Gem | EBOOK

The *6 hiring dashboards* every talent acquisition team needs

Table of contents

Introduction

For successful Talent Acquisition (TA) teams, data drives everything they do and every decision they make. However, due to the sheer volume of data available, many TA teams struggle on where to get started. And with cumbersome and incomplete reporting capabilities in most Applicant Tracking Systems (ATS), even those teams that do lean into data are plagued by spreadsheets, manual data entry, and disparate data silos requiring pentagon-level clearance to access.

Luckily, new technologies have emerged that help TA teams unlock data across their tech stack and equip them with the right insights to measure performance, forecast hiring, and quantify their impact to the business. But this is all still relatively new, and we know that starting out can be tough. With so much data and such little guidance, it can feel like you're being thrown into the deep end of a pool without a life jacket.

Enter: The 6 hiring dashboards every talent acquisition team needs. This e-book offers the starting foundation that every team can use to build reports that allow teams to become more data-centric. We'll cover the 6 most essential dashboards your team can use to present an effective story, along with the key metrics for each one. You'll learn how to tailor reports to each specific stakeholder, and we'll give you templates you can use today to build the perfect hiring dashboard.

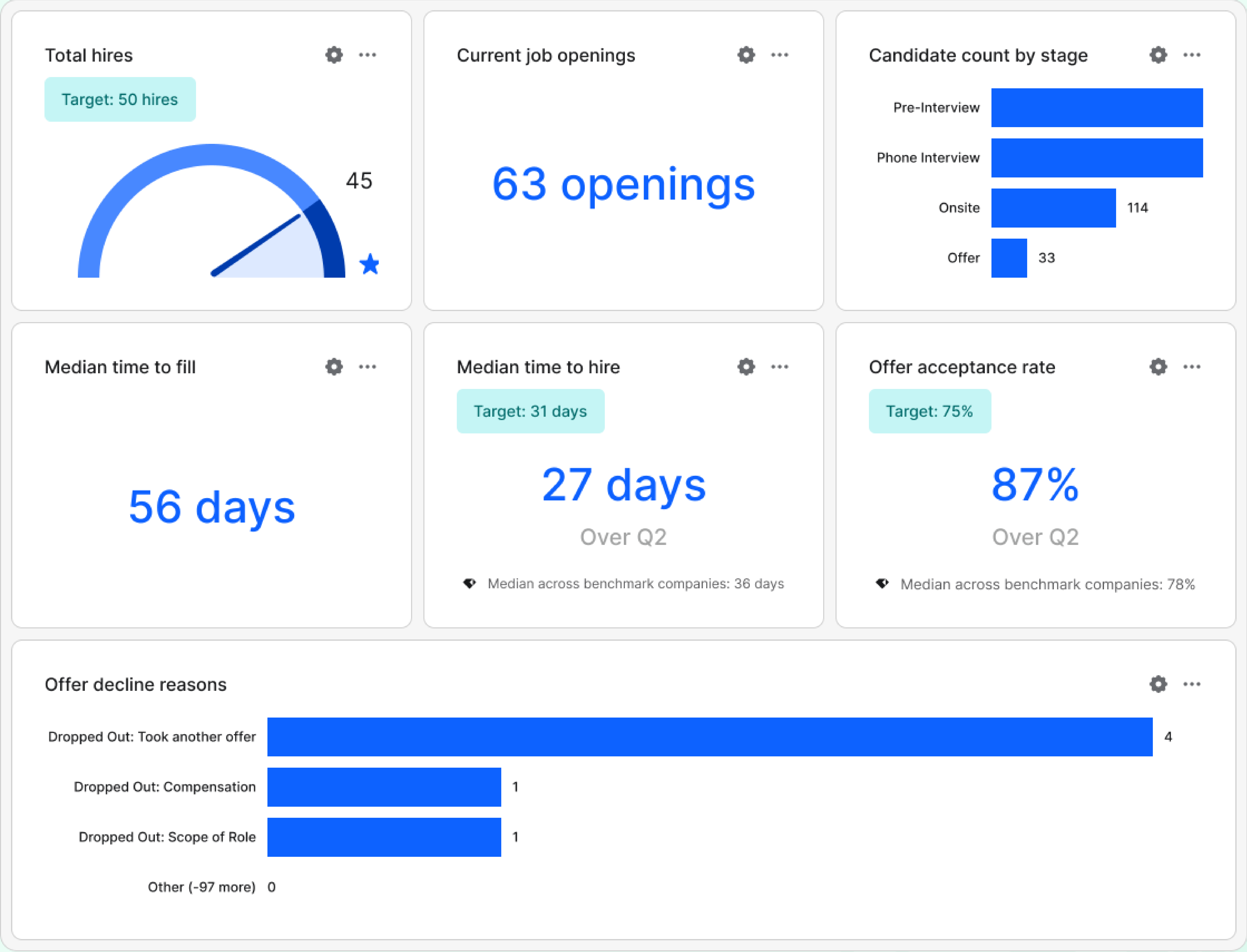
Disclaimer: The metrics and dashboards shown below are all based on Gem's platform. If you're not a Gem user, we still recommend tracking these metrics as best you can.

The *essential* dashboard

Think of this dashboard as the foundation of your house. Youshould always be tracking these metrics, as they give you a birds-eye view of the entire hiring process. This dashboard makes it easy to have data-centric conversations, monitor team performance, and identify bottlenecks that slow you down. These metrics show up in many other types of hiring dashboards as well (hence the "essential" name).

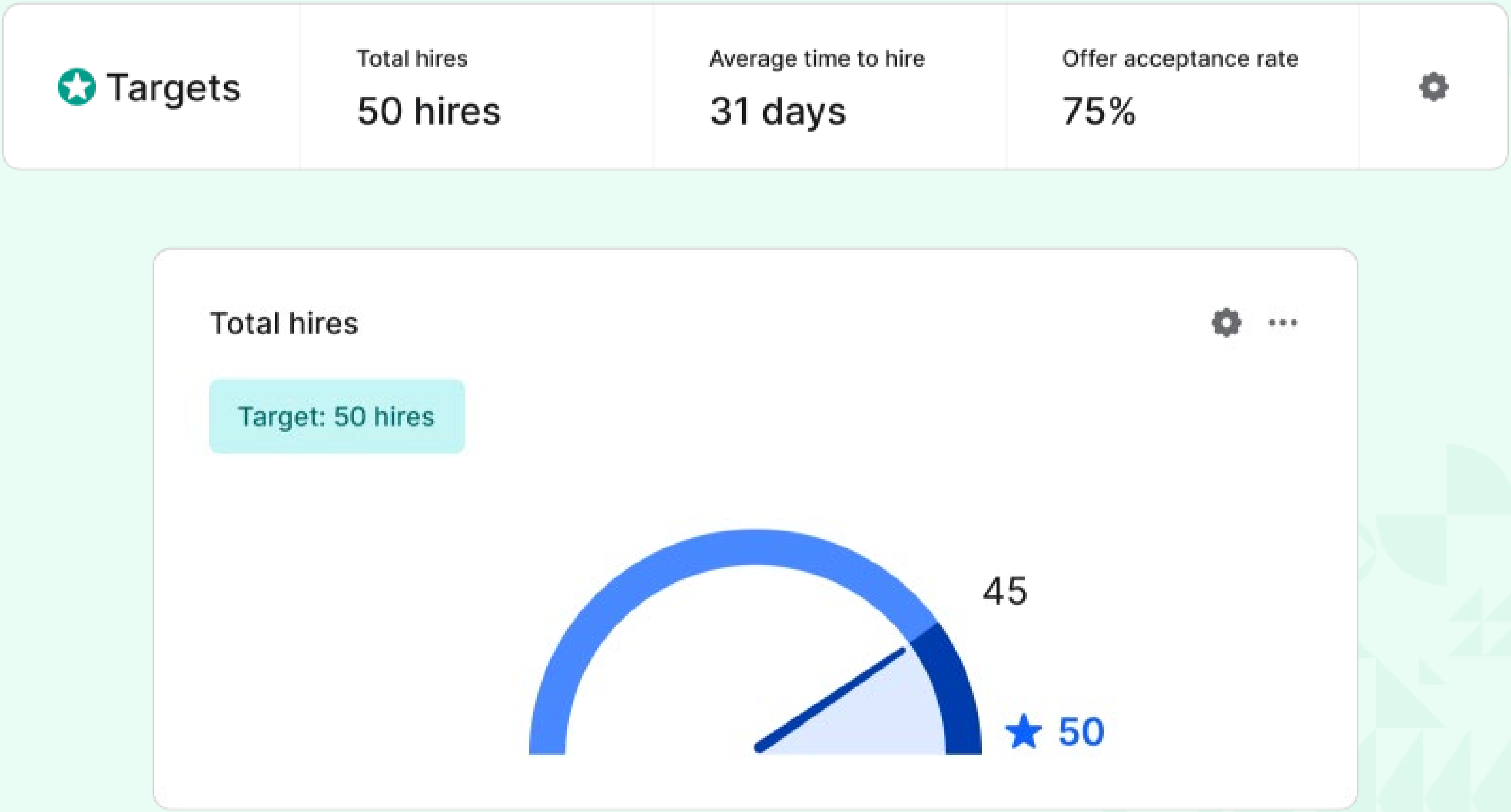
Metrics for the essential dashboard

- Total hires against goals
- Current job openings
- Candidate count by stage
- Time to fill
- Time to hire
- Offer acceptance rate
- Offer decline reasons



Total hires against goals

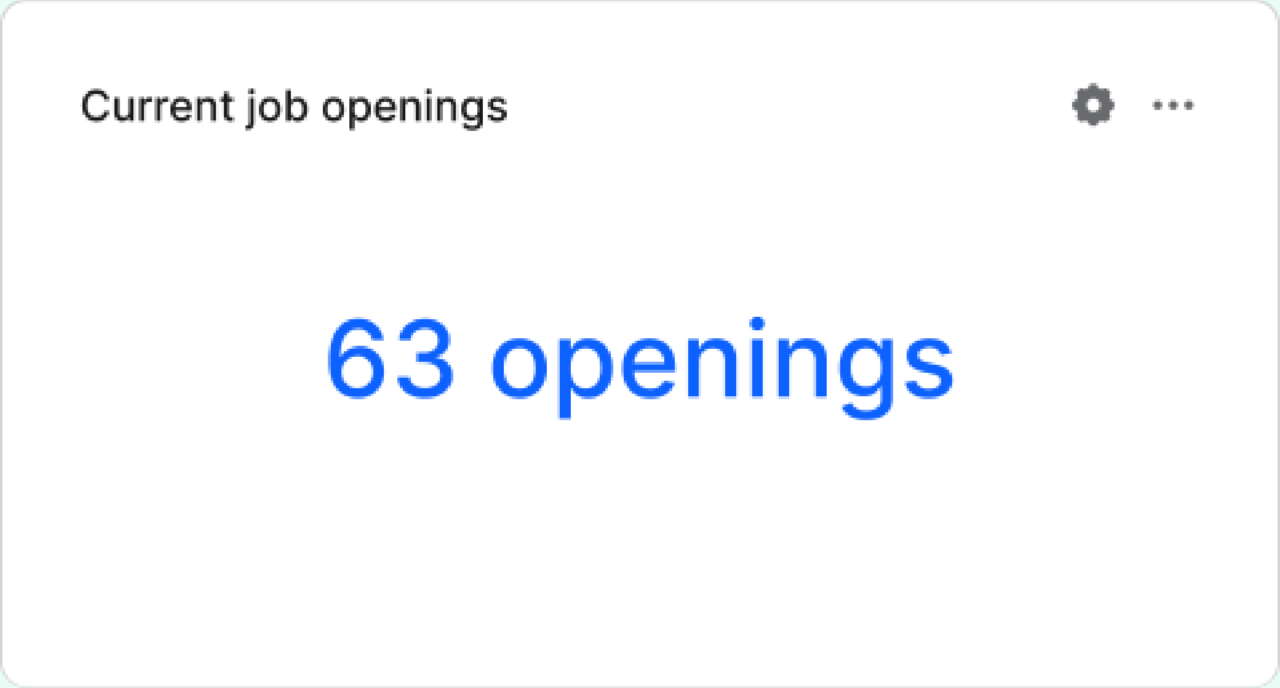
Whether or not your organization is meeting its hiring goals is the ultimate measure of your TA team's success. Once you have your hiring goal set, tracking the total number of hires your team has made will clearly indicate how you are progressing toward your goal. Adding this metric to your dashboard will let you know if you're on track at your current hiring pace or if you're likely to fall short, in which case you may need to reevaluate your goal or optimize the talent acquisition process itself.



