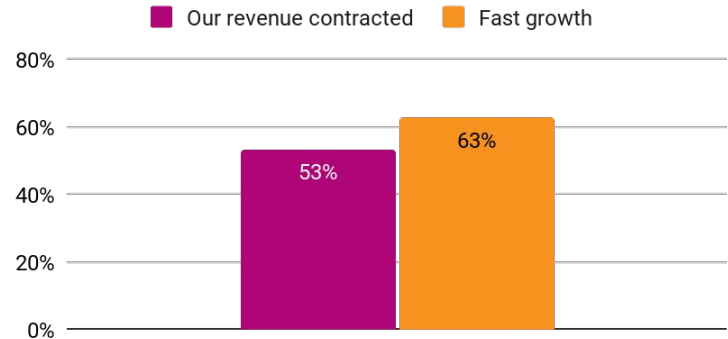
The fill rate (i.e., the percentage of job orders filled) declined in every industry except industrial / logistics, where it stayed roughly the same.

Fill rate by industry



Fast-growth agencies filled 19% more of their job orders than agencies that contracted.

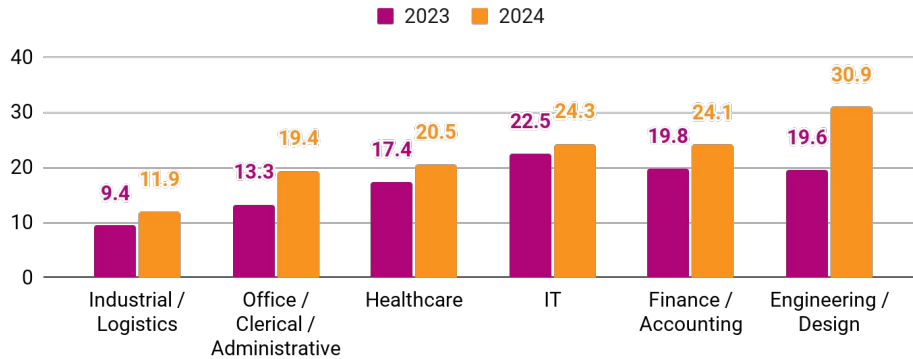
Fill rate by growth



Time to Fill

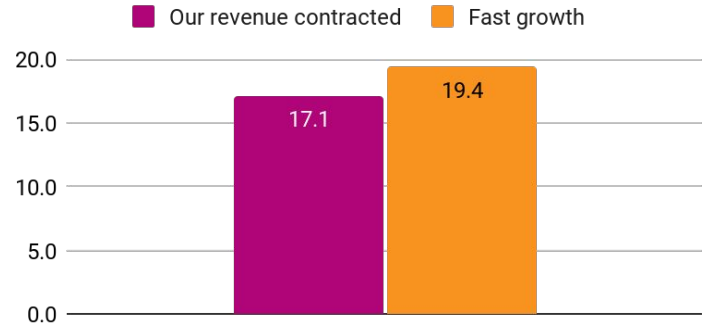
The number of days it takes to fill orders increased in every industry.

Time to fill by industry (# days)



On average, fast-growth agencies fill jobs 2.3 days slower than contracting agencies, which is likely due to the industries they serve.

