



2022 RECRUITING METRICS

Home & Commercial Services Industry

Hiring Benchmark Metrics Defined



Views Per Job

How many views a job posting gets

Applicants Per Job

The number of applicants received divided by the number of jobs posted

Applicants Per Hire

How many applicants were received to make one hire

Average Days to Contact

The number of days it took to contact an applicant, starting from the minute the applicant applied

Average Days to Contact Hire

The number of days it took to contact an applicant who became a hire

Average Days to Hire

The number of days it took to hire an applicant, starting from the minute the applicant applied

Conversion Rate Metrics Defined



View-to-Applicant Conversion Rate

How many views of a job posting turn into applications



Applicant-to-Interview Conversion Rate

How many applications turn into interview invitations



Interview-to-Hire Conversion Rate

How many interview invitations turn into hires

Home & Commercial Services Industry

BENCHMARK DATA

- **Views Per Job:** 853
- **Applicants Per Job:** 26
- **Applicants Per Hire:** 87
- **Average Days to Contact:** 5.9
- **Average Days to Contact Hire:** 2.4
- **Average Days to Hire:** 17

THE BEST TIME TO HIRE

Like most industries in our analysis, home & commercial service employers saw the most applicants in **January** and **February**, then saw a steep drop from March through May. Applicant flow picked up again in June and stabilized for the remainder of the year.



APPLICANT SOURCES

Job boards may bring the largest share of applicants at 78%, but less than half of hires. Interestingly, this industry sees more success from sponsored job ads than almost all other industries in our study. Custom sources also prove to be an [untapped source of high quality candidates](#), so home & commercial service employers should consider adding them to their recruitment strategy.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM SOURCE*	REFERRAL
% of Applicants	78%	14%	7%	1%	<1%
% of Hires	48%	16%	14%	18%	3%
% of Applicants Hired	1%	1%	2%	19%	17%

*Custom source: A source to which an employer manually shared a job posting (industry job board, local university, Craigslist, etc.)

KEY METRICS

<p>View-to-applicant conversion</p> <p>Home & Commercial Services Industry 3%</p> <p>Average Across All Industries 3%</p>	<p>Time to Contact</p>
<p>Applicant-to-interview conversion</p> <p>Home & Commercial Services Industry 20%</p> <p>Average Across All Industries 20%</p>	<p>5.9 days</p> <p>Home & Commercial Services Industry</p>
<p>Interview-to-hire conversion</p> <p>Home & Commercial Services Industry 6%</p> <p>Average Across All Industries 11%</p>	<p>7.3 days</p> <p>Average Across All Industries</p>

KEY TAKEAWAYS

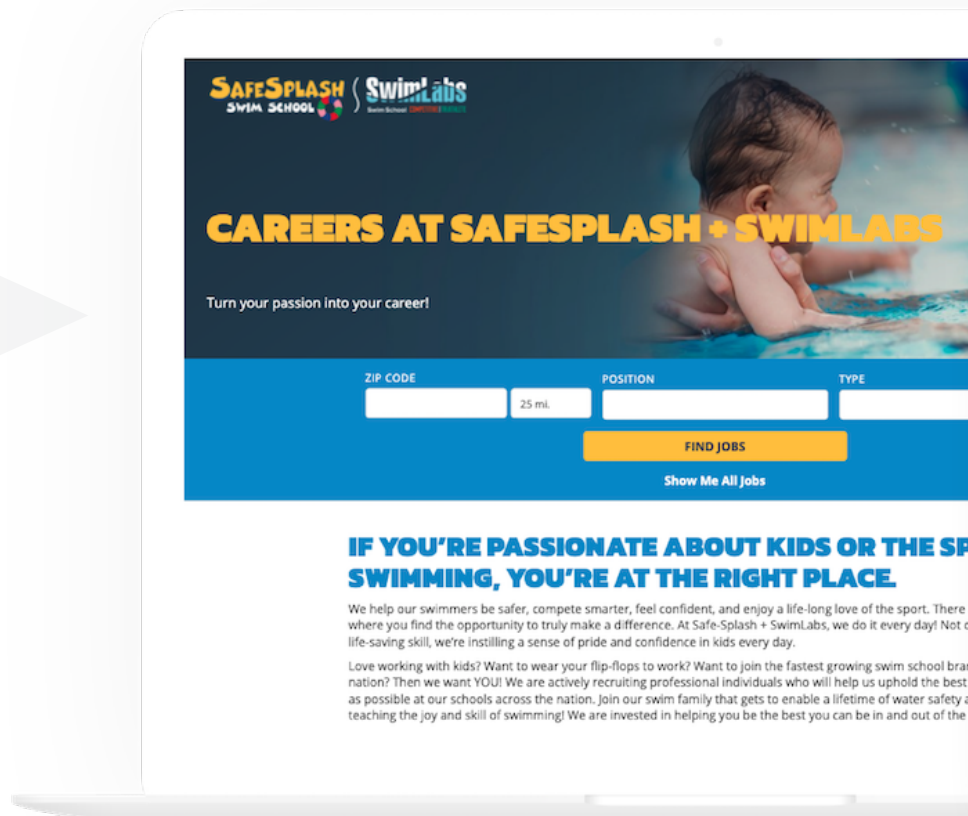
- ➔ At 6%, this is one of the lowest interview-to-hire conversion rates in our study. Our advice: Be more selective about applicants you invite to interview. **Add pre-screen questions and assessments** earlier in your application process to better [screen candidates](#) before you invite them to interview.
- ➔ This is an industry that suffers from a high rate of no-show interviews as candidates drop out of the process after applying or interviewing. You can help increase conversions by [reaching out to high quality applicants quickly](#) and **communicating why you are the best option for them**, since high competition for skilled labor and a [poor interview experience](#) can drive a low interview-to-hire rate.
- ➔ This industry sees more success from sponsored job ads than almost all other industries in our study. It may be worth it for home and commercial services employers to **experiment with sponsoring job postings on job boards like Indeed and ZipRecruiter** to increase your applicant flow and hire faster.
- ➔ Employers in this industry have also had success with custom sources such as **local and state government job boards**, as well as **referral emails to customers**.