Current job openings

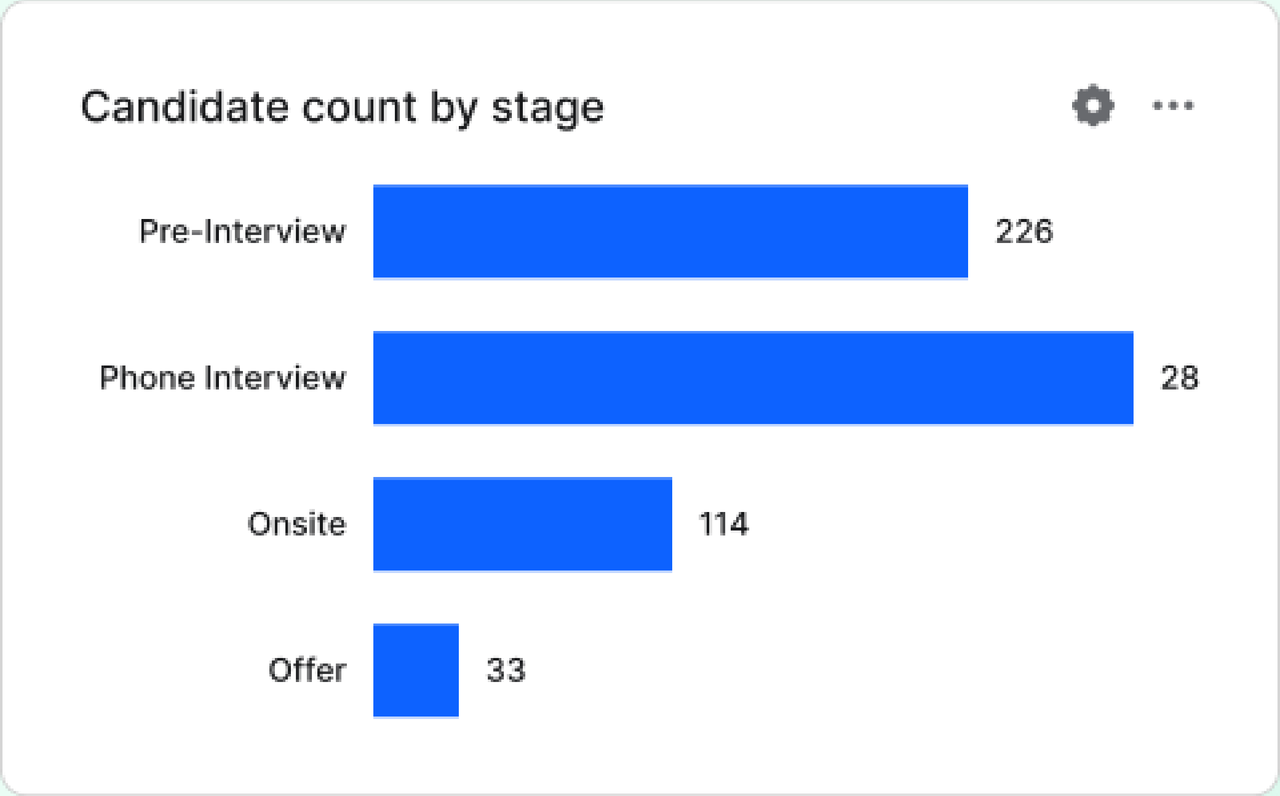
The number of open roles shows you precisely how much ground you have left to cover to meet your hiring goal. Looking at the number of open reqs in relation to your team's hiring capacity will allow you to forecast more accurately.

Building this metric into your hiring dashboard can also help with resource conversations—if the number of open job reqs has grown quarter-over quarter, but no new TA headcount has been brought on, you can use this data to make a business case for why more resources are needed to meet your organization's hiring goals.



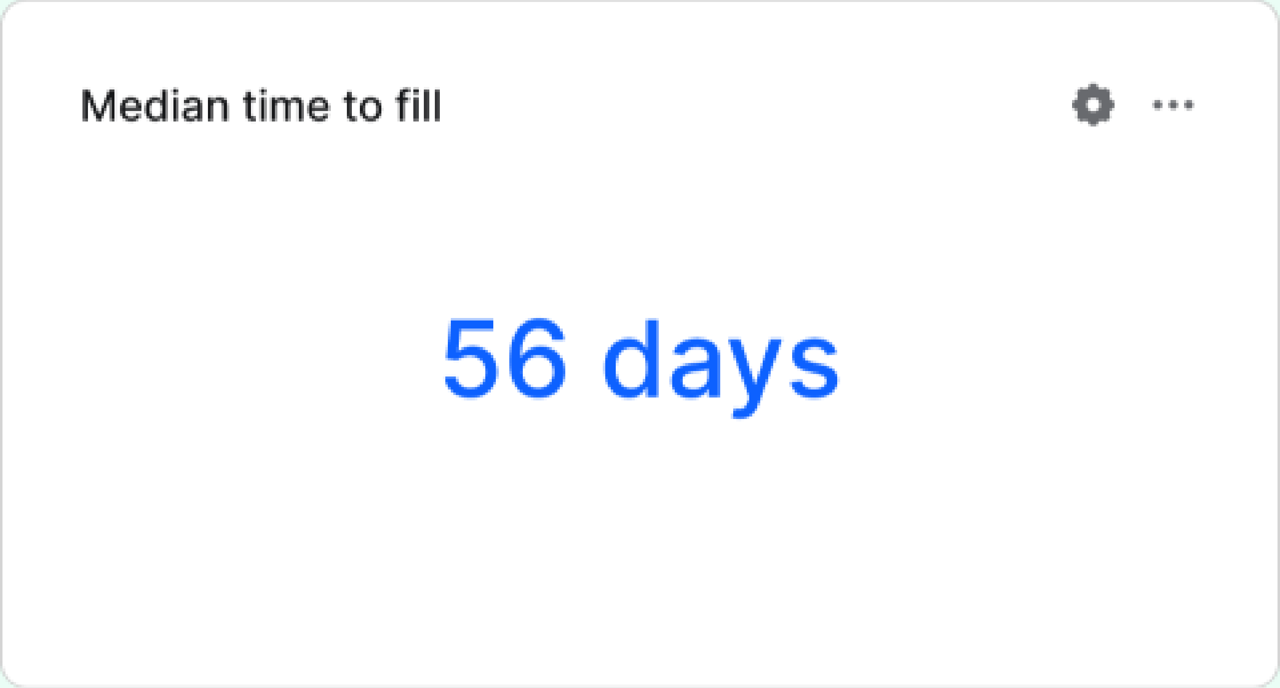
Candidate count by stage

This metric is a snapshot in time of how deep your pipeline is. While your pipeline is likely constantly changing and (hopefully) improving, presenting this metric will allow you to present your TA team's efforts to internal stakeholders and answer tactical questions like: How many candidates are currently in process? Where are the sticking points in your hiring process? How many offers have your team extended? And so on.



Time to fill

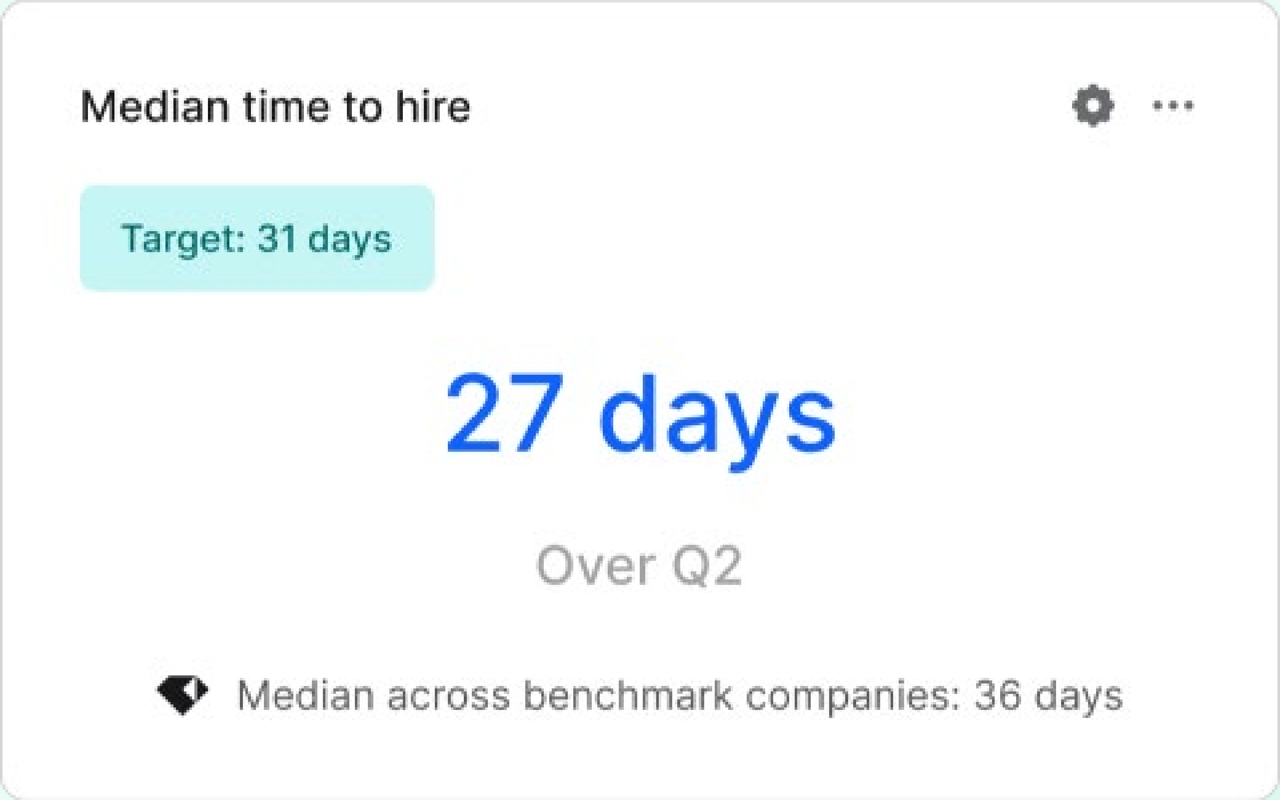
Time to fill (TTF) is the number of days between the approval of a job requisition and when a candidate accepts an offer. Time to fill illustrates how fast your organization can bring in qualified candidates and move them through the recruiting process. This includes the logistics of creating and posting job descriptions, sourcing candidates, coordinating interviews, etc. Adding this metric to your dashboard will give you a realistic view of how long it will actually take to fill a role, and therefor, forecast more accurate hiring targets and expectations.



Time to hire

Time to hire (TTH) removes the pre-funnel logistics (job posting, sourcing, etc.) and looks specifically at how long it takes for one candidate to pass through your funnel. Time to hire starts as soon as a candidate has entered your ATS and ends once they accept an offer. This illustrates the velocity of your process.

You want your time to hire to be as short as possible. The faster you hire, the less likely it is a great candidate will see a competing offer before you can bring them on. A quick process also improves the candidate experience (nobody wants to waste time waiting to hear back). You can measure time to hire by average or median; however, we've found that the median provides an accurate representation, even if there are outliers (i.e., if a recruiter forgot to mark a stage change).

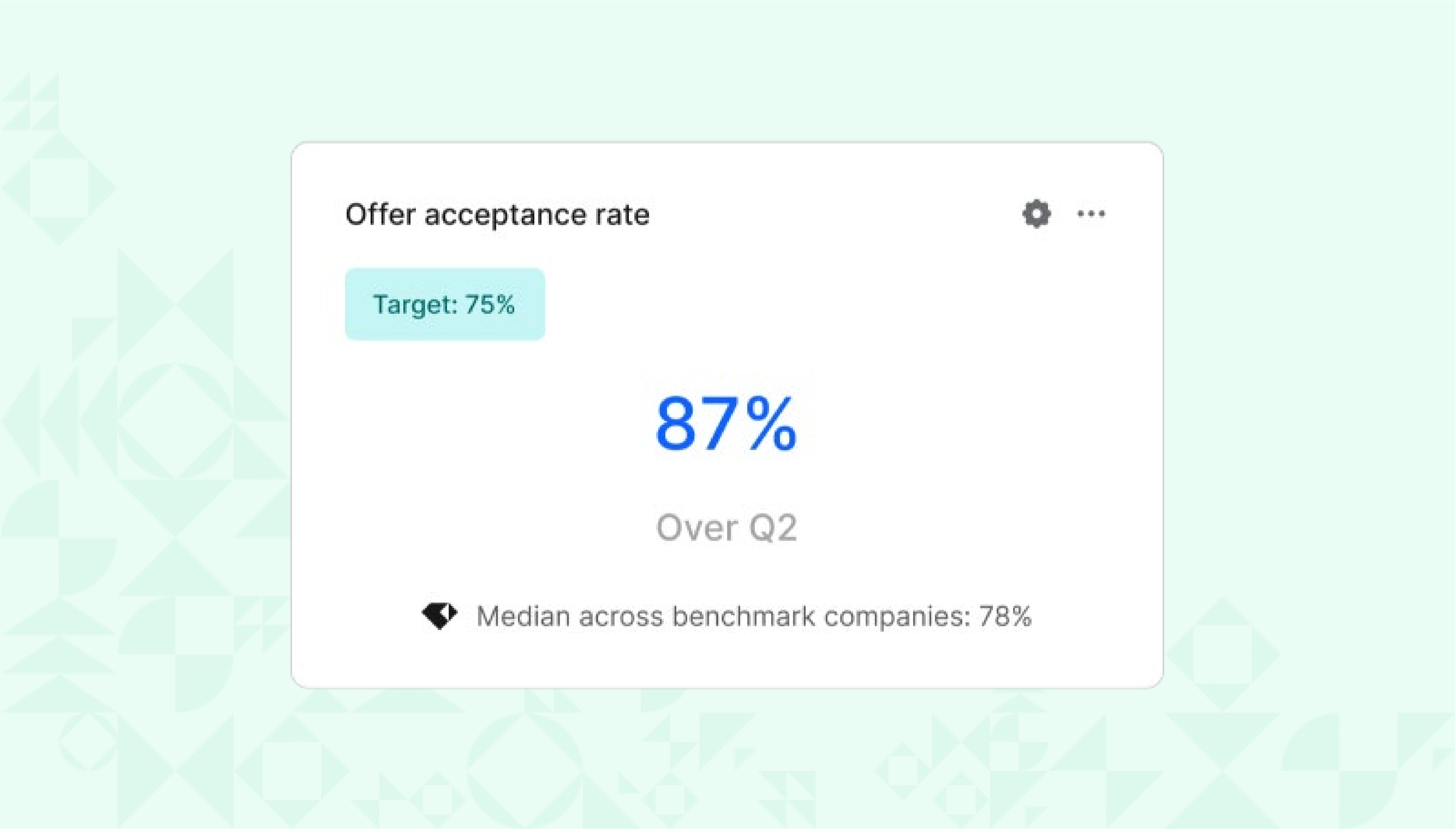


Pro Tip

When tracking metrics like time to fill and time to hire, keep in mind that "good" looks different by industry, department, and seniority. For example, the time to fill a senior-level software engineer role will likely be much greater than the time it takes to fill an entry-level sales role.