Time to fill by growth

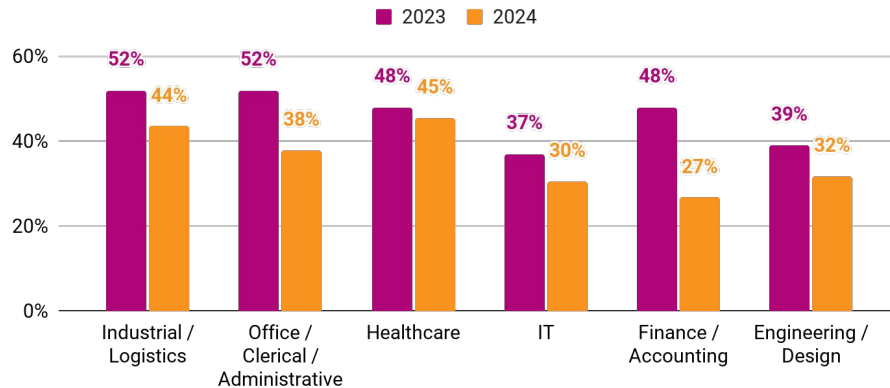


Redeployment Rate

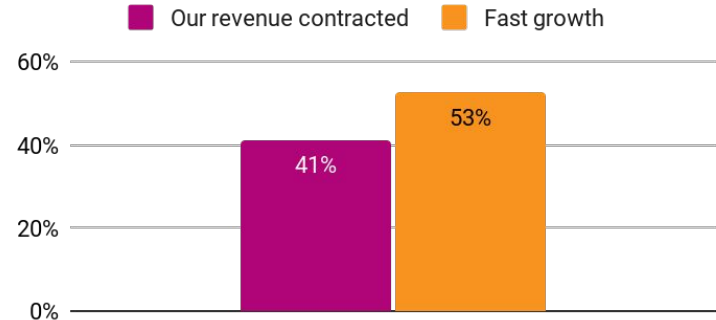
The redeployment rate decreased in every industry, with the biggest decreases in finance / accounting (-44%) and office / clerical / administrative (-27%).

Fast-growth agencies are 29% more successful at redeploying talent than contracting agencies.

Redeployment rate by industry



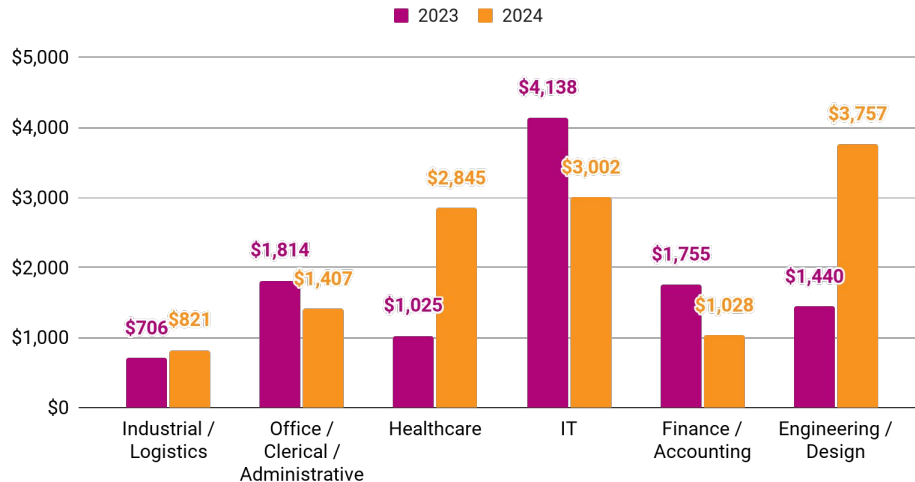
Redeployment rate by growth



Average Cost Per Hire

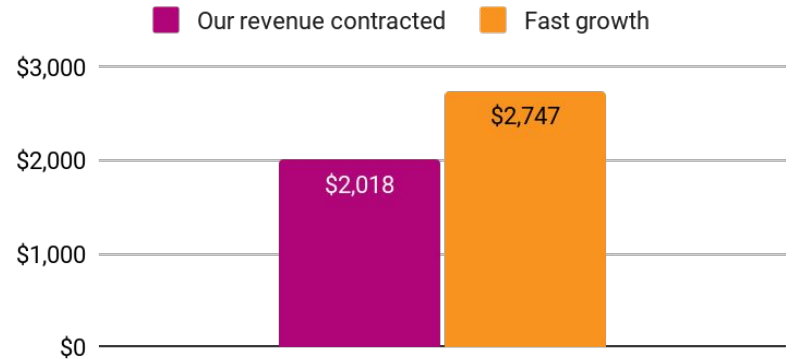
The average cost per hire increased in some industries and declined in others. Costs for hiring in healthcare and engineering / design more than doubled this year, while costs for hiring in IT and finance / accounting fell.

Average cost per hire by industry



Similar to last year, the average cost per hire was higher for fast-growth agencies, likely reflecting the industries these agencies serve.

