



*yello*

THE 2017 YELLO RECRUITING STUDY

# **Fast, Mobile and Personal:** Recruiting the Millennial and Gen Z Workforce

# Introduction

The 2017 Yello Recruiting Study analyzes the job search motivations and hiring processes of more than 1,400 recent graduates. The second annual report compares 2017 vs. 2016 responses to help talent acquisition professionals better understand industry trends and developing concepts.

As the respondent pool transitions from Millennial to Gen Z, this report illuminates differences and similarities between the two years — and two generations — and how talent acquisition teams can leverage these insights to make strategic hiring decisions.

- **You better move fast:** 74% of respondents turned down an offer because the company was too slow in its response
- **Mass interviews offer candidates the opportunity to shine:** 79% of respondents felt that mass interviews were both exciting and competitive
- **This is the word of mouth generation:** 96% of respondents want to refer friends into their companies

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# What Seals the Deal for Millennials and Gen Z

## CAREER GROWTH STILL VALUED MORE HIGHLY THAN SALARY

For new and recent college grads the most important factor when accepting a job, for the second year in a row, is learning opportunities, followed by career growth and salary. Understanding that this mindset continues among newer members of the workforce is key to connecting with recruits. They want to know that they will continually learn on the job, and that there is a career path for them to follow.

2016

48% LEARNING OPPORTUNITIES

45% CAREER GROWTH

25% SALARY

2017

48% LEARNING OPPORTUNITIES

43% CAREER GROWTH

27% SALARY



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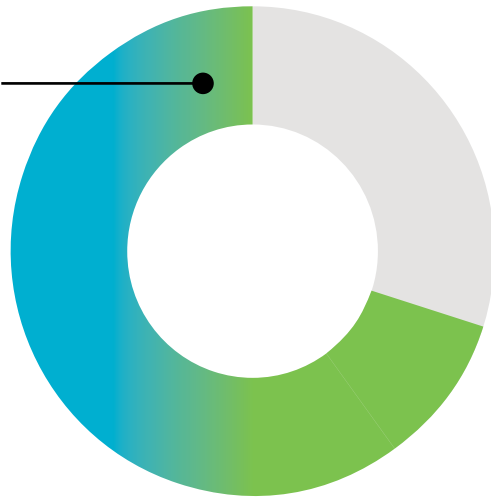
## TIME IS YOUR ENEMY

In 2016, 69% of respondents turned down another opportunity because of the delay at which they received the offer. In 2017, that number jumped up to 74%. Getting offers to candidates quickly is more important than ever.

2016

69%

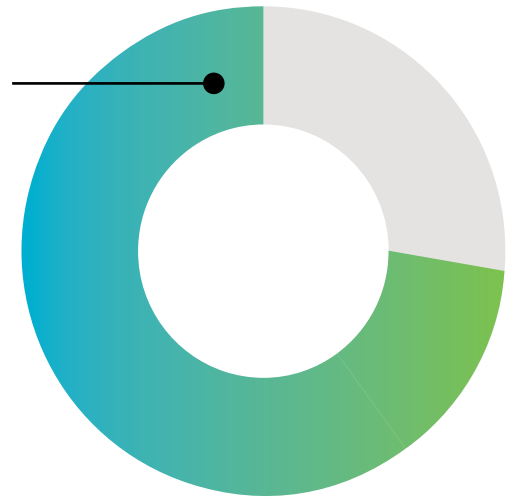
said delays in receiving an offer is the reason they turned down that opportunity



2017

74%

said delays in receiving an offer is the reason they turned down that opportunity