Offer acceptance rate

Offer acceptance rate (OAR) looks at the percentage of offers extended that are accepted in a given quarter. A strong OAR indicates that your TA team has brought high-quality candidates, moved them through the process smoothly, and extended enticing offers. In Gem, you can also look at industry benchmarks for offer acceptance rates to gauge relative performance.



Offer decline reasons

Adding offer decline reasons to your hiring dashboard will allow you to keep better track of the reasons candidates are rejecting offers and offer guidance on how to ensure fewer rejections in the future.

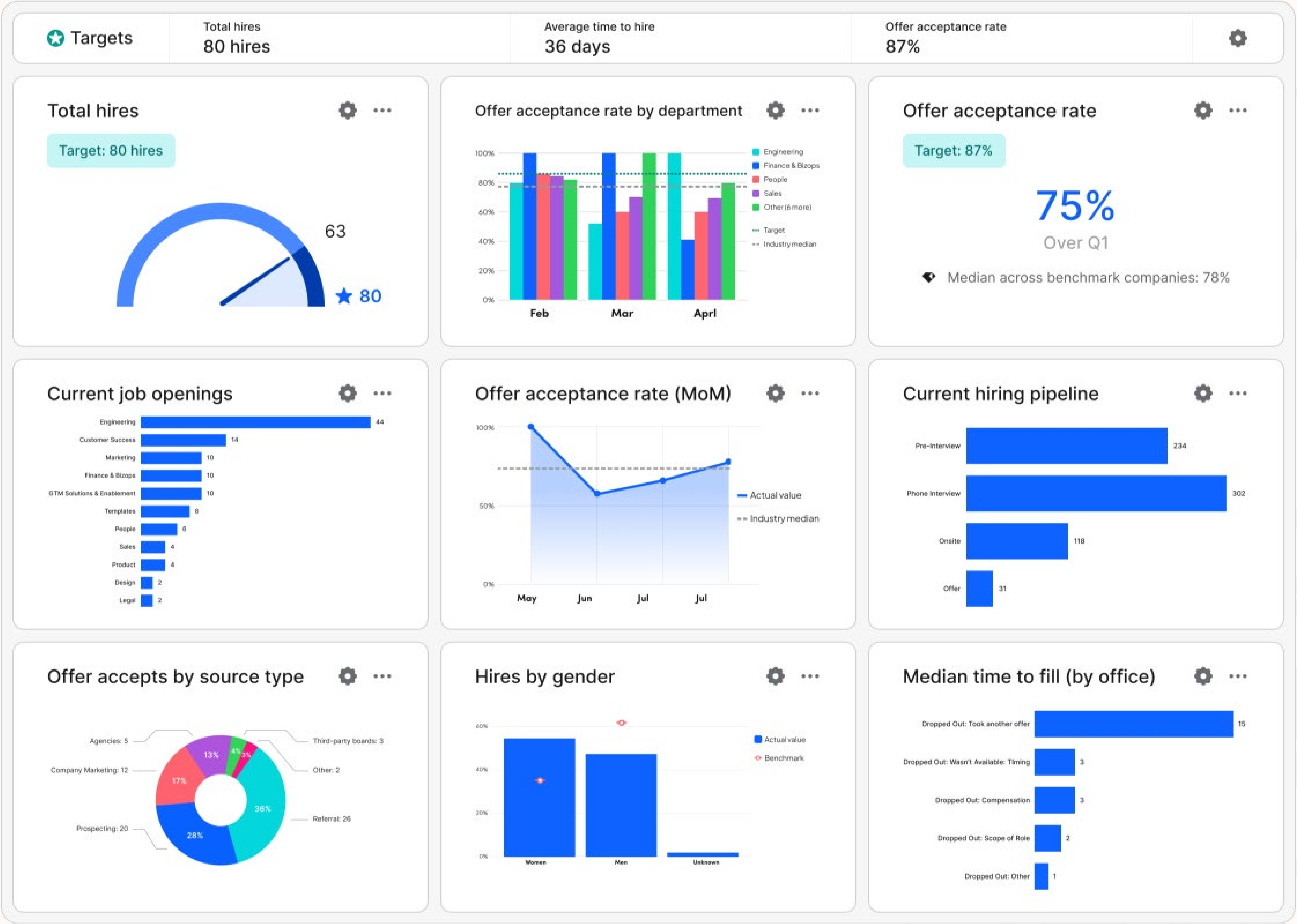
For example, if you see a spike in candidates rejecting offers due to compensation, it's possible that your package for a certain role is not competitive with the market. This is a powerful signal you can share with leadership to petition for an increase in salary or benefits for that role.

The *executive summary* dashboard

The executive summary dashboard is a high-level overview of the current state of recruiting and progress toward growth goals. Think of it as a birds-eye view of the recruiting landscape—how well your process is working, whether or not you're on track to meet your hiring goals, what parts of the process are running smoothly, and what parts may need some help. Creating a dedicated executive hiring dashboard will allow you to strengthen the partnership between TA and organizational leadership and provide a source of truth for making better strategic decisions.

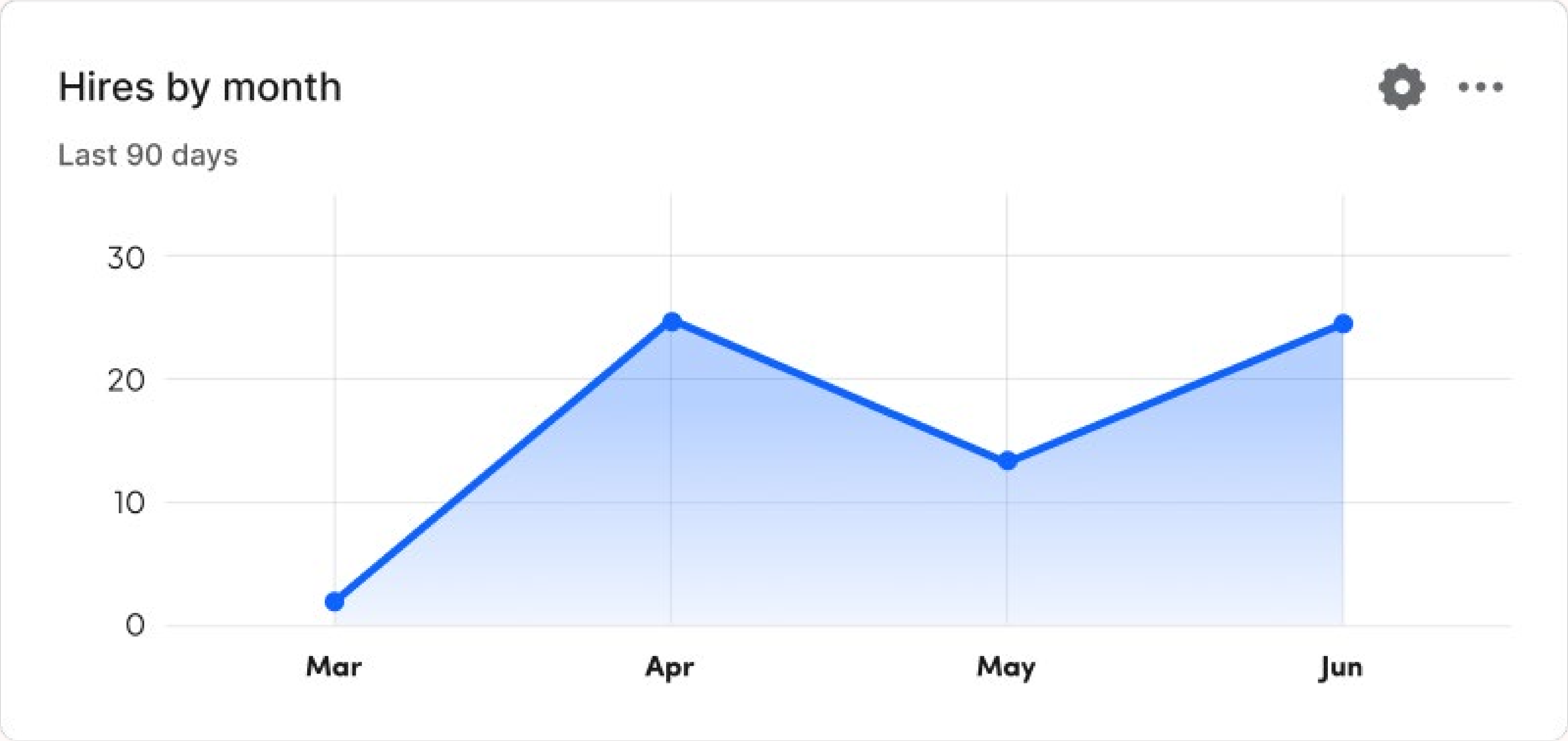
Metrics for the executive summary dashboard

- All metrics in the “essential” hiring dashboard
- Hires by month
- Job openings by department
- Offer acceptance rate by month
- Offer accepts by source
- Offer accepts by department
- Hires by demographic



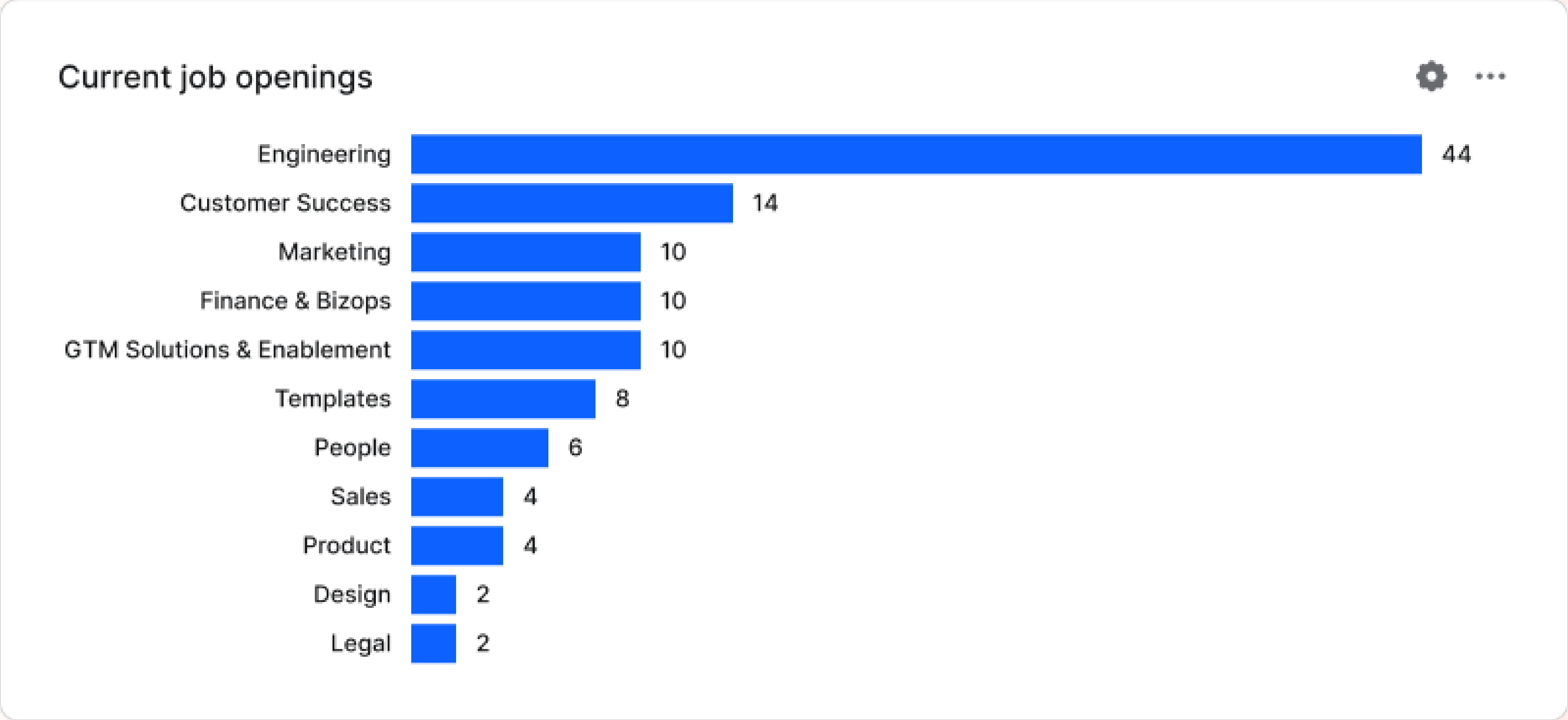
Hires by month

Hires by month allows you to see how hiring is trending at you're your organization and how your company is growing over time. This metric is also incredibly valuable for showing leadership how the efforts of your TA team are paying off.



