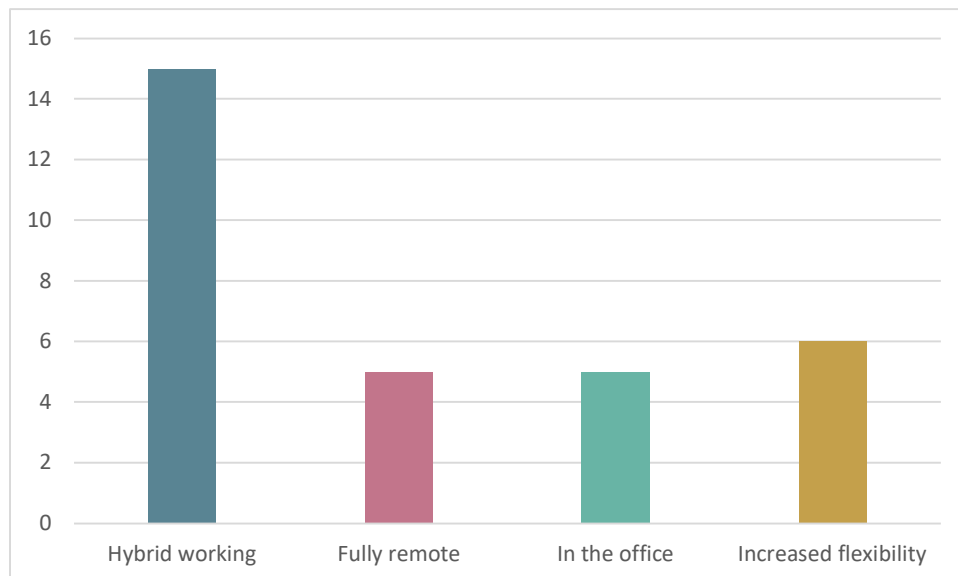


## Kameo Recruitment Market Insights Quarter One 2022

We are committed to consistently refining our services, and this year we're introducing Market Insights. This is real, tangible, relevant unbiased data and we hope you find it of use!

In quarter one we reached out to the candidates in our immediate and social network to ascertain: **what attracts them to a new opportunity**, **why they stay put**, **desired benefits** and **so** much more...

### 1) Which style of working suits you best in 2022?

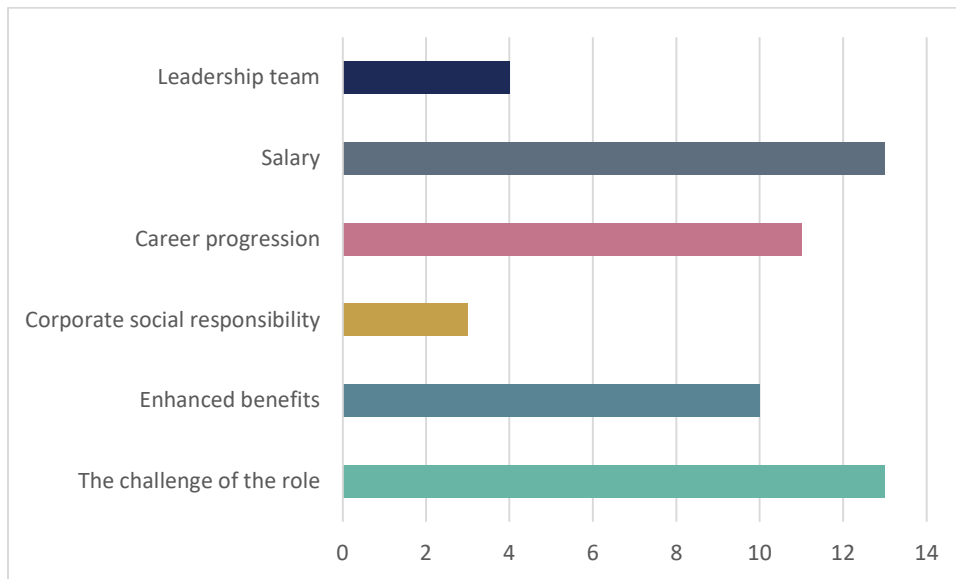


If you haven't already done so, and we know many of you have, we highly recommend you enable hybrid working. During the Covid-19 pandemic employers, and employees, across the globe recognised the benefits of remote work. This experiment was unplanned, but the results are clear: hybrid works, in fact:

- 63% of high-growth companies use a “productivity anywhere” hybrid model.
- 55% of employees want to work remotely at least 3 days a week
- 74% of companies in the US already use or are planning to use the hybrid working model this year.

Inflexibility could see you fall short of a great hire, if you haven't embedded hybrid working yet, please get in touch, we are able to help you strategize a model which works for your business!

