

AnyGood?

Trust in Recruitment

A new vision for the UK jobs market

PREPARED BY

EXPLAIN
THE MARKET

2018

s Growth

GLOBAL BUSINESS REVIEW


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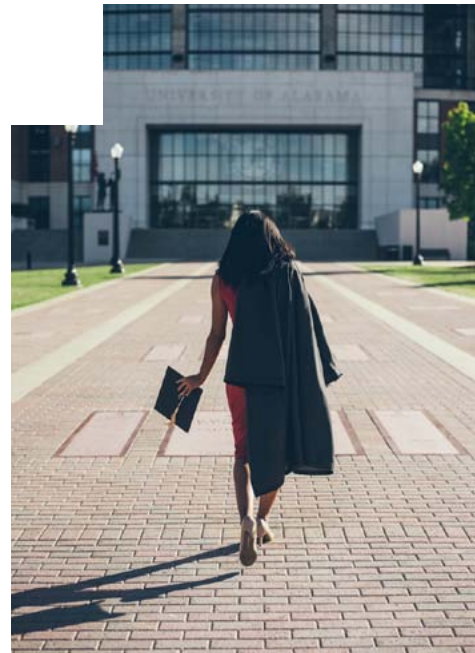
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Introduction

AnyGood? and ExplainTheMarket have joined forces to uncover what really drives trust in the recruitment industry. Experts agree that current approaches are failing both candidates and hiring managers.

AnyGood? is a platform where professionals recommend professionals for roles. Borne out of a frustration with the industry, they are on a mission to bring about fairness and integrity. To achieve this, the AnyGood? team want to uncover and explain the biggest issue facing the sector today – a major lack of trust. The whole process of how people search for and apply for jobs has changed dramatically in recent years.

Recruitment is big business. Tens of thousands of agencies now dominate a sector worth £37bn. The sector has no barrier to entry and wildly fluctuating service levels. While there are undoubtedly some “good ones”, many are an underregulated unlicensed third-party intermediary operating sometimes questionable practices, which would not be tolerated in any other sector.



A new ongoing programme of research by AnyGood? and independent researchers ExplainTheMarket aims to expound the secrets of how to uncover new approaches to truly restore trust in recruitment. This short report reveals key findings from the UK wide project.

The study has already interviewed over 1,000 adults including a wide range of candidates and hiring managers across the country.

Research Methodology

The research carried out by ExplainTheMarket on behalf of AnyGood? uses a mixed methodology comprising of three key elements.

All research is carried out in accordance with MRS and ESOMAR code of conduct. The phase one survey was carried out online during July and August 2018.

**A**

Representative

A nationally representative survey of over 1,000 UK adults

B

Meta-analysis

A meta-analysis of economic trends and publicly available research on recruitment trends

C

Qualitative

Qualitative interviews with UK adults currently earning an annual salary in excess of £50,000



Further findings will be shared on the project insight hub
that can be accessed via this link:

<https://www.trustinrecruitment.com>

The Challenge

A nation of hiring managers and job hunters stuck with no alternative.

The UK now has close to 30,000 recruitment agencies. Agents for every conceivable sector and job role. Whether it is bakery or banking, hiring managers and job seekers have little choice but to comply with a model that outsources the complex and nuanced task of matching expertise and attitude to important vacancies - and paying high fees for the privilege.

Our qualitative research reveals widespread dissatisfaction with this approach coupled with a sense of frustration that there has been no other alternative - no better way.



“Can you really trust recruitment consultants? No. Not in my experience. They are very, very fee driven. Once they have their money you don’t tend to hear much from them.”

Hiring Manager, Financial Services



“Based on my career in pharmaceuticals, education and the charity sector I can only think of one or two recruitment consultants I have ever really trusted.”

Candidate, London

The problem of trust

Many industries have wrestled with the problem of how to improve trust. Trust by its very nature cannot be distilled down to a neat KPI. Building trust is a complex task. However, one essential aspect corroborated by the majority of major studies over the last 20 years is that human relationships are key. People find it hard to trust without experiencing an individual in person and in context.

People particularly rely on empirical evidence when it comes to recruitment. Both hiring managers and applicants need to experience people themselves in order to develop real trust. Evidence suggests that one of the key elements of building trust is understanding the character and experience of an individual. No matter how much data is presented people almost always prefer to trust real people more than algorithms.

The constituents of trust comprise of many emotional, rational and experiential elements. Therefore, research is revealing what many intuitively know to be the case already - we trust the people we know have the knowledge, we trust the people we have seen do the job in practice, we trust the people we truly know.