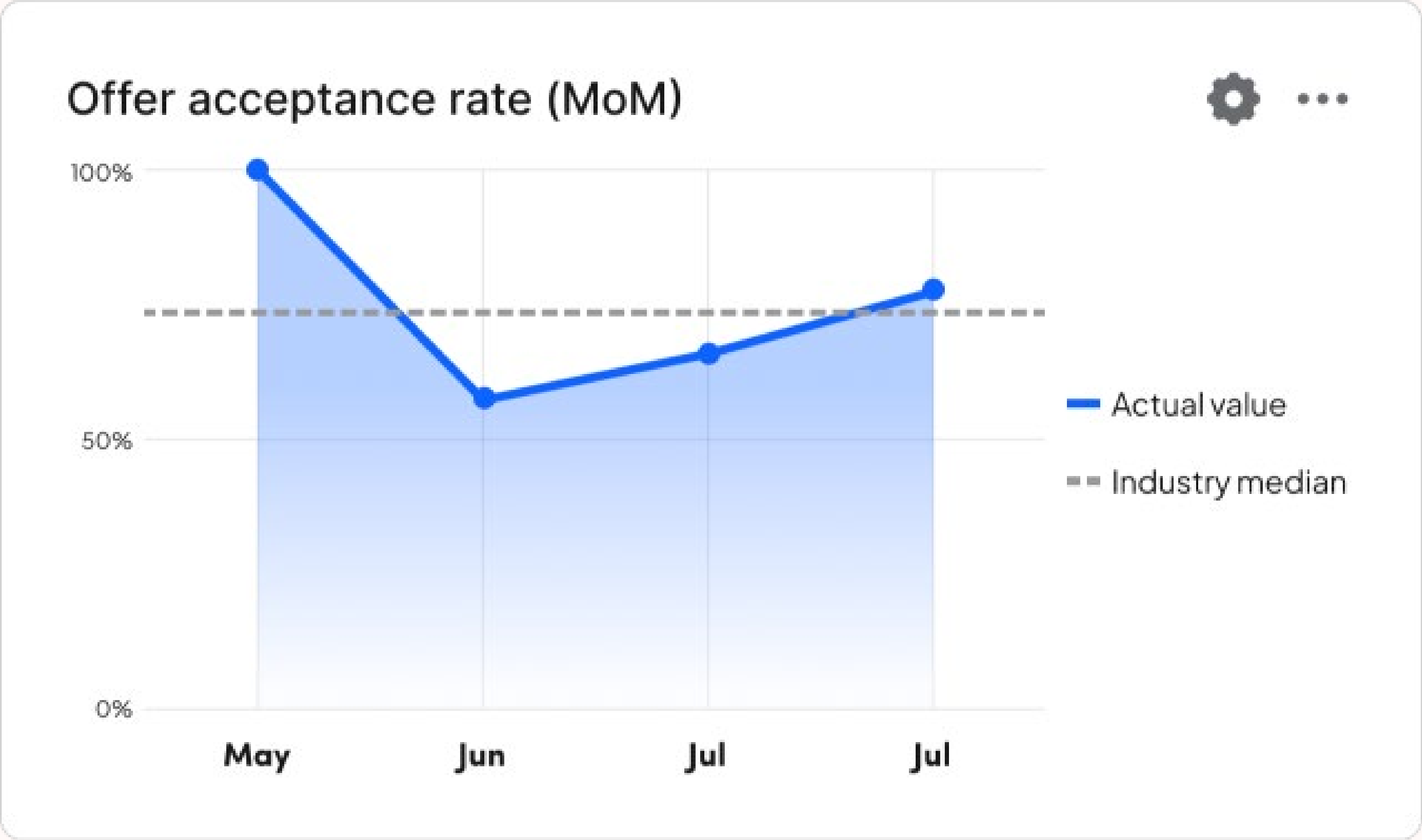
Job openings by department

Job openings by department narrows the focus of your dashboard when presenting to different departments. It facilitates open discussions with leadership about whether or not teams will have the headcount to meet their strategic goals or where your TA team should shift their focus to best support the overall company vision.



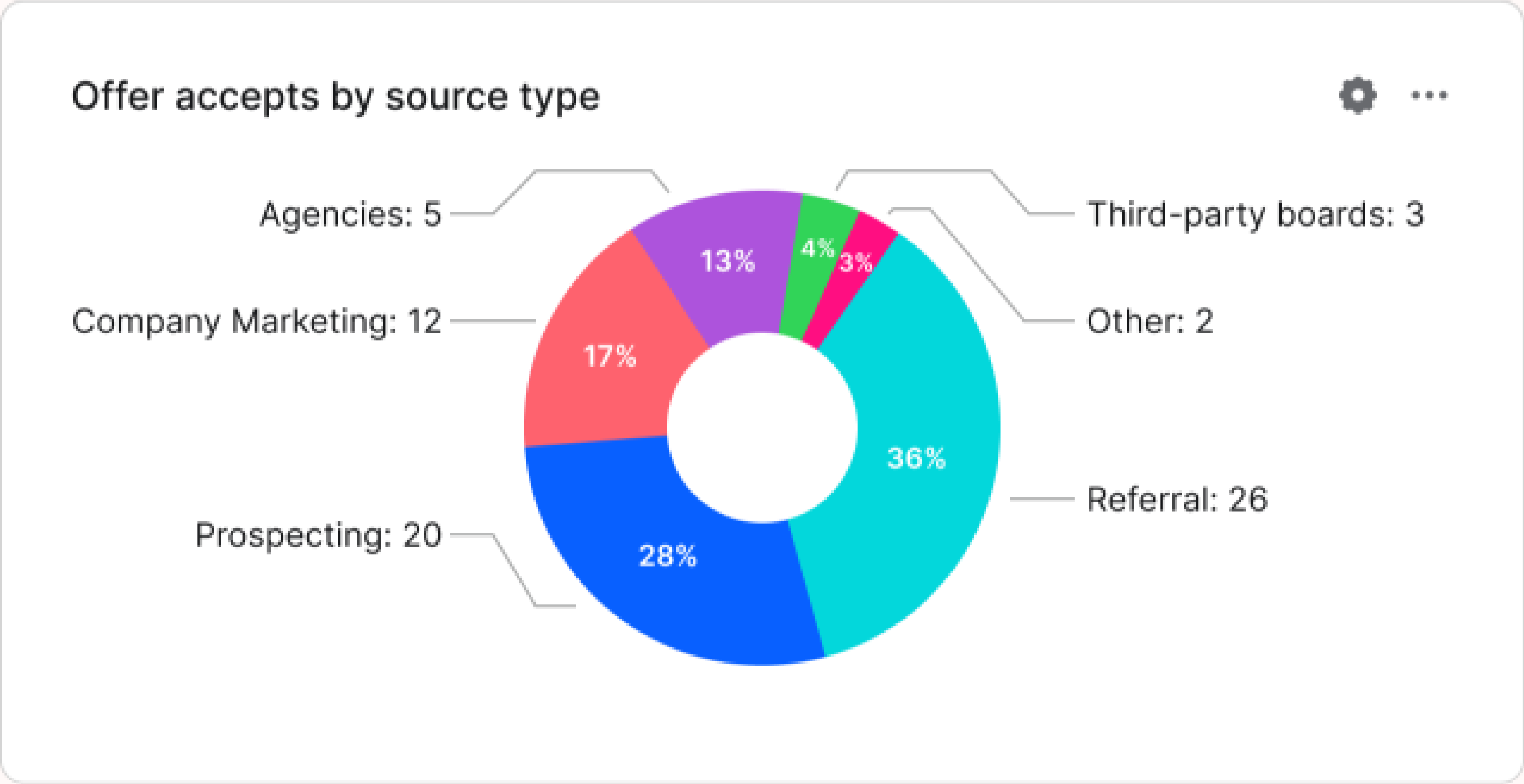
Offer acceptance rate over time

Offer acceptance rate (OAR) over time in your executive hiring dashboard will give you insight into how competitive your offers are now compared to last quarter, last year, etc. Increases in OAR are a great way to show how the effectiveness of your TA team is improving over time, while declines in OAR may indicate the need to re-evaluate your offers to make them more competitive or to be more clear about things like compensation packages earlier in the interview process.



Offer accepts by source

Just like in sales, it pays to know which channels are most fruitful in bringing in the biggest/best deals. Tracking how many hires are coming from each source (job boards, referrals, applications, sourcing, etc.) identifies which channels are most effective in bringing in talent and where you should shift resources to hit targets.

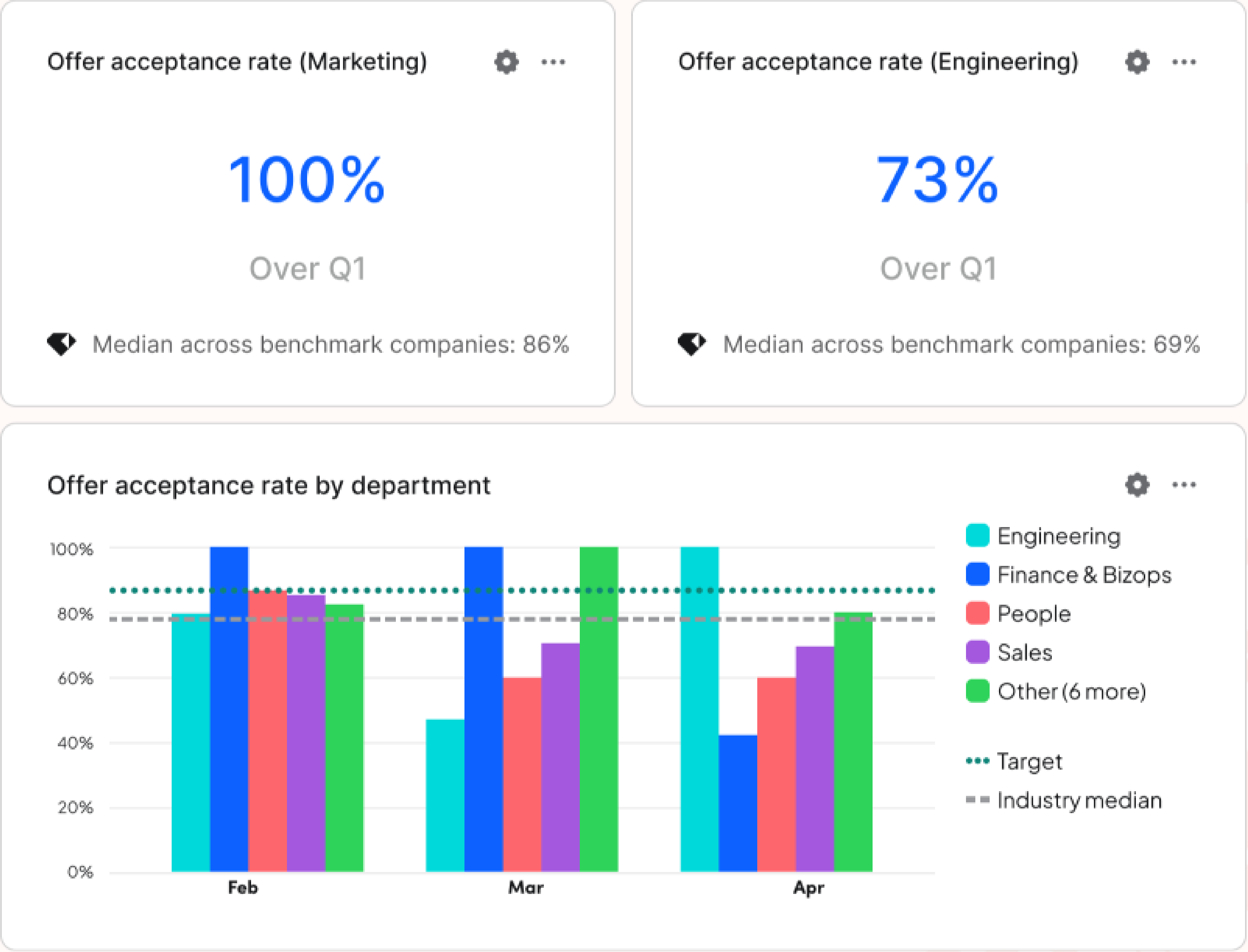


Offer acceptance rate by department

Offer acceptance rates by departments over time allow you to see changes in the market and labor force that could indicate the need for changes in your hiring process. For example, suppose you've seen a steady decline in offer acceptance rates over the past two months for Human Resources (HR) roles. This may signal increased demand for HR professionals and could mean you need to make changes to your compensation packages to secure top talent.