## 2) What attracts you most to a new opportunity?

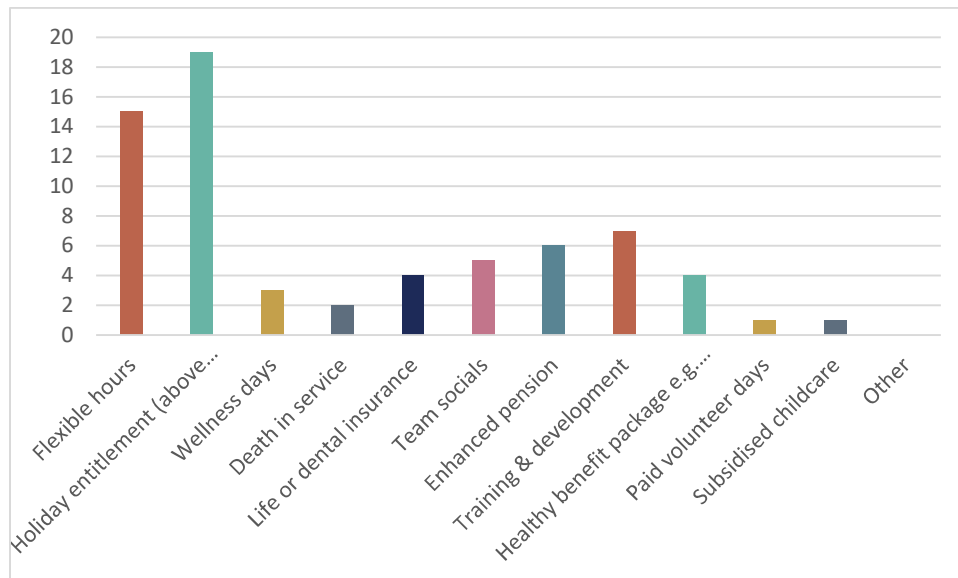


Complete disclosure when salary came out on top as the defining characteristic of how attractive a new opportunity is we were a little surprised!

This highlights the importance of advertising salary, we do understand this is an ongoing pain point for many businesses, so one of our 2022 blog posts on **“How to Handle the Competitive Salary Culture”** may provide you with some useful tips:

<https://kameorecruitment.com/uncategorized/how-to-combat-the-competitive-salary-culture/>

### 3) Which of the options below do you consider to be the best benefits?

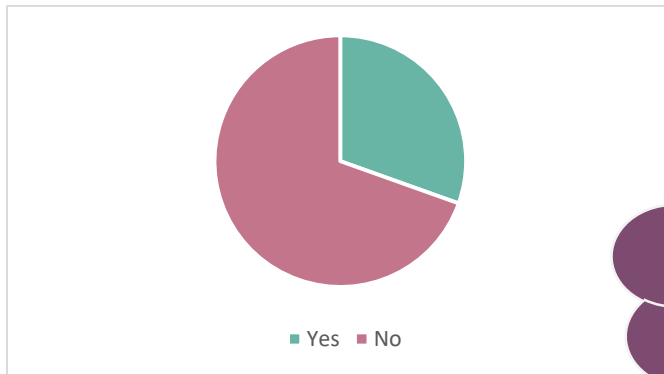


How do you prioritise benefits in your business?

Is what you're offering in line with what our respondents consider to be the best?

75% of employers more likely to stay with their employer because of the benefits package, highlighting just how crucial it is to offer an array of benefits; you should also ensure you know exactly what your employees are looking for.

#### 4) Would you need to meet your future employer in person (as opposed to virtual only) before accepting a new role?



"I feel you can get an idea of a person online in the same way as in person. To a certain extent you can get more of an insight from an online experience"



So, the majority of our respondents would accept a new role without a face-to-face meeting with their new employer. This question boils down to whether an individual can portray themselves in the same way online as they can in person.

There are plenty of benefits to interviewing remotely; it saves time, and potentially money, and may speed up the recruitment process. From our results, it seems candidates are more than happy with virtual interviews, and feel they get a good enough picture of the employer, the role, and the company, to be happy enough to accept a job offer. However, some still question whether virtual meetings can compete with the engagement you get face-to-face. This question also depends on the role itself to a great degree, as for a customer-facing role you may want to be certain that the interviewee can engage well, whilst some roles don't require this. In addition, we personally feel cultural fit is often best understood via a face-to-face meeting and the opportunity to meet the team and see them in the working environment! Ultimately, it would seem, if you're ONLY offering virtual interview, you'll still acquire the hire you need for your business.