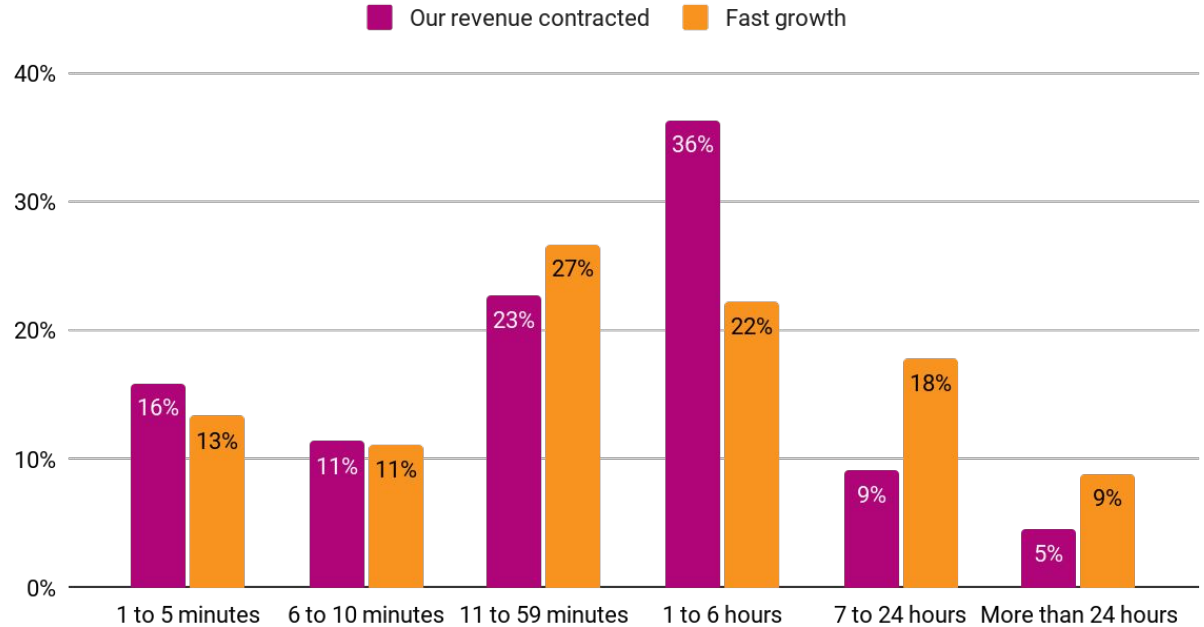
Average cost per hire by growth



Lead Response Time

The lead response time advantage seems to have leveled off as both fast growth and slower growth agencies have aligned on response time.