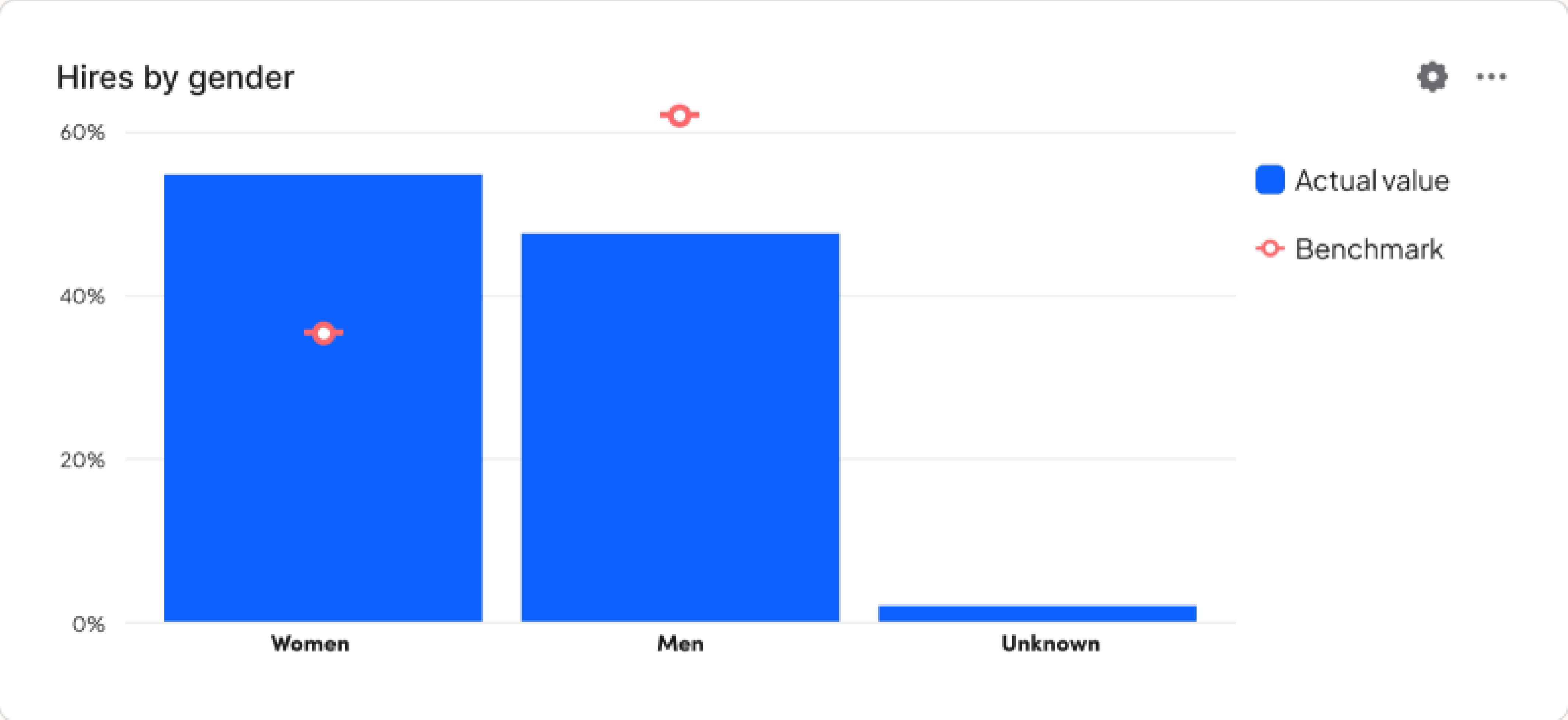
Pro Tip

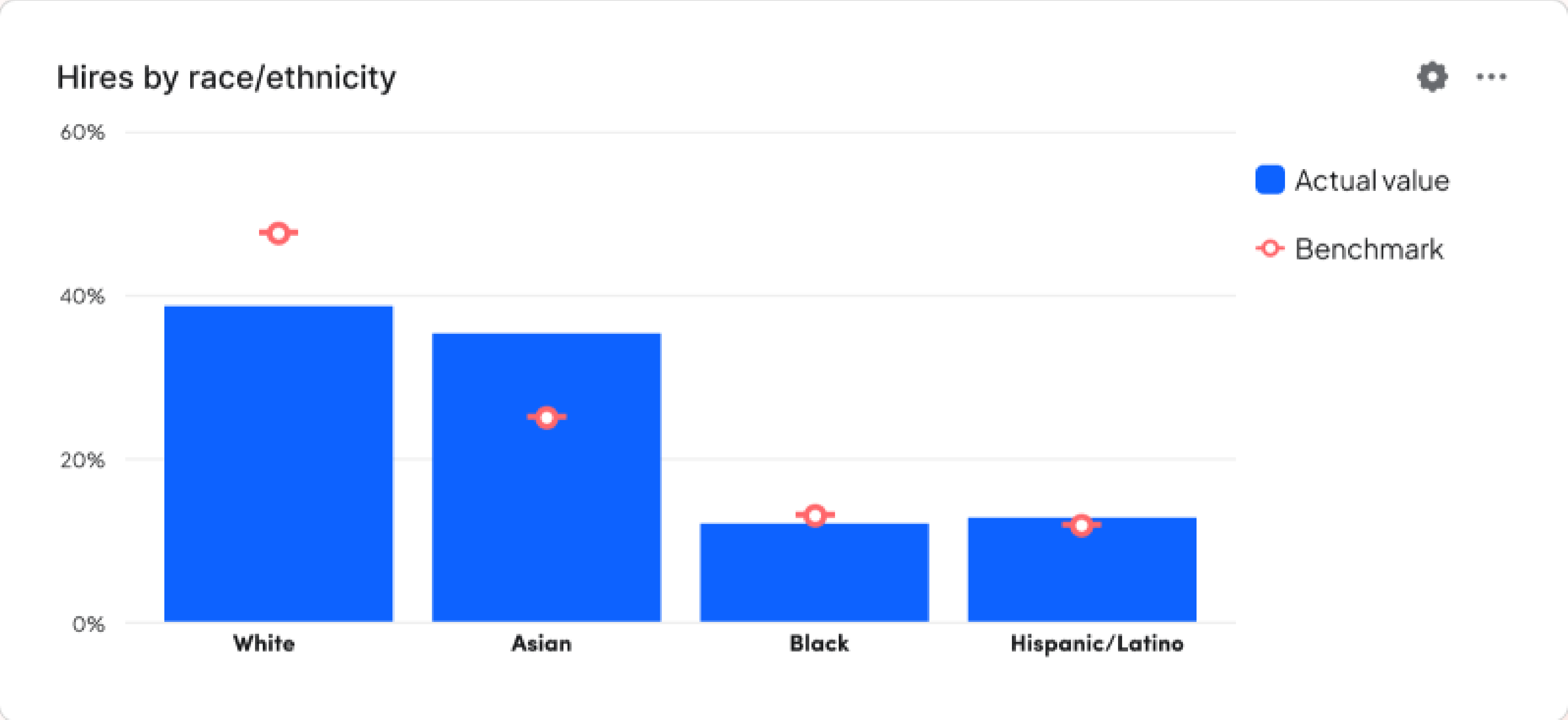
Offer acceptance rate metrics vary by industry, role type, and even company size may. In Gem, you can see benchmarks for specific departments and compare your OARs to that of similar companies based on industry, company size, location, etc.



Hires by demographic

Looking at offer acceptance rate by demographics (race, gender, etc.) will indicate how well your TA org is trending towards your DEI goals or where you may need to improve.