## 5) Would you accept a counteroffer?

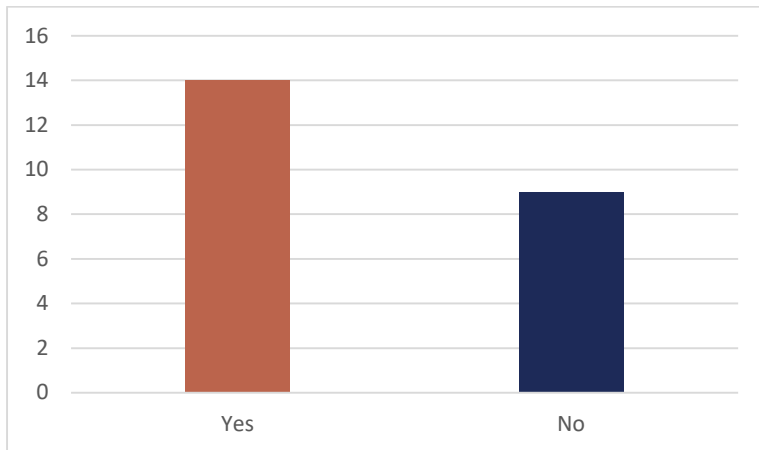


A staggering 52.17% of candidates who contributed to this report WOULD accept a counteroffer! Now, you might be thinking excellent, but statistically 80% of employees that accept a counteroffer leave within six months and 90% leave within a year of receiving the counteroffer. Not a wonderful success rate.

We understand the market is tough right now, and if a member of staff hands in their notice your business will feel it, however, all the evidence suggests this is a short-term fix and sadly, the employee handing in their notice will likely do so again. Our advice, pause the counteroffers, and conduct an excellent exit interview; and ensure the pain points addressed in this exit interview are remedied as soon as possible.

Before the notice lands on your desk, check in with staff regularly, run polls / surveys which ascertain what your staff need or what they're looking for. Be bold enough to ask questions you may not want to know the answer to e.g., "are you open to new opportunities?" or "would you consider leaving if another opportunity presented itself?". We're living in the real world and we know employees do eventually move on to pastures new but with the market as it is currently you want to hold on tight, and the best way to do this is to check in regularly.

## 6) Do you check the social media profiles of the hiring managers / company ahead of agreeing to attend an interview?



I want to be informed about the people and the company and their ambitions

Social media doesn't always give you a true picture of a person, it can be edited to just show the best, which isn't always a true picture. Better to form your own opinion from meeting in person.

Not a huge amount to add other than, this top tip:

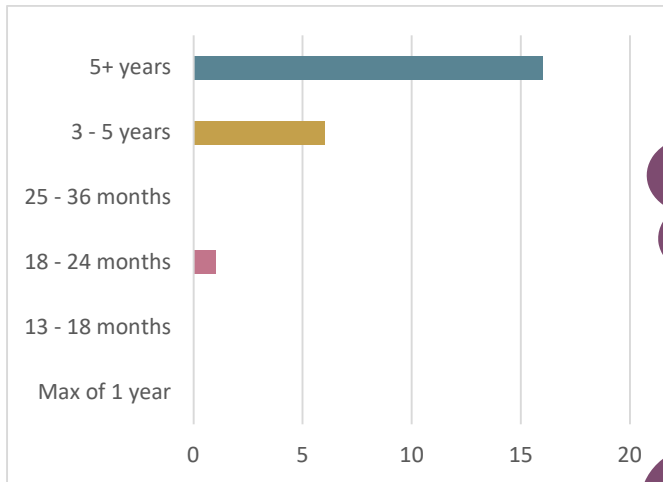
★ If you're not building both your company and personal brand, start now! Without a social brand you could be missing out on some incredible talent.

We are passionate about building your brand and reputation on LinkedIn and will happily provide our top tips presentation FREE of charge to all clients.

### Did you know:

- 👉 4.62 billion people around the world now use social media
- 👉 The average daily time spent using social media is 2hours 27 minutes
- 👉 Social media usage is one of the most popular online activities.

## 7) How long were you with your longest employer for, and what was the main reason you stayed with this employer so long?



Flexibility of the role and opportunities to keep learning and progressing

I loved the role & the culture, they showed me nothing but loyalty

Good progression opportunities and a close-knit team

Across the board, among the reasons candidates gave for staying with employers, the one that kept popping up was progression, as well as a good working environment. These seem to be the two staples of positive employment. Career progression gives people something to aim for and look forward to. It gives us a clear goal; when we're learning and progressing, we feel a sense of achievement, and if we're not getting this at work, that's when we may start to look for a new job. So, in summary, the vast majority of employees are more likely to stay with you if you are offering progression opportunities. Add to this an inclusive, friendly, and loyal culture, and your employee retention rates are likely to be sky high!