

# HR.com's Future of Talent Acquisition 2025

Optimize your TA strategy for greater efficiency and success



## Most organizations still rely on reactive hiring, but there are signs of progress

- 56%

of respondents say their organizations have only a **chaotic** or **just-in-time** hiring process
- 37%

describe their TA function as **advanced**, meaning effective and strategically aligned
- But just 5%

consider their TA approach truly **world-class**, being highly refined, proactive and directly contributing to business success

The good news, however, is the percentage of those that say their processes are advanced or world-class has more than doubled since 2021!



Editor's Note: In 2021, the top two maturity stages were phrased as "advanced results-oriented" and "top-notch strategic"

## How Might Organizations Improve Their Talent Acquisition Capabilities?

### First, identify your goals and challenges

Among participants in our study, the most important TA-related **goals** are:

- 63%

ensuring a robust pipeline of talent for future hiring needs
- 55%

strengthening employer brand and employee value proposition
- 49%

improving the candidate or applicant experience



The most common **challenges** are:

- 53%

lack of candidates with required skills or experience
- 51%

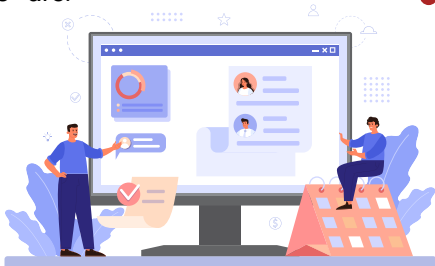
just-in-time, reactive hiring approach
- 42%

compensation, total rewards are below market rate

## Second, determine how to use tools and technologies to meet goals and overcome challenges

When compared to TA laggards\*\*, TA leaders\* are:

- over **13X** more likely to have 5 or more paid TA tools and technologies currently integrated into their core TA tech stack
- over **3X** more likely to use recruitment marketing platforms



- over **2X** more likely to leverage the following as part of their hiring process:
  - video or virtual interviewing software
  - employee referral software
  - CRM

## Third, determine how you will quantify TA success

- A majority of organizations use these tools to determine TA success:
  - time to hire and/or fill
  - employee retention and/or tenure



Compared to TA laggards, TA leaders are:

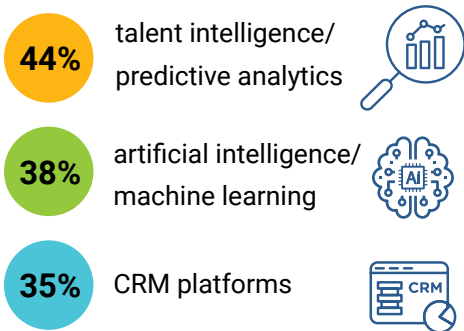
- over **2X** more likely to measure:
  - candidate experience
  - source of hire/hiring
- **2X** more likely to measure quality of hire
- nearly **2X** more likely to measure offer acceptance rate

**Bottom line:** While the common metrics are undoubtedly useful, consider other less common metrics to maximize impact.

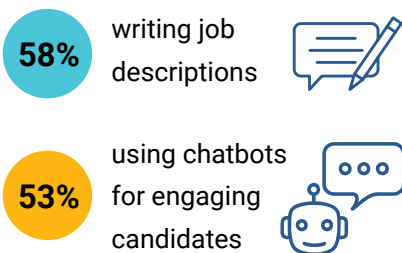
## Fourth, don't forget to prepare for the future of TA

### Our data shows:

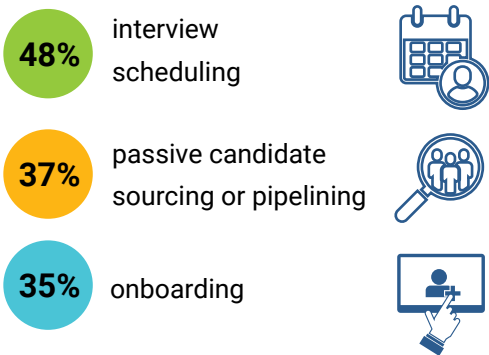
The following technologies are most likely to be impactful to TA capabilities over the next 2 years:



AI is increasingly being leveraged in TA by:



Organizations are most commonly expecting to automate these tools over the next 2 years:



## Given the research, consider these strategies:

- ✓ **Identify** your organization's goals and challenges
- ✓ **Assess** your TA department's level of capabilities
- ✓ **Recognize** areas where it needs improvements
- ✓ **Select** the right tools and technologies
- ✓ **Align** TA strategy with key business strategies
- ✓ **Watch** trends and anticipate possible futures
- ✓ **Stay** aware of how AI can be leveraged today and in the near future



### About the Survey:

HR.com's "Future of Talent Acquisition 2025" survey ran from December 2024 to March 2025. We gathered responses from 207 HR professionals in virtually every industry vertical. Respondents are located all over the world, but most of them reside in North America, especially the United States.

\***TA leader organizations (TA leaders)** are those who answered the question "Which of the following statements best describe the talent acquisition function within your organization?" as "advanced" or "world-class."

\*\* **TA laggard organizations (TA laggards)** are those who answered the same question as "non-existent," "chaotic," or "just in time."