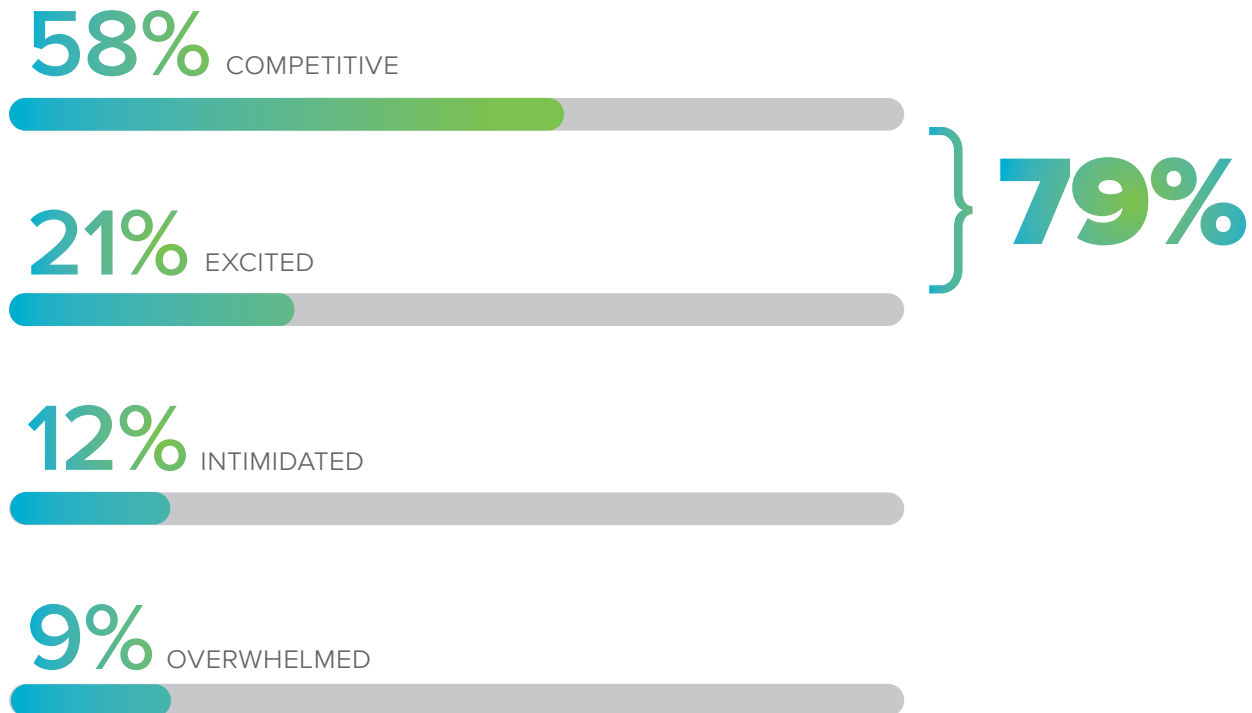




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## MASS INTERVIEWS ARE SEEN AS EXCITING AND COMPETITIVE (NEW QUESTION)

Mass-interview days, at a career fair or on site at a company, are a reality for many large organizations. One out of every two of our respondents indicated that they did in fact participate in a mass-interview day and more than 79% of those felt that it was both exciting and competitive. During a time when so many candidates feel that their resumes can get lost in a technological black hole, these events provide opportunities for applicants to demonstrate their enthusiasm in person.



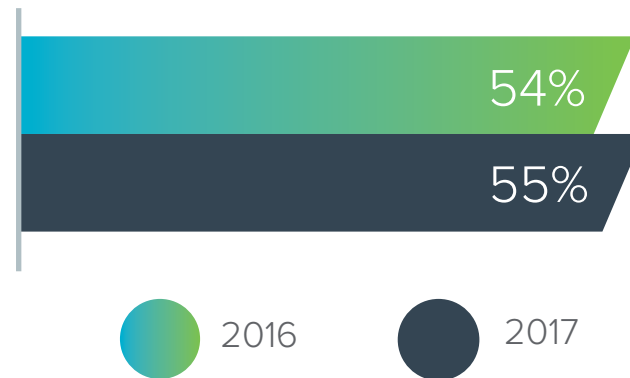
# Behavior

## Once They've Gotten the Job

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### PUTTING DOWN ROOTS IS A PRIORITY

