

# Understanding Key Metrics for a Successful TA Strategy

Metrics play a huge part in the talent acquisition process and understanding them correctly can make the difference when it comes to optimizing efforts and winning the war for talent. With that in mind, here are some of the key measurements you should be paying attention to if you want to maximize the potential of your sourcing and recruiting efforts.



## Sourcing Metrics

- **Submittal to Business Acceptance (SBA):** This percentage indicates the number of candidates that are moved to the next step in the process against the total number of candidates sourced. SBA is a powerful measure of how well the TA team is sourcing and screening candidates. A low SBA rate indicates that, for reasons that should be addressed, hiring managers are not happy with the majority of candidates they are receiving. On the contrary, if the SBA rate is high, that means the recruitment team is doing their

job well and finding the best possible talent for the organization.

- **Time to Submit:** This reflects the time it takes to submit one candidate to the recruiter/business once the requisition is approved. Keep in mind that the clock starts once the pipeline is approved (not created) and the clock stops once the candidate information is submitted to the recruiter/business (in calendar days). The time-to-submit metric can help recruiters analyze how long the hiring process takes to reach completion and if any steps can be optimized for time.
- **Pipeline Conversion:** The percentage of pipeline candidates converted to active candidates on active open requisitions. Pipelining is the pro-active identification and engagement of potential talent ahead of an open requisition rather

than the pipelining of talent against an open position. This measurement can help towards identifying how much work can be done beforehand to minimize workload pileup down the pipeline.

- **Sourcing Satisfaction Score:** This metric aims to capture the satisfaction of everyone who worked with the sourcers and the sourced candidates in regards to agreed upon speed, communication, quality and quantity, and is most effectively measured by a satisfaction survey. The numbers or percentages obtained will give you a pretty good idea about what worked and what didn't during the recruitment process and can be a valuable tool towards optimizing future efforts, not to mention that tracking what areas improved or deteriorated can also be a huge advantage.



## Hiring Metrics

- **Offer Acceptance Rate:** This metric takes into account the number of accepted job offers divided by the total number of offers given within a period of time. Considering the percentage obtained, this rate reflects the chance that someone will accept a job offer from a company.
- **Job time to Fill:** If you want to measure how efficient your recruiting process is, this is one of the metrics you should be looking at. It calculates the number of days between when a job requisition is approved and the day an offer is accepted by the candidate.
- **Job Vacancy Efficiency:** Tracks the number of applicants that make it into each stage of the recruiting process (visits, registrations, applications, screening, interviewing, extend offer, rejected offer and hired)
- **Portal Overview Report:** Number of visits, registrations and applications resulting from portals. This metric allows you to track the usage of each portal by visitors to know which of them are effective at attracting prospects. Furthermore, it can give you an idea of the improvements that need to be implemented to boost those numbers.
- **Custom Reports Overview:** Tracks the usage of each custom report by internal users to identify which of them are most useful or are unnecessary. Includes usage trend, usage summary, and usage details.
- **Onboarding Process Efficiency:** Reflects how long people stay in a particular stage of the onboarding process but also visualizes if your efficiency has increased or decreased on a year-by-year basis.
- **New Hire Productivity:** This metric measures how long it takes a new hire to contribute to an organization. Generally, this metric is influenced by the effectiveness of the onboarding program, experience of the candidate and job support. All three of these need to work together to optimize the time to productivity.
- **New Hire Retention:** Obtained by subtracting the number of employees who have departed in a given period of time from the total number of employees then dividing that into the total number of employees. This metric can be a good indicator of employee satisfaction.

If you can stay on top of these metrics, you'll be well on your way towards tracking the effectiveness of your sourcing and recruiting efforts. Luckily, you can keep all of them in check with Avature's powerful reporting functionality and data visualization through helpful dashboards for each stakeholder so you'll never miss important information. So get out there and let these metrics be your ally towards finding the perfect talent for your company!