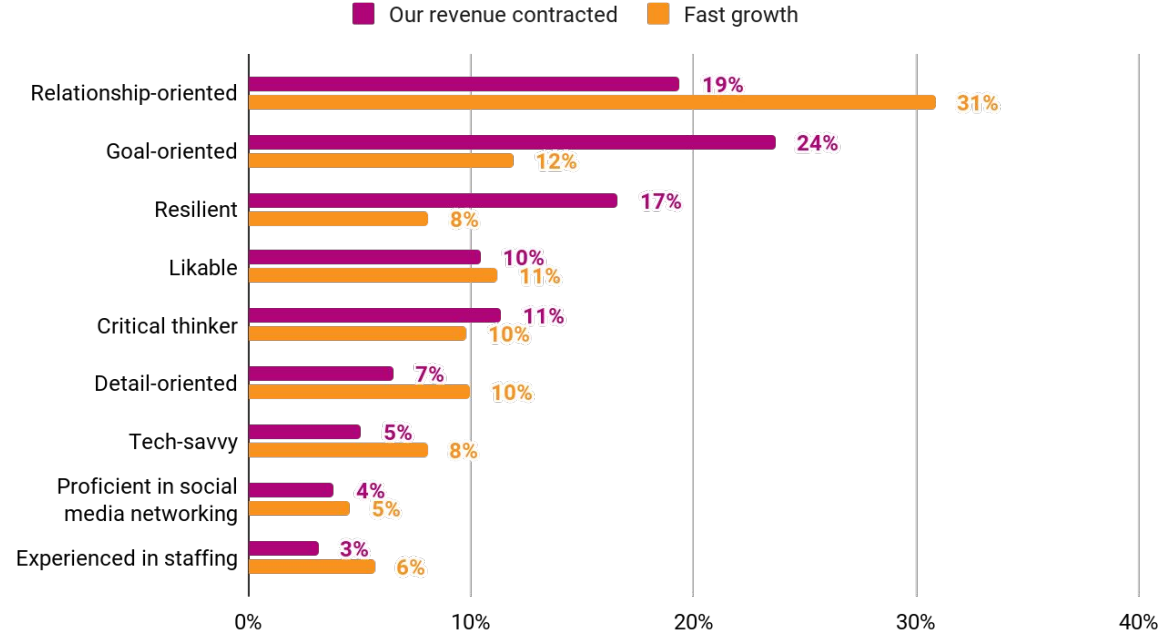
Lead response time by growth



Ideal Recruiter

Consistent with last year's findings, being relationship-oriented was ranked the most important recruiter attribute, followed by goal-oriented. Once again, there was a big difference when we looked at growth rates. Fast-growth companies were almost 60% more likely to prioritize a relationship orientation, while agencies that contracted were twice as likely to prioritize a goal orientation.

Ideal recruiter attributes



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Resources & Advice



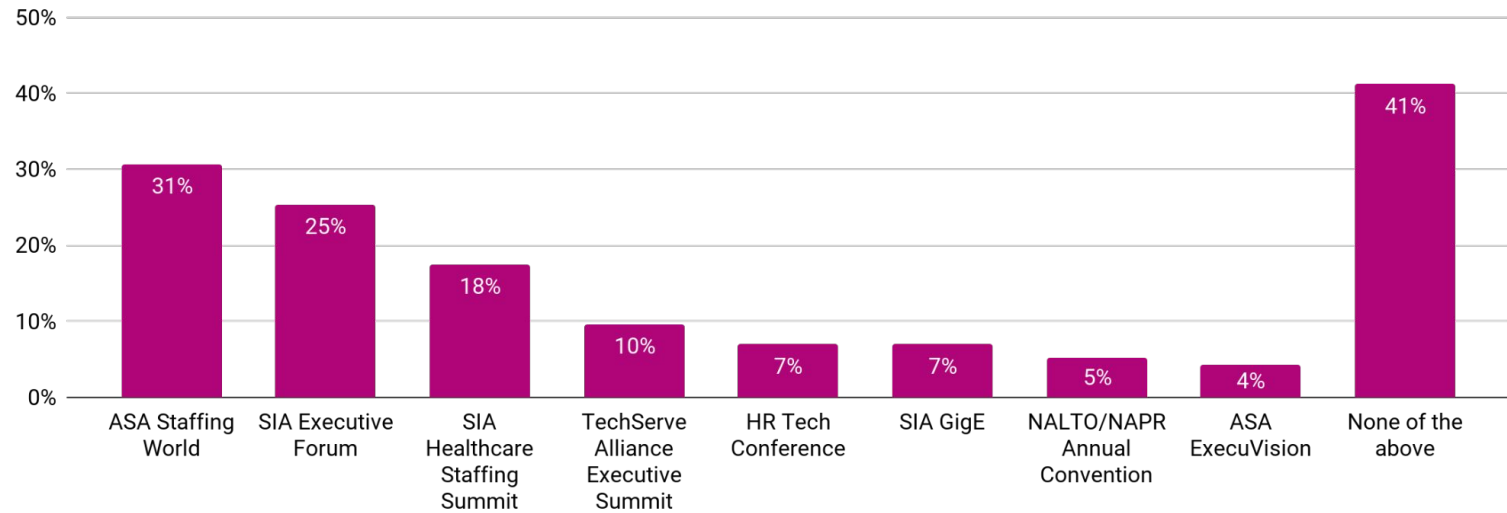
The biggest opportunity for driving growth for staffing agencies in 2024 will be the continued growth of the gig economy replacing many impacted full-time roles, along with the increasing demand for AI skilled labor.