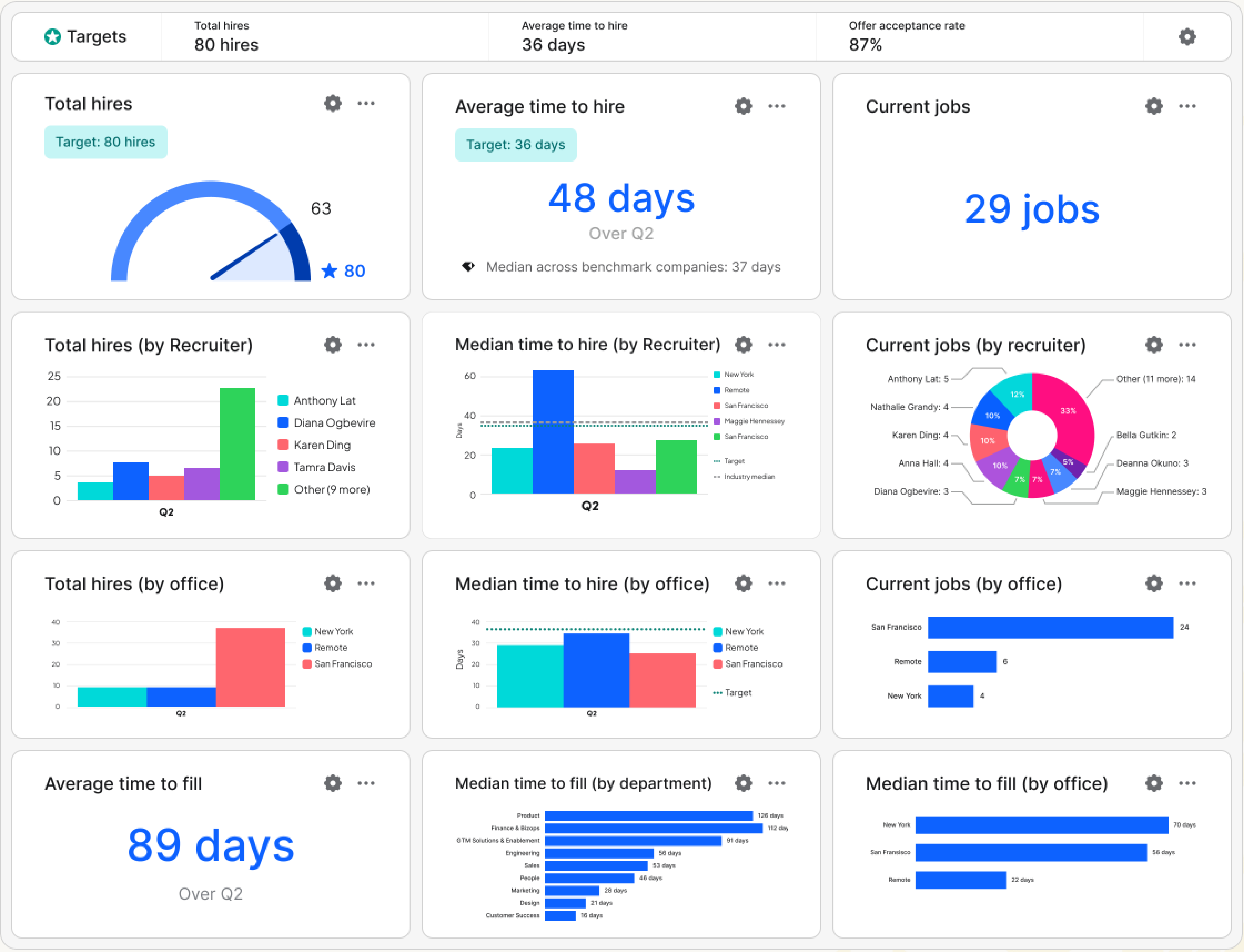


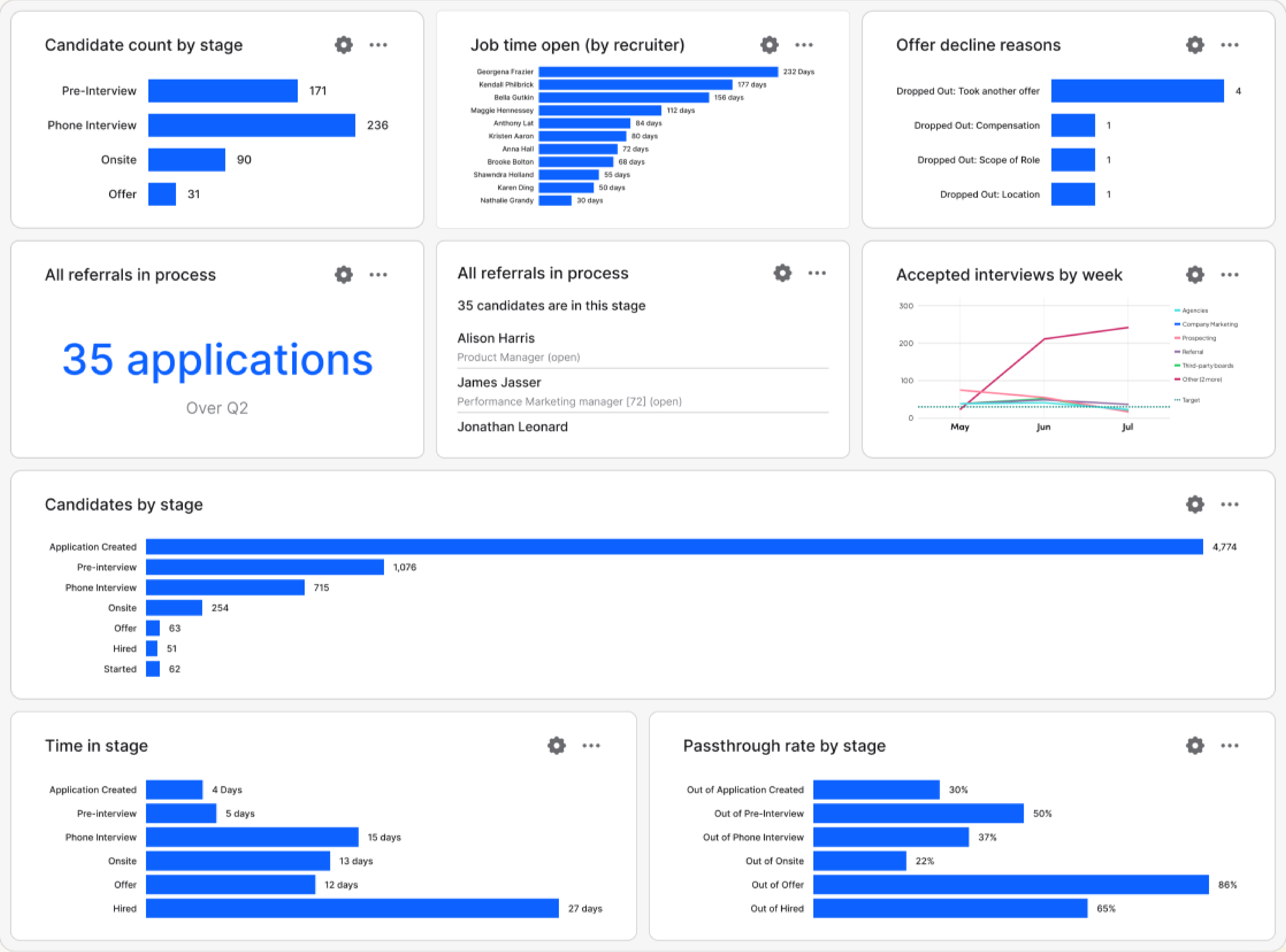
The *recruiting health* dashboard

The recruiting health dashboard assesses the efficiency and success of your TA team. This dashboard provides a more granular look at how your team's time and resources are allocated and whether or not that's moving the needle in your hiring goals. A recruiting health dashboard identifies what's working within your funnel, identify potential roadblocks, and make pivots before they impact your team's performance.

Metrics for the recruiting health dashboard

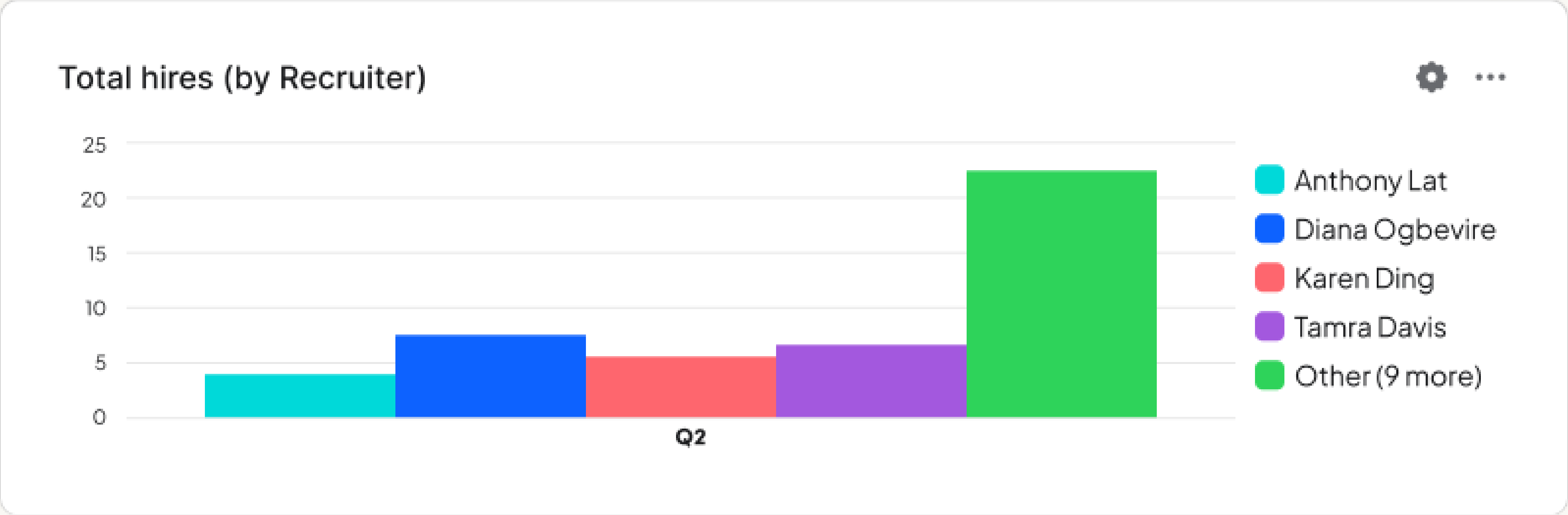
- All metrics in the essential hiring dashboard
- Total hires by recruiter
- Time to hire by recruiter
- Current open jobs by recruiter and location
- Total hires by office
- Time to hire by office
- Current job openings by office
- Time to fill by department and location
- Job time open by recruiter
- Referral stats
- Outreach stats
- Time in interview stage
- Passthrough rate by stage




Candidate count by stage
Pre-Interview 171
Phone Interview 236
Onsite 90
Offer 31
Job time open (by recruiter)
Georgena Frazier 232 Days
Kendall Philbrick 177 days
Bella Gutkin 156 days
Maggie Hennessey 112 days
Anthony Lat 84 days
Kristen Aaron 80 days
Anna Hall 72 days
Brooke Bolton 68 days
Shawndra Holland 55 days
Karen Ding 50 days
Nathalie Grandy 30 days
Offer decline reasons
Dropped Out: Took another offer 4
Dropped Out: Compensation 1
Dropped Out: Scope of Role 1
Dropped Out: Location 1
All referrals in process
35 applications
Over Q2
All referrals in process
35 candidates are in this stage
Alison Harris
Product Manager (open)
James Jasser
Performance Marketing manager (72) (open)
Jonathan Leonard
Accepted interviews by week
300
200
100
0
May
Jun
Jul
Agencies
Company Marketing
Prospecting
Referral
Third-party boards
Other (2 more)
Target
Candidates by stage
Application Created 4,774
Pre-interview 1,076
Phone Interview 715
Onsite 254
Offer 63
Hired 51
Started 62
Time in stage
Application Created 4 Days
Pre-interview 5 days
Phone Interview 15 days
Onsite 13 days
Offer 12 days
Hired 27 days
Passthrough rate by stage
Out of Application Created 30%
Out of Pre-Interview 50%
Out of Phone Interview 37%
Out of Onsite 22%
Out of Offer 86%
Out of Hired 65%

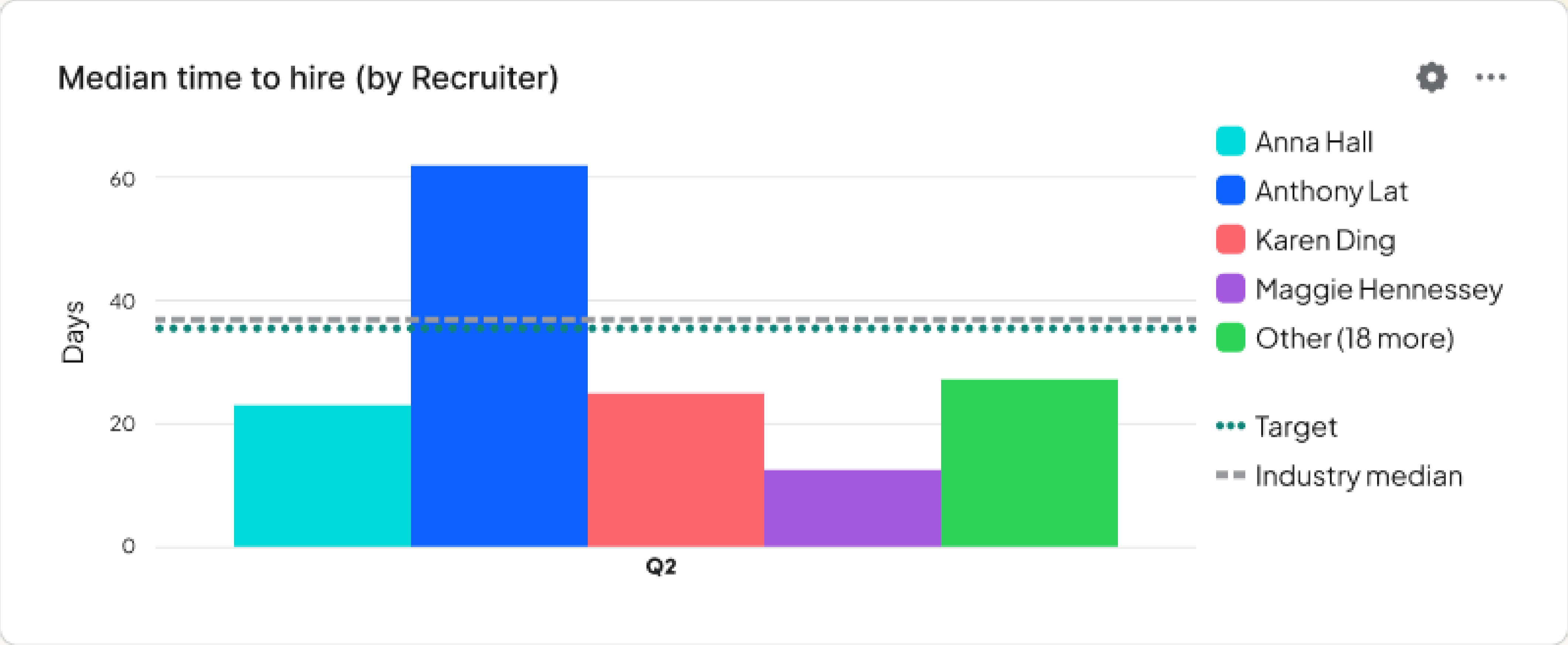
Total hires by recruiter

Total hires by recruiter makes it easy to visualize the performance of your team. However, it's important to make sure you're doing an apples-to-apples comparison of the roles each recruiter is tasked with hiring (i.e., same department, experience level, etc.). For example, a recruiter hiring for an entry-level sales role will likely have a much easier time filling their reqs than a recruiter hiring for a senior product designer. Alternatively, if all recruiters are responsible for hiring across similar levels, departments, etc., you can use this metric to see which recruiters are doing well and which ones may need some help—there may be best practices that certain recruiters use to drive more hires and those should be adopted across the team.