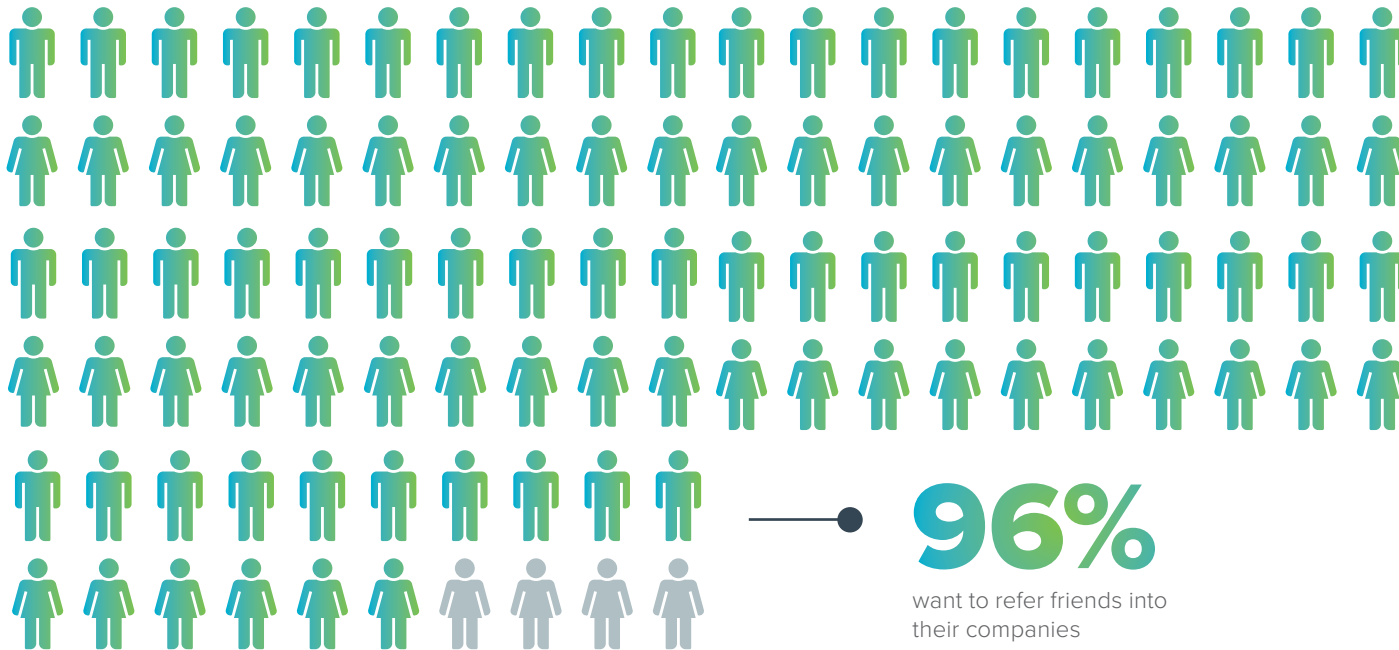
Among those who are either in or have recently accepted a full-time job, more than 50% plan to stay for at least three years. For the second year in a row, this statistic dispels the myth that Millennials and Gen Z can't or don't want to put down roots in an organization.



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## THEY WANT TO BRING THEIR FRIENDS

Overwhelmingly, respondents again felt they would refer their friends into the company where they work. *Pro tip:* There are lots of creative ways to incent people who are already motivated (96% of them) to take action. Kick off your referral program early - incent new hires with special bonuses if they refer candidates within their first 90 days at the company; or create a referral lunch hour where you provide the food, employees bring their computers and everyone spends time mining their networks for key positions.





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## REFERRALS FALL SHORT IN GENDER-BASED DIVERSITY

(NEW QUESTION)

Of those respondents who were referred into an organization, we found a difference in the number of men who indicated they first heard about the position through a friend versus the number of women who indicated they first heard about the opportunity through a friend.

**66%** of men who heard about the position through a referral indicated it was from a friend that works there

**48%** of the women who heard about the position through a referral indicated it was a from a friend that works there



~**20%** difference

The nearly 20% difference brings up some interesting questions:

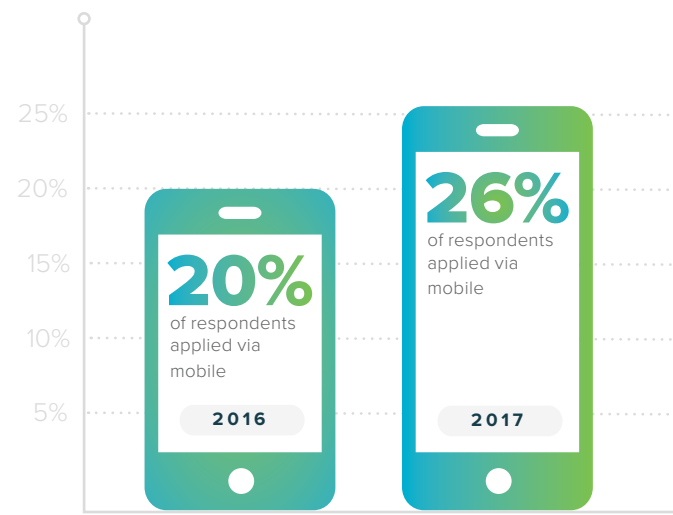
- Are men perpetuating a closed opportunity where they often recommend their male friends?
- Do women proactively recruit other women?