- Survey response

Resources

ASA Staffing World and SIA Executive Forum continue to be the industry's most popular events.

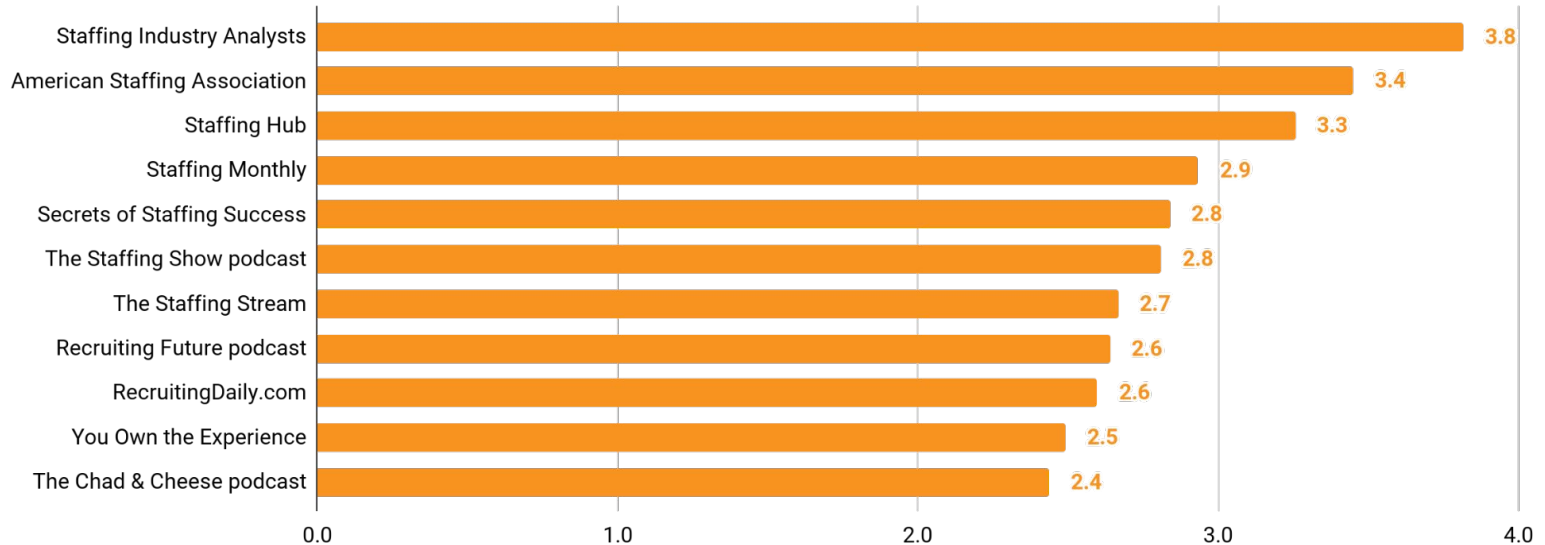
What events do you plan to attend in 2024?



Resources

Staffing Industry Analysts and the American Staffing Association continue to be viewed as the most valuable resources in the staffing industry.

How valuable are the following publications, podcasts, or blogs? (1=Least valuable | 5=Most valuable)



Advice for New Agency Owners

If you're new to the industry, a few of the top recommendations from your peers include **be resilient, network and build relationships**, and **continue to learn**.

- “Be resilient. You’re going to hear ‘no’ a lot.”
- “Get ready for a wild ride!”
- “Relationships. Relationships. Relationships.”
- “Focus on your verticals. Take care of the clients who are the core to your business.”
- “Focus as much on the candidate as the client.”
- “Take care of your staff.”
- “Learn as much as you can about your business and the client's needs. Cross-train on as many functions as is reasonable. Attend industry learning sessions.”
- “Embrace new technologies and embrace change from a process improvement perspective. The target is always moving.”
- “An entrepreneurial spirit is essential to success as the industry is always moving and you need to move with it.”