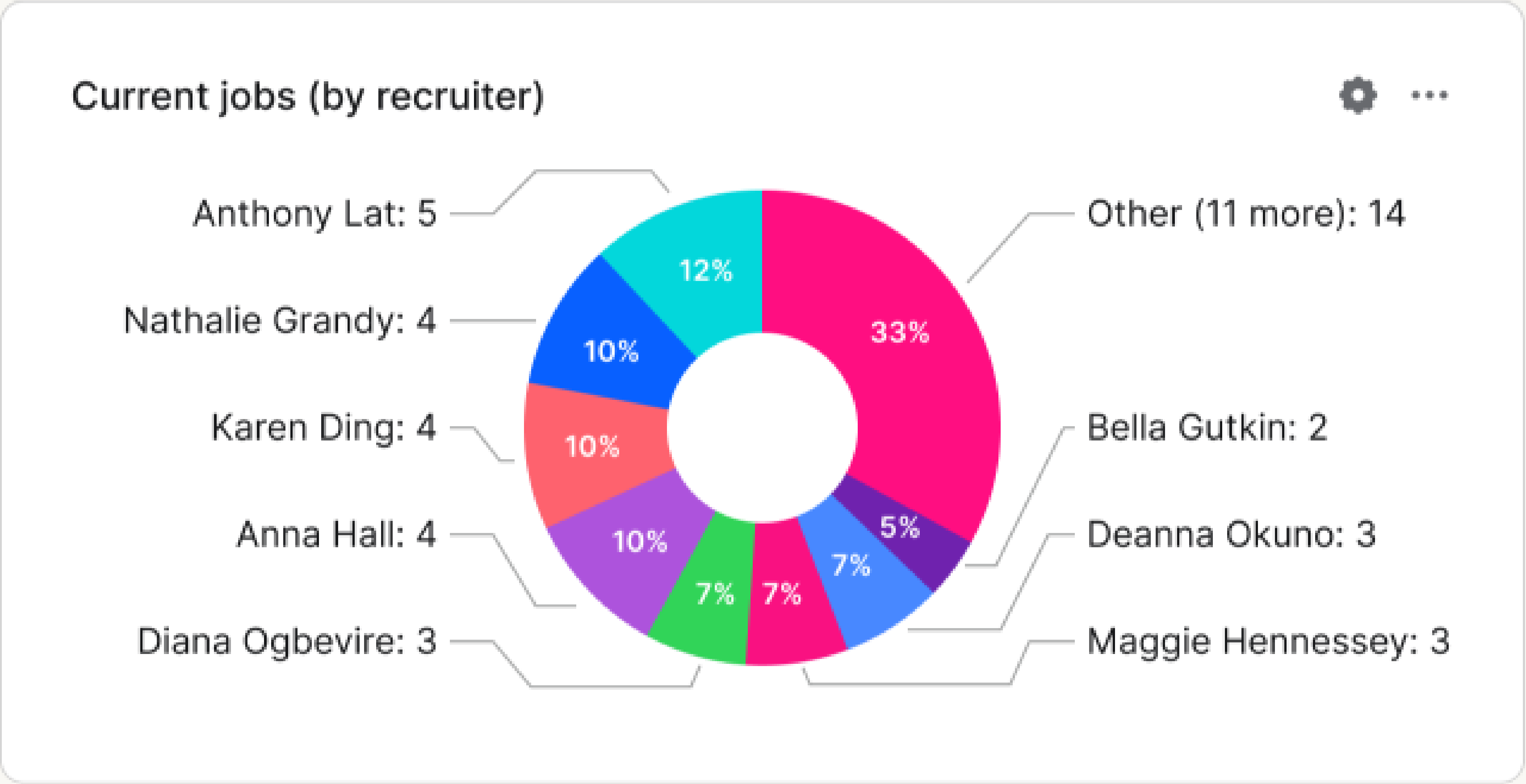
Median time to hire by recruiter

Median time to hire is an indicator of recruiter performance as it relates to speed, but again, it needs to be looked at through the lens of what type of roles each recruiter is responsible for hiring.



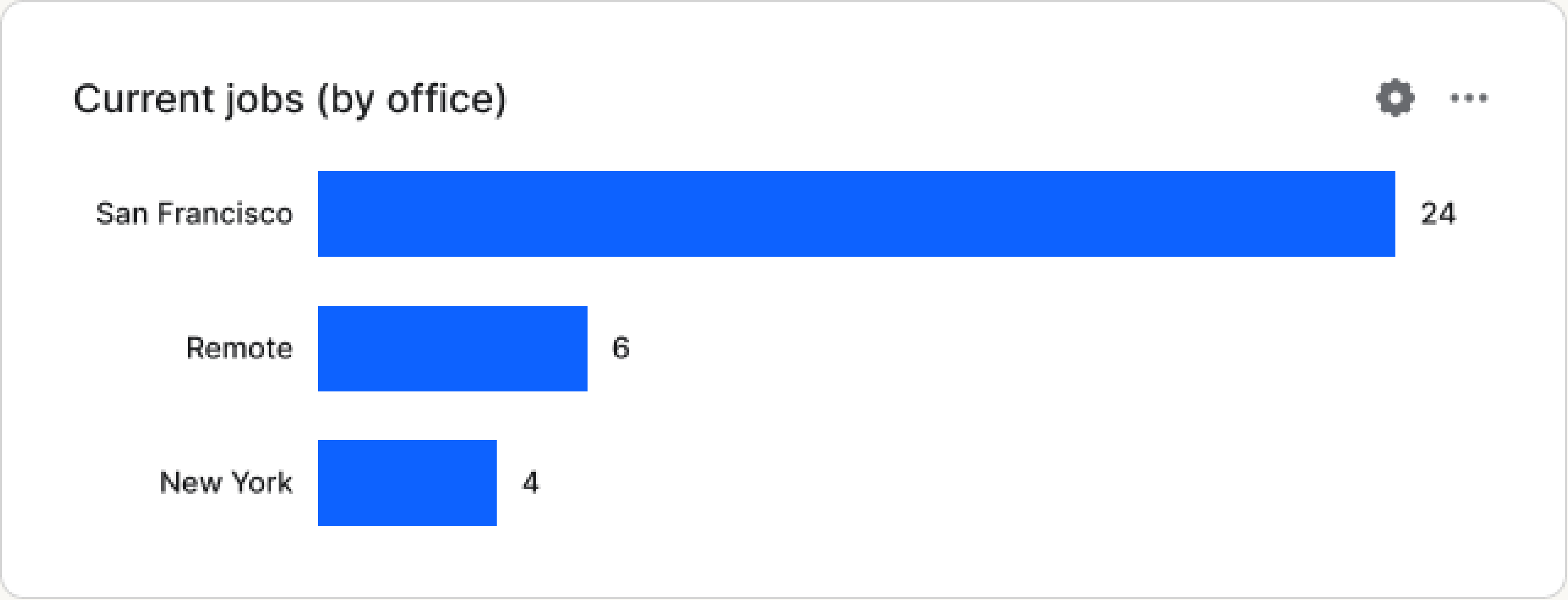
Current open jobs by recruiter

Current job openings by recruiter will give you an idea of each team member's workload and allow you to distribute new reqs fairly among them. This will ensure that none of your recruiters become burnt out by too many job reqs, and none are left with no reqs and feel abandoned.



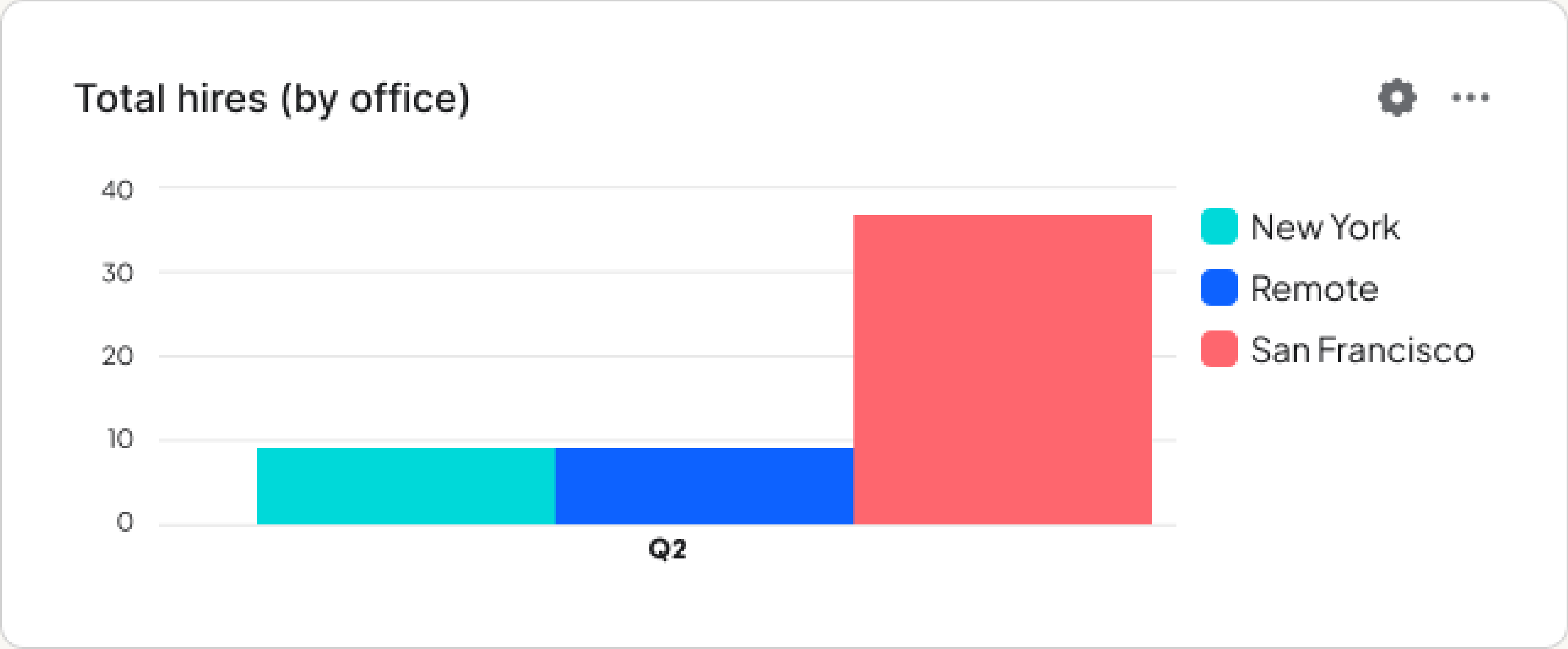
Current job openings by location

Current job openings by location provide insight into the downstream impacts on things like office space, manager-to-employee ratios, remote employee experience, etc. From a TA leader's perspective, this metric can help you plan where to add your next recruiter(s) and operate as a trusted business partner to Finance and HR.



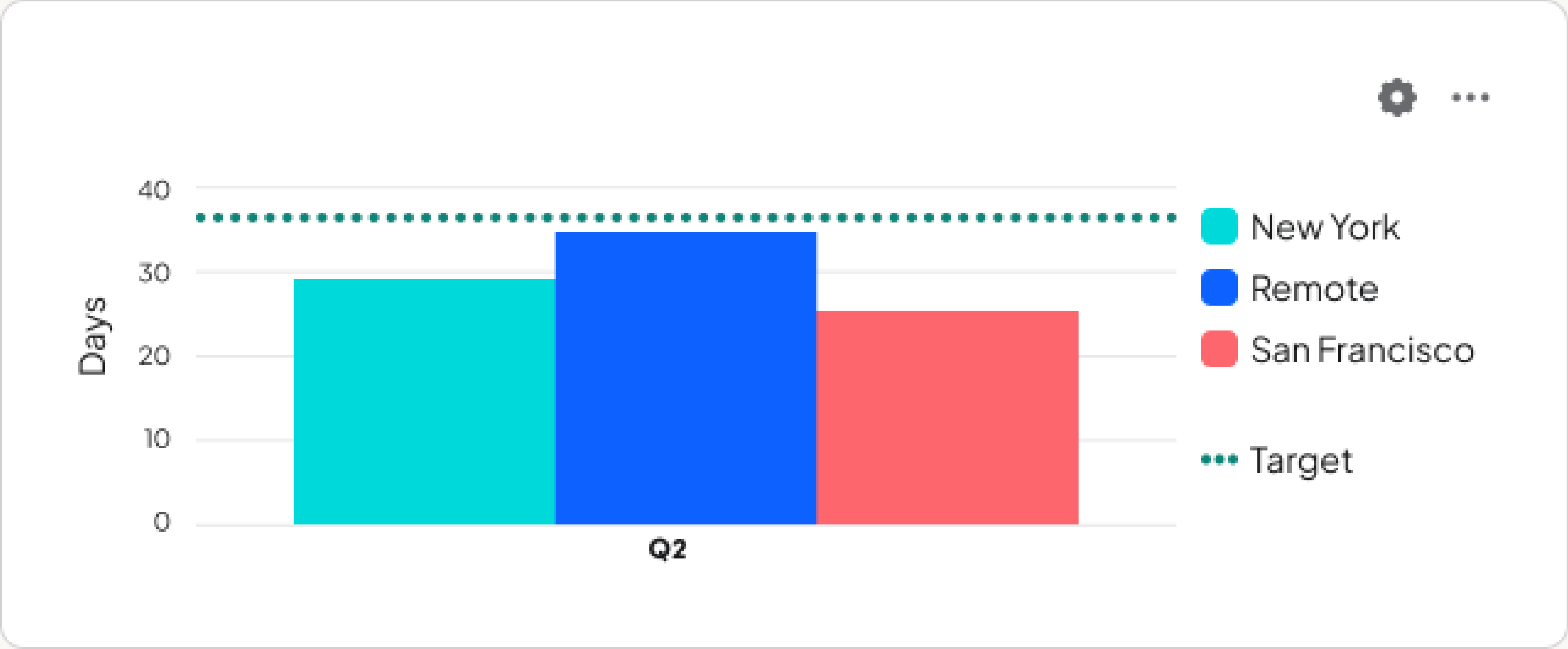
Total hires by location

Hires by location provides visibility into which offices are succeeding in their hiring goals and how remote hiring stacks up against office-based hiring. These insights can help you plan your company's workforce distribution strategy.