Trust in 2018

Despite dominating the way the UK finds work - recruitment agencies are as yet unregulated. New research of over 1000 UK adults by the peer-to-peer recruitment platform AnyGood? and ExplainTheMarket reveal major problems with how well things are working.

52%

Half of all people (52%) that have used recruitment agencies in the last year do not feel they were dealt with honestly.

Many examples of shady practices exist including the phenomenon fake ads (where dodgy agencies claim to have a potential job that does not really exist in order to get you to sign up to their agency).

When it comes to matching our skills to the best jobs there are also some big problems.

90%

For the specific task of “making sure the job is right for you” over 90% of people say they do not trust recruitment agencies to do a good job.

Many feel the “computer says no” approach is ruining the ability of people with good experience to get good jobs.

“You don’t really trust an app or website on its own. I need to talk to the people who are really in the know about the job.”

- Hiring Manager, Property business

90%

Over 90% want the jobs search industry to stop using computer “algorithms” and rely more on real human beings.

Respondents to our research were not anti-technology. The majority embrace the benefits that tech brings in terms of speed, connectivity and efficiency. The over-riding concerns were centred in the attempts by the main stream recruitment industry to focus too much on administrative efficiencies, profits and fees - while neglecting real expertise and personal service.

45%

Over 45% of people are now using recruitment consultancies less or not at all.

Our qualitative research reveals that hiring managers are now considering alternative options but feel frustrated at the options available in recent years. Our survey results also reveal concerns about high fees charged for recruiting roles with a salary of £50,000 pa or more.

63%

63% are using more online recruitment resources than 3 years ago.

Our qualitative research highlights more about the scale of change and the nature of how people feel about it in practice.

“Everything is online. No issue with that. I can’t see that trend ever slowing down - but sometimes I feel like I’m written off before anyone has a chance to get to know me or even talk to people who know what I can do.”

- Candidate, Birmingham

54%

Majority (54%) believe it is not reasonable to charge fees over £7,000 for recruiting a £50k pa job.

Our qualitative research further revealed “extortionate fees” as a key complaint about traditional recruitment agencies.

50%

Half of people in the UK (50%) expect to have more than 5 jobs in their working lives. 12% expect to have more than 10 jobs.

The idea of a job for life is now well and truly a moribund concept. As different ways of working increase and technology facilitates greater flexibility so does the increasing need for employees to reinvent themselves and consider a wider range of opportunities. This places an increased pressure on recruiters of the future to develop a greater grasp of nuance, context and an individuals true capability beyond the limited restrictions of a specific job specification.

34%

34% think a traditional CV is no longer essential.

Our qualitative research sheds more light on how attitudes and approaches are evolving

“I hope that people see me as more than just a CV. Who says that 2 pages of A4 should be the most important way of judging me? It seems stupid..”

- Candidate Gloucester

83%

83% of us would consider generating additional income by recommending professionals in their network.

More than 450 million people are now LinkedIn members. 40% of members have over 1000 connections. Professional connections on social media are becoming an increasingly precious resource curated by hiring managers and candidates alike. Opportunities to utilise this power in new ways are now being actively considered by the majority of actors in the jobs market.

80%

80% of job hunters are very concerned about where the recruitment sector is heading.

Frustration at the lack of alternative options and consistently poor service levels have created a widespread sense of worry about the overall trajectory for the recruitment sector. Both recruiters and applicants are not optimistic about the future if nothing changes.

“I have to really think hard to come up with good experiences with recruiters over the last 10 years.”

- Hiring manager, Bio-tech company



Have your say

Join the Movement

The evidence of widespread demand for a new approach is clear. Concerns about high fees and a deep distrust of the capability and judgement of traditional recruiters are common across many sectors.

Our research highlights the extent to which the public has lost trust in traditional recruitment.

Across all sectors recruitment consultants do not score highly when it comes to being honest, putting client needs above making a profit, listening carefully to requirements or having real industry expertise. Only 4.2% of people in our survey said that they would trust a recruitment consultant to judge whether a candidate or job was right for them.

This reveals the extent of the problem but also shows a sector ripe for disruption.

People are calling for something better. A model that defers to real expertise. An approach where we trust the considered opinions of people we know can really do the job. The challenge is how to make sure trust in recruitment is restored and moves forward to flourish. This can only happen by all parties working together. The evidence is presented in this report is just the starting point.

Please join the movement, have your say and help us create real trust in recruitment.

www.trustinrecruitment.com

Thank You



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