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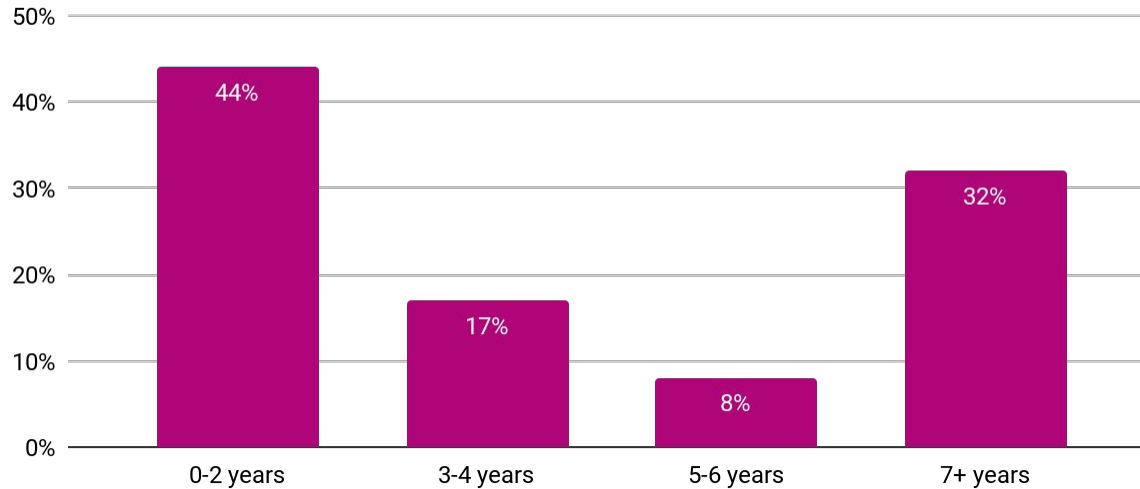
Recruiter Survey

We interviewed 80 recruiters about their processes and use of technology. Most recruiters currently use technology for essential job functions, like job posting and applicant tracking. Their wish lists include newer tech, such as AI-powered sourcing tools and a variety of automation solutions.

Who Took the Survey

80 recruiters participated in the recruiter survey, representing a range of experience levels.

How long have you been a recruiter?

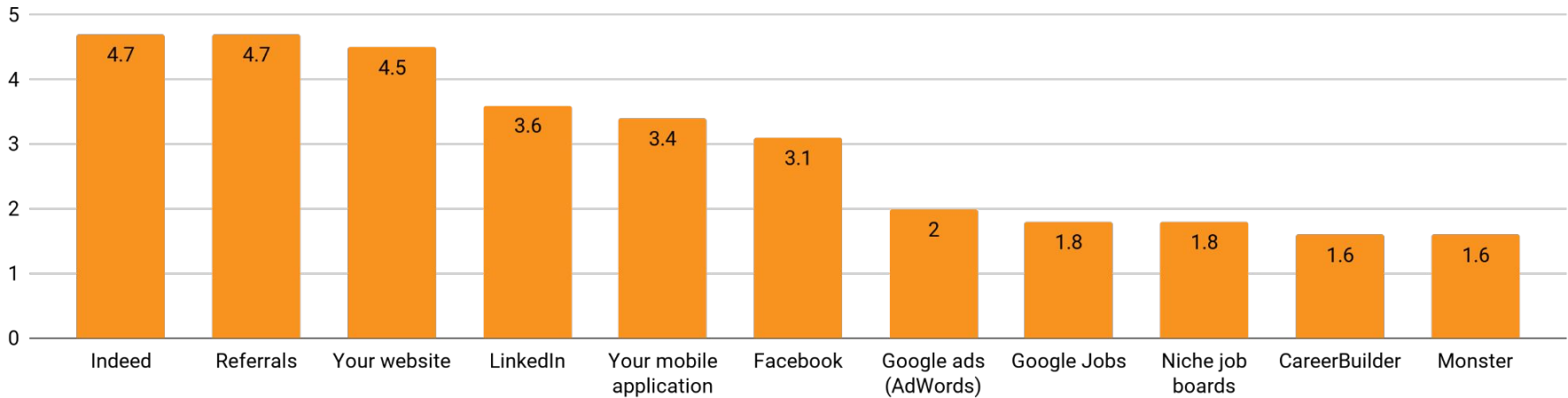


Finding Candidates

Indeed and referrals were rated as the top source for finding new candidates, followed by the agency's website. Google Jobs, niche job boards, CareerBuilder, and Monster were ranked last.