Understanding this inequity is key in trying to help answer questions of how men and women climb the corporate ladder differently.

# Building a Pipeline with Technology

## MOBILE GROWS IN IMPORTANCE

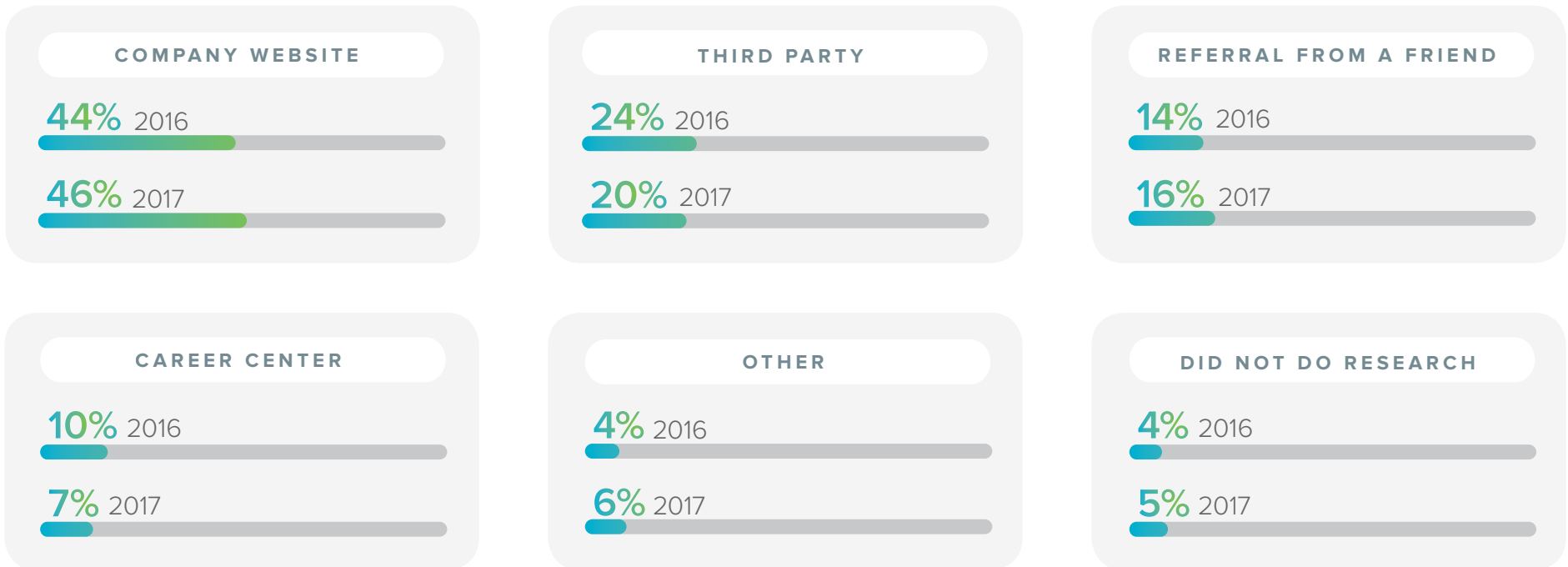
Mobile climbs in importance this year. 26% of respondents have applied for positions via mobile device. The message remains, optimizing for mobile is key and we suspect these numbers will climb in the coming years.



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## WEBSITES ARE STILL THE GO-TO

In year two of this study, the company website continues to be the tool candidates rely on most when they are interviewing for a position. Third-party sites and career centers fell off slightly while we saw a small uptick in referrals from a friend. *Pro tip:* Companies need to utilize their websites, not just for clients, but also to appeal to and inform potential employees. Candidates consider the corporate website the place to learn about jobs, culture and benefits, so use this opportunity to own the narrative in ways that incent visitors to enter your talent acquisition pipeline. Include lots of calls to action to join talent communities, receive updates and apply for specific positions.