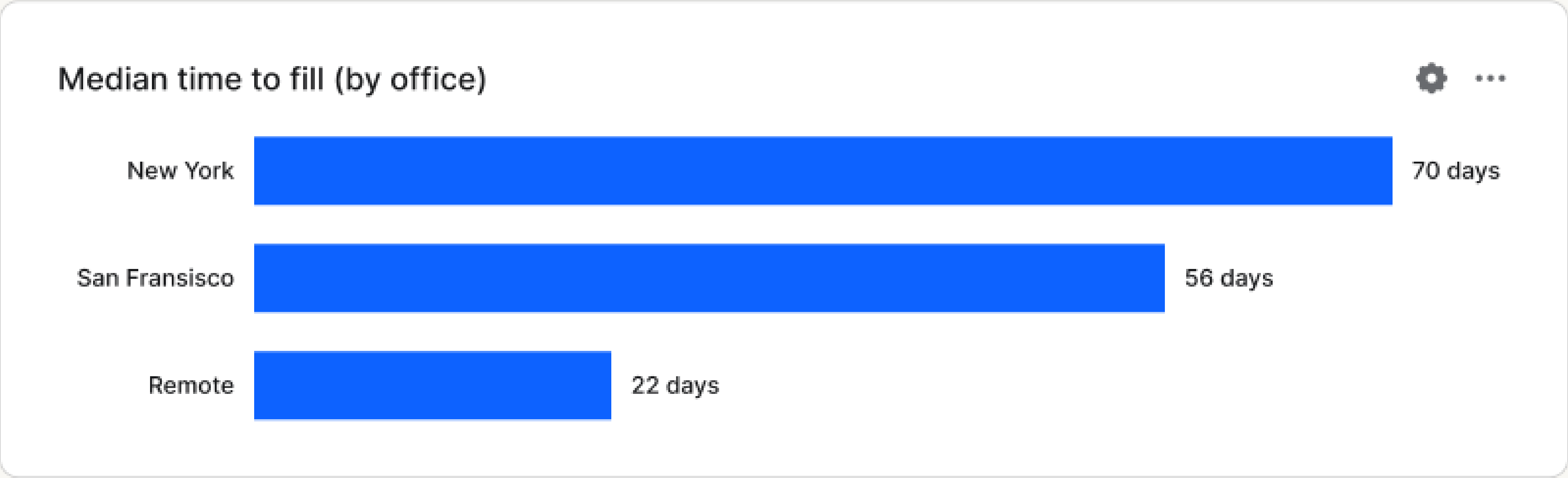
Median time to hire by location

Time to hire by office gives you an internal benchmark into hiring speeds across various locations, and could be a useful data point for recruiter productivity. For roles where the location can be flexible, keeping track of which locations make the fastest hires is pivotal insight for recruiters.



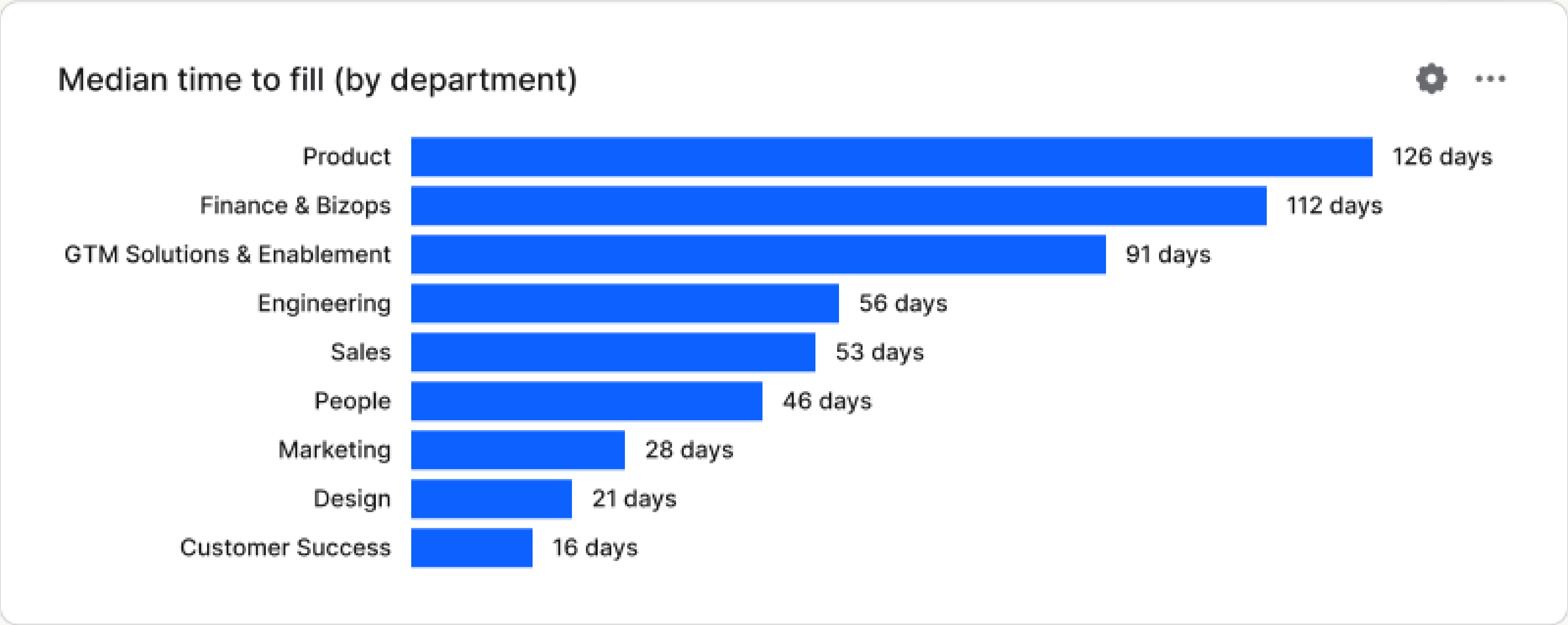
Median time to fill by location

Looking at time to fill by office, especially when paired with industry market data, can help you set the right expectations with Finance and HR and offer valuable insight into strategic decisions about new office locations.



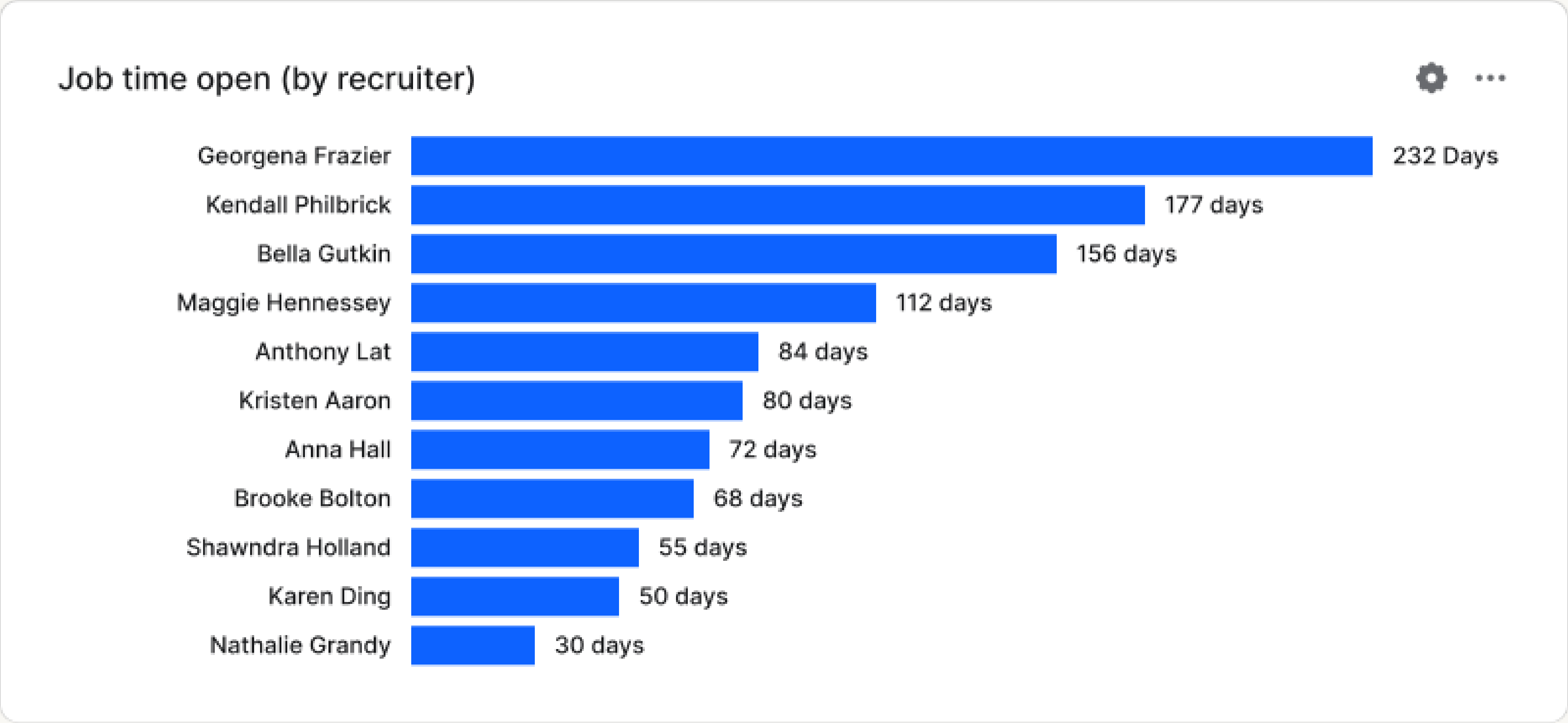
Median time to hire by department

Most departments have vastly different interview processes, hiring managers, and interviewers, so having breakdown of time-to-hire by department gives you more practical insight. Using the median, rather than average, will also cut out some edge cases giving you a better overall picture of how long it takes to fill a role.



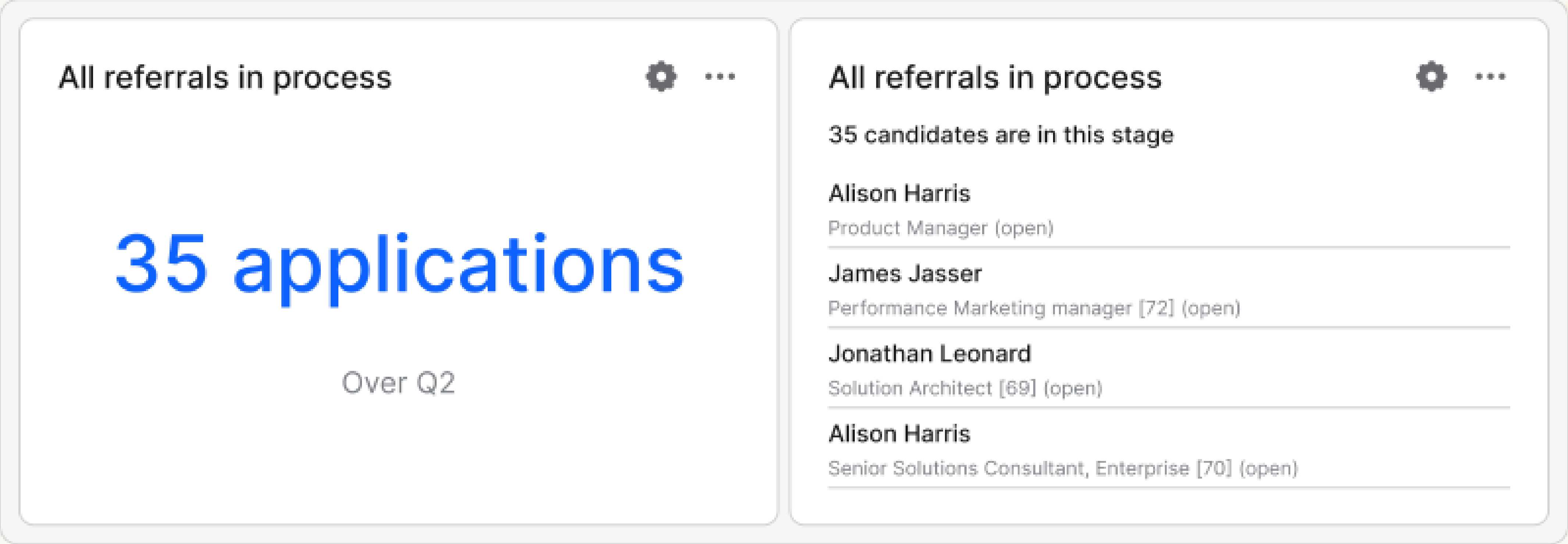
Job time open by recruiter

Looking at job time open by recruiter can identify strong and weak performers. It also surfaces opportunities for introducing training and best practices that need to be shared from top performers.