Recruiters also reported using a variety of other sourcing tools. The most commonly mentioned were Vivian, ZipRecruiter, and offline tools such as flyers and job fairs.

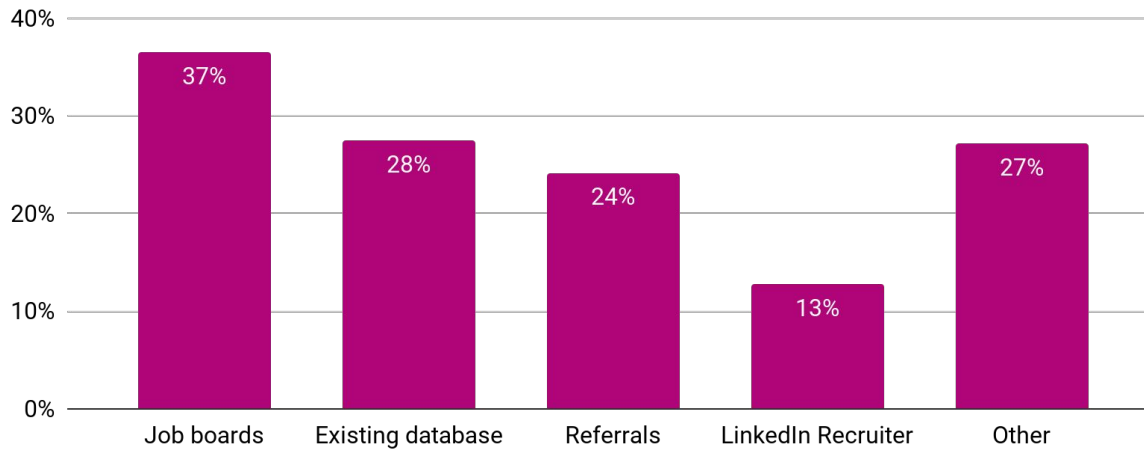
How do you rate the following sources for finding new candidates? (1 = Very poor | 5 = Excellent)



Making Placements

Recruiters make most of their placements from candidates from job boards, followed by the agency's existing database and referrals.

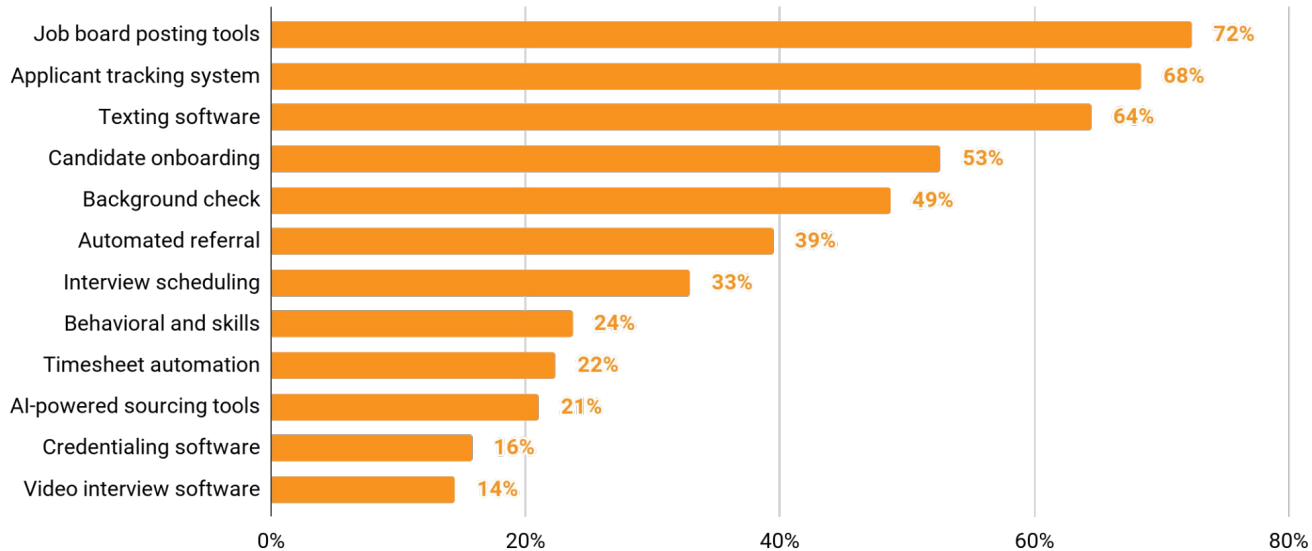
What percentage of your placements come from the following sources?