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## POSITIVE REACTIONS TO NEW TECHNOLOGY

### TEXT MESSAGES

According to a recent Open Market\* survey, 83% of Millennials open text messages within 90 seconds. It is no secret that these candidates are likely to open messages, but how do they feel about recruiters using this channel during the formal interview process? Our data shows this demographic feels overwhelmingly positive about the experience! Texting can improve the efficacy and efficiency of communication, helping to decrease the delays that impact time to fill by reaching candidates through a channel they respond to quickly.

2016

**79%** felt positively when **text messages** were used during the interview period



2017

**86%** felt positively when **text messages** were used during the interview period




### VIDEO

There is no doubt that recruiters appreciate the flexibility of video interviewing; either the ability to review pre-recorded video at their leisure, money saved in not having to fly candidates to an in-person meeting, or the capability to circulate video answers among colleagues. It's not just recruiters that love video interviews. For the second year in a row, three out of every four candidates also appreciate the use of video technology in their process.


2016

**74%** felt positively when **video interviewing** was used during the interview period



2017

**76%** felt positively when **video interviewing** was used during the interview period



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## POSITIVE REACTIONS TO NEW TECHNOLOGY *CONTINUED*

### TALENT COMMUNITY (NEW QUESTION)

For years now, we've advocated for building, launching and nurturing talent communities as a best practice to improve long-term recruitment pipelines. Our data demonstrates this strategy is paying off as candidates who participated in a talent community felt overwhelmingly that it positively impacted their decision.



**9** out of **10** who participated in a talent community said that it had a positive impact on their decision

### INTERVIEW SCHEDULING SOFTWARE (NEW QUESTION)

Interview scheduling software is another tool in the talent acquisition arsenal that we've known helps recruiters. Now, we also know that it improves the experience for the recruits. Through scheduling interviews in advance, on-the-go or via candidate self-scheduling, companies eliminate many of the unnecessary emails and phone calls impacting candidates' experiences.



**9** out of **10** who used interview scheduling tools said that it had a positive impact on their decision



# Conclusion

Whether it's understanding acceptance rates, success in candidate referrals or job application trends, utilizing the key data points in The 2017 Yello Recruiting Study can help organizations develop processes that stand out to recent grads and entry-level talent.

## ACTION PLAN

Companies can mitigate declining acceptance rates by **addressing slow hiring processes**. Invest in recruiting tools to speed up the process, such as scheduling, video interviewing or evaluation management software. Be the first to make the offer and win candidates away from slower competitors.

Understand that males are more often referred into a company than females. Be the organization that leads the effort to **reward and encourage employees to work toward referring a diverse talent pool**.

Above all, as **the mobile application process continues to accelerate in popularity** - don't be left behind. Make sure that open positions, as well as culture and benefits information, is available to Millennial and Gen Z audiences where they are and when they are searching.

# Methodology

In February 2017, Yello surveyed 1,461 collegiate or recently post-collegiate students on their interviewing and hiring experiences. All individuals were either currently employed or had accepted full-time or internship offers. These participants entered our database as a result of a career fair they attended at a university or diversity career fair in the last 36 months.

\*For the purpose of this survey, we used a qualification question in order to remove individuals who were not employed or had not accepted full-time job or internship offers at the time of the study.

## POSITION

You are a full-time employee	26.97%	394
You have accepted a full-time job offer starting after 2017 graduation	23.07%	337
You have accepted an internship offer starting in 2017	49.96%	730

## AGE

<18	0.39%	5
18-22	60.90%	788
23-26	25.97%	336
27-30	7.57%	98
30+	5.18%	67

## NATIONALITY

Caucasian	50.23%	650
Hispanic or Latino	7.03%	91
Black or African American	6.41%	83
Native American or American Indian	0.46%	6
Asian / Pacific Islander	31.92%	413
Other	3.94%	51



# yello

For more information, please contact us or visit our website.

✉ [communications@yello.co](mailto:communications@yello.co)

🖥 [yello.co](http://yello.co)

## ABOUT YELLO

Yello helps multinational, enterprise companies meet, engage, capture and nurture top candidates. Yello's transformative talent acquisition technology helps its client-partners excel at hiring the right talent, at the right time. These technologies provide a unique perspective into talent acquisition, and the associated key industry metrics and data.