

The Competitive Edge

A scorecard to benchmark and elevate your talent acquisition process.



Talent Acquisition

The day-to-day business of hiring makes it hard to step back and think strategically about your recruitment process, let alone how you compare to your competitors.

Without clear metrics, spotting inefficiencies and optimising recruitment efforts becomes almost impossible. Full-scale recruitment audits can be costly and time-consuming, but this scorecard has been designed to provide a simple, light-touch alternative. It's an opportunity for HR professionals to review the hiring process, consider areas that need action, and optimise workflows, without change monopolising the focus and energy of your team.

Use this scorecard to:

- Review core hiring metrics
- Easily identify key pain points
- Benchmark your performance against industry norms
- Offer pathways for improvement

Ready to gain the competitive edge? Let's go!



Your Evaluation

Score each of the categories below from 1 (needs improvement) to 5 (best in class).

Be honest! Base your score on how things are right now, not how you think they could be in the future.

Use the notes section to add any context or detail.

Top Tip

Don't overthink it. You probably already know the areas where your process needs attention, so go with your gut (no one else is watching!)



Category	Needs Improvement 1-2	Average 3-4	Best-in-Class 5	Your Score (1-5)	Useful Notes
1 Time-to-Fill	45+ days to hire; frequent delays	25-45 days; occasional delays	Under 25 days; consistently efficient		
2 Cost-per-Hire	Above £5,000; high agency fees	£3,000 - £5,000; moderate expenses	Below £3,000; efficient resource allocation		
3 Candidate Experience	Less than 20% application completion; negative feedback	50% application completion; mixed feedback	90%+ completion with positive feedback; seamless process		
4 Offer Acceptance Rate	Below 60%; frequent rejections	60-80%; some rejections	Above 80%; high acceptance rate		
5 Quality of Hire	High turnover in 1st year; poor performance	Moderate retention; average performance	High retention & performance; exceeding expectations		
6 Hiring Manager Satisfaction	Frequent complaints; low ratings	Mixed feedback; average ratings	Highly satisfied; consistently high ratings		
7 Diversity Hiring Success	No diversity tracking; minimal progress	Some progress; basic tracking	Meeting DEI targets; robust tracking & initiatives		
8 Source of Hire Effectiveness	Heavy reliance on agencies, low referral rate	Balanced mix; moderate referral rate	Strong referrals & direct sourcing; high referral rate (35%+)		
9 Interview Process Efficiency	Lengthy & inconsistent; high candidate drop-out	Some structure; moderate efficiency	Standardised & efficient; low candidate drop-out		
10 Recruitment Technology Usage	Manual, outdated systems; limited automation	Partially automated; some modern tools	Fully automated ATS & AI tools; seamless integration		

Your total Score

Recommendations for improvement

Once you've completed your scoring take a quick look at the areas where you're lagging.

Can you spot any patterns?

For example, if you've got low offer acceptance is the interview process or the candidate overall experience also underperforming?

These benchmarking exercises are a means of highlighting key areas for improvement (and also a great way to see where you are doing well!!)

Let's have a look at those totals:

Below 30

There are significant gaps in your hiring process and plenty of room for improvement – start by streamlining workflows and addressing key inefficiencies.

30-40

You have a solid Talent Acquisition foundation, but there are lots of opportunities to further refine your process, enhancing the candidate experience and optimising key metrics to better track your hiring.

Above 40

A strong performance, you're ahead of the curve, but fine-tuning areas like your employer brand or looking at further automation could give you an extra edge.



Let's dig deeper

Just like an off-the-shelf ATS, an overall score won't give you the personalised response you need to really level up your hiring process.

That's why we've included some more bespoke suggestions below that are based on the specific areas where your scores may differ from the industry standards. These will provide the most effective path for improvement.

Your Score

1

If your time-to-fill is significantly above the benchmark (38 days in the UK)

- **Automate the initial screening process to reduce candidate review time.**

If you're already using an HRIS/ATS to perform a first sift of applications, consider investing in one that's AI-driven for a more targeted and efficient screening process.

- **Standardise and streamline interviews**

Develop structured interview guides for your hiring team and use online interview scheduling tools to reduce time spent on interview management. This will also improve your candidate experience.

- **Prioritise key roles**

It seems like common sense, but it's easy to get lost by attempting to fill every role you can fast. Get your team to focus on the most critical roles first, minimising the impact of long vacancies on your internal teams.

Your Score

2

If your cost-per-hire is above the benchmark (£6,125 in the UK)

- **Consider an employee referral program**

No one sells your company and its values better than your own team. If you already have a referral program in place, look at what you could do to improve it. Aim to increase referral hires by 15% within the next quarter.

- **Leverage social media for recruitment**

Job boards aren't the only place people look for jobs. Use public facing social media accounts on LinkedIn and other relevant platforms to grow your employer brand, this will also help attract passive candidates.

- **Optimise job board spending**

Review your job board performance. What's working and what isn't (your ATS should be able to do this for you). Reallocate budget to the most effective platforms. If you're stuck, speak to your ATS provider – do they have candidate attraction experts who could help you review your ad spend?

Reach's knowledgeable Candidate Attraction Team are always happy to help – we get the best premium job board rates too – give us a call on **+44 (0) 1527 574408**



3

If your candidate experience score is below 3

- **Ask for feedback**

Send surveys (your ATS should be able to do this for you) after each interview stage to gather feedback and identify areas for improvement.

- **Keep in touch**

Regularly update your candidates throughout the process. No one likes to be left hanging. A personalised progress or acknowledgement email goes a long way to improving your candidates' experience.

- **Interviews can be intimidating**

Create a positive and engaging interview experience for your candidates. Make sure the interview team are aware of effective interview techniques and really focus on building rapport with your interviewees. Every positive interaction with your organisation reflects upon, and helps grow your employer brand.