How to Improve Your Hiring in 2022

2021 was a rollercoaster year for recruiting, but we've gained insights into what steps businesses can take now to hire top talent regardless of the state of the job market.

1. Build your employer brand and showcase it on your careers page.

Company careers pages are a hugely successful source of hires, but an untapped source of applicants overall. Candidates who take the time to research a company tend to be high-quality candidates who are more selective about where they choose to apply. Invest in creating an engaging and attractive [careers page](#) that showcases [employee testimonials](#), aspects of your company culture, and your [core values](#).

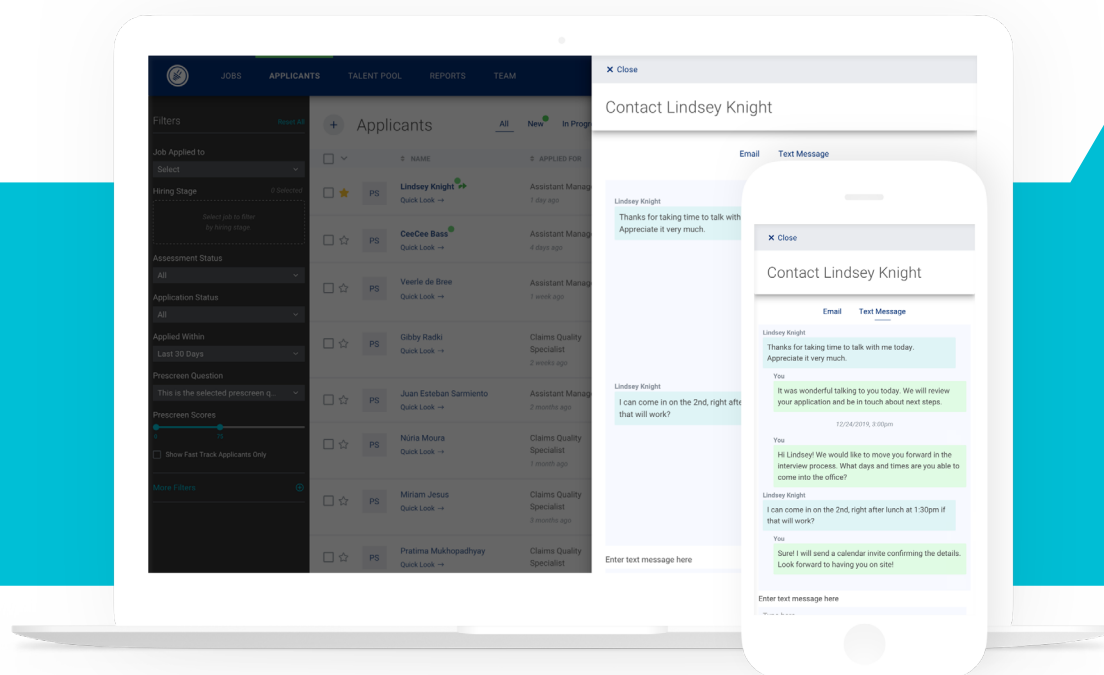


2. Create better job postings to stand apart from your competitors.

In 2021, we frequently heard from employers who were [concerned about the declining number of applicants](#) to their jobs. But our data shows that job postings received just as many views per job as in 2020 – however the number of applicants per job was cut nearly in half. This tells us that **job seekers are seeing your postings, they're just faced with more options than ever, and they're only applying to the opportunities that appeal to them the most.** As an employer, it's crucial that you write [enticing job descriptions](#) so that candidates are compelled to apply to your business and not your competitors. Practice [pay transparency](#) by offering [competitive pay and benefits](#) and advertising it in the job posting.

3. Create a job marketing strategy that doesn't rely on job boards.

Compile a list of [custom sources](#) like industry-specific job boards, community message boards, local and university job boards, and email campaigns to customers. Compile another list of employees, friends, and colleagues in your personal network to reach out to for referrals. Our data shows **these sources produce the highest-quality candidates, yet the lowest percentage of applicants.** Plan on targeting them before your next round of hiring.



4. Communicate with candidates faster.

Employers are now quicker to hire, shaving nearly a week off their time-to-hire between 2020 and 2021. You'll want to move fast before your competition scoops up quality candidates. Try [text recruiting](#) to **communicate with candidates faster.** Text messages receive an 8 times higher response rate than email, along with a much faster response time. An applicant tracking system like CareerPlug can also help you [quickly evaluate candidates](#) using a proven hiring process, allowing you to accelerate your hiring decisions without sacrificing quality.



ABOUT CAREERPLUG

CareerPlug is a software company on a mission to solve the #1 challenge of running a business: attracting and hiring the right people. More than 14,000 clients love working with us because we give them a proven playbook to make the right hires. And you don't need to be an HR pro to succeed, since our software is easy enough for anyone to use. We're committed to Making Hiring Easier for all businesses. And it's our goal that by sharing original research reports like this one, we can contribute to this mission.

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