Tools for Sourcing & Managing Candidates

The software solutions most commonly used by recruiters are job board posting tools, applicant tracking systems, and texting software.

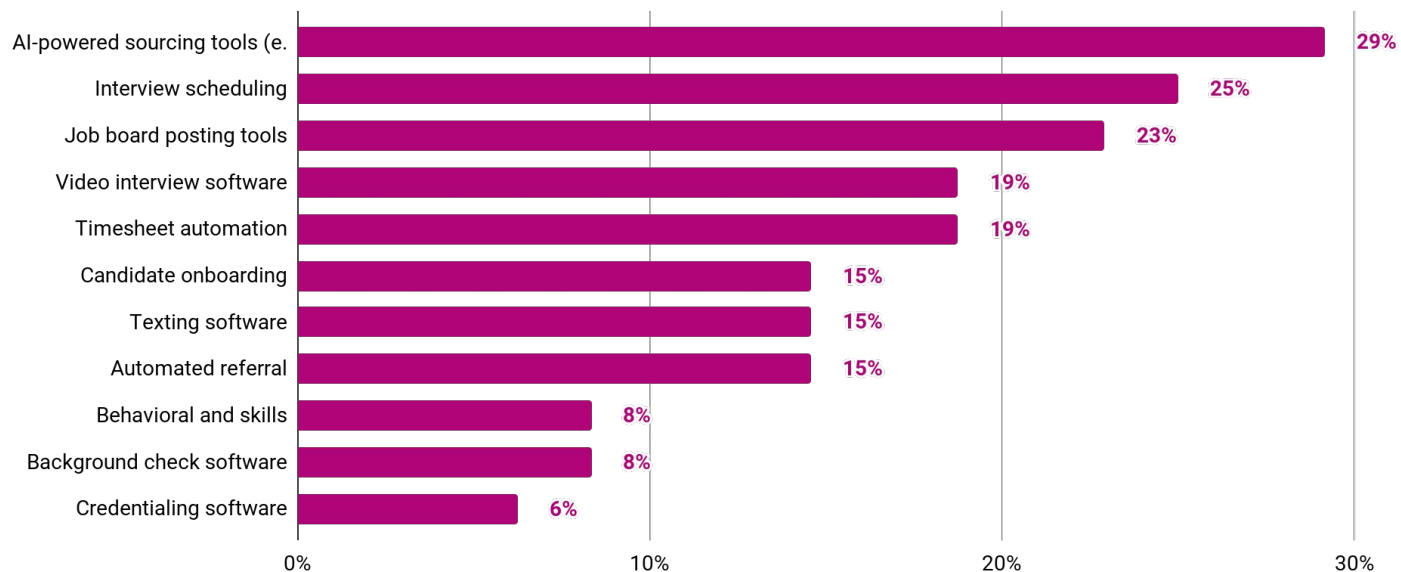
Which of the following staffing software solutions do you use on a regular basis to source or manage candidates?



Tools for Sourcing & Managing Candidates

The top three software solutions on recruiters' wish lists are AI-powered sourcing tools (e.g., chatbots), interview scheduling software, and job board posting tools.

What staffing software solutions do you wish your company would invest in?



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Authors: Krista Garver and the Staffing Hub Team

Methodology

In January of 2024, Staffing Hub surveyed 258 staffing professionals and 80 recruiters. Their responses are the basis of this report.

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