4

If your offer acceptance rate is below 70%

- **Consider your employee offer**

Check the marketplace and ensure your salary offers are competitive and aligned with market rates. Remember, it's not just about financial remuneration.

- **Are you showing your best side?**

Highlight your company's culture and benefits – what are the unique qualities of your organisation that attract top talent?

- **Personalise, personalise, personalise**

No one wants to feel like they're just another candidate. Tailor offer letters and communication to each candidate's individual needs and preferences. Show them what being part of your organisation will feel like. A smart ATS will help you personalise each offer, letting each candidate know they're important to you, without overwhelming your HR team.

5

If your quality of hire (1-year retention) is below 80%

- **Enhance your onboarding process**

Make sure your newest hires have a comprehensive onboarding experience, making them fully aware of your company values, your expectations and their role and responsibilities before they even step through the door.

- **Implement regular check-ins**

Performance reviews and less formal check-ins are a great way to provide ongoing feedback to new hires and to spot and head off any issues before they become serious. Communication really is key.

- **Did you check for fit?**

A candidate might look great on paper, but are you considering their cultural fit or their alignment with your company values? Make sure your interview process is assessing their overall fit as well as their skills and abilities.

6

If your Hiring Manager satisfaction is mixed

- **Gather feedback**

Check in with hiring managers to gain their perspective on the hiring process. Feedback forms can be useful to help understand any concerns or issues.

- **Improve communication channels**

Good communication between hiring managers and the recruitment team is vital. Make the most of smart software solutions to align teams on tasks and accountability, ensuring everyone involved in the hiring process is informed and on the same page. (Reach has a dedicated hiring manager portal for just this purpose!).

- **Offer Training and Support**

Remember to include your hiring managers when it comes to training on interview techniques and the use of recruitment tools to streamline their hiring process.

Your Score

7

If your diversity hiring metrics are not meeting your goals

- **Use AI driven or automated screening**
Remove protected characteristics from resumes and focus on skills and experience to remove unconscious bias.
- **Partner with diversity-focused organisations**
Collaborate with organisations that support underrepresented groups to expand your talent pool and consider setting up internal focus groups for those who are underrepresented within your organisation. This will help troubleshoot potential issues, support existing colleagues and reassure candidates you're focused on an inclusive workplace.
- **Set measurable DEI goals**
Track and report on your diversity hiring metrics to measure progress and identify areas for improvement.

Your Score

8

If your source of hire is heavily reliant on agencies

- **Employee Referral Programs**
If you're not already using one, consider implementing an employee referral program. They're a great way to find talent and your own people are the best cheerleaders. If you're already running a referral program, ensure it's being sufficiently publicised internally.
- **Check your pipelines**
Don't forget your talent pools – make sure you're constantly engaging with and nurturing potential candidates. Leverage the power of your ATS to filter and sort candidates who might fit upcoming roles and make sure you're using regular scheduled comms to keep top talent interested.
- **Analyse your job board performance**
What are your job board metrics like? Don't forget to keep a close eye on what's working (or not working) for your roles. Use AI powered ATS software to help refine your campaigns and make sure you're getting the best prices for your ads.

Reach's dedicated Candidate Attraction Team are always happy to advice on the best places to advertise your job roles.

Your Score

9

If your interview process efficiency is below the 3:1 ratio

- **Review your job descriptions**

Clear and detailed job descriptions will help you focus your screening process on essential skills and qualifications, matching only candidates that fit those criteria. Using AI driven software for job descriptions and screening can dramatically reduce screening time and improve candidate matching.

- **Standardise your interviews**

Question banks and evaluation forms will help streamline the interview process, reducing preparation time for hiring managers and ensuring consistency.

- **Set limits**

Clear communication and timely decision making reduces candidate drop off. Set deadlines for feedback and decision making to keep the hiring process moving. Using an ATS will help you track progress and show task accountability.

Your Score

10

If your recruitment technology usage is below 70% automated

- **Consider using bespoke ATS software**

HRIS or outdated ATS software will not be able to manage your talent acquisition process effectively. Specific talent acquisition software – particularly AI-driven ATS - can speed up time to hire, reduce cost per hire and reduce unconscious bias. A dynamic hiring process will give you the all-important edge in this competitive candidate-driven market.

- **Automate interview scheduling**

Free up your team to focus on more strategic work by automating repetitive time-consuming task. Self-serve interview scheduling improves the candidate experience too, letting them book interview times that work for them too.

- **Don't forget the data**

Modern AI driven ATS systems can revolutionise your data reporting. Optimise your campaigns by leveraging AI insights to spot and predict hiring patterns.

Top Tip

Don't try to do it all.

Think back to your initial scores. Which areas stood out as needing attention?

Pick just one area to focus on at a time. Create a 90 day action plan. This will give you time to make changes and track their progress.

Once you start to see improvements, move onto your next focus area. Rinse, and repeat!



Next Steps

By completing this scorecard you've gained a clear view of the strengths and weaknesses of your talent acquisition process, benchmarked your performance against industry leaders and equipped yourself with a personalised pathway for improvement. You now have the insights you need to prioritise what matters most for your hiring strategy.

Remember, this is about progress, not perfection. Your strengths may lie in different areas to your competitors, and it's as important to recognise those strengths as it is to notice and remedy weaker areas. By focusing on small, positive changes, you'll always be on the right path!

Want to go even further?

A bespoke AI-driven ATS really is the best way to enhance your talent acquisition process. With dynamic analytics, our fully customisable ATS streamlines your hiring, improves your candidate experience and allows you to strategically monitor your entire recruitment process.

Reach for better talent acquisition and book a demo today. Our friendly team are just an email (or phone call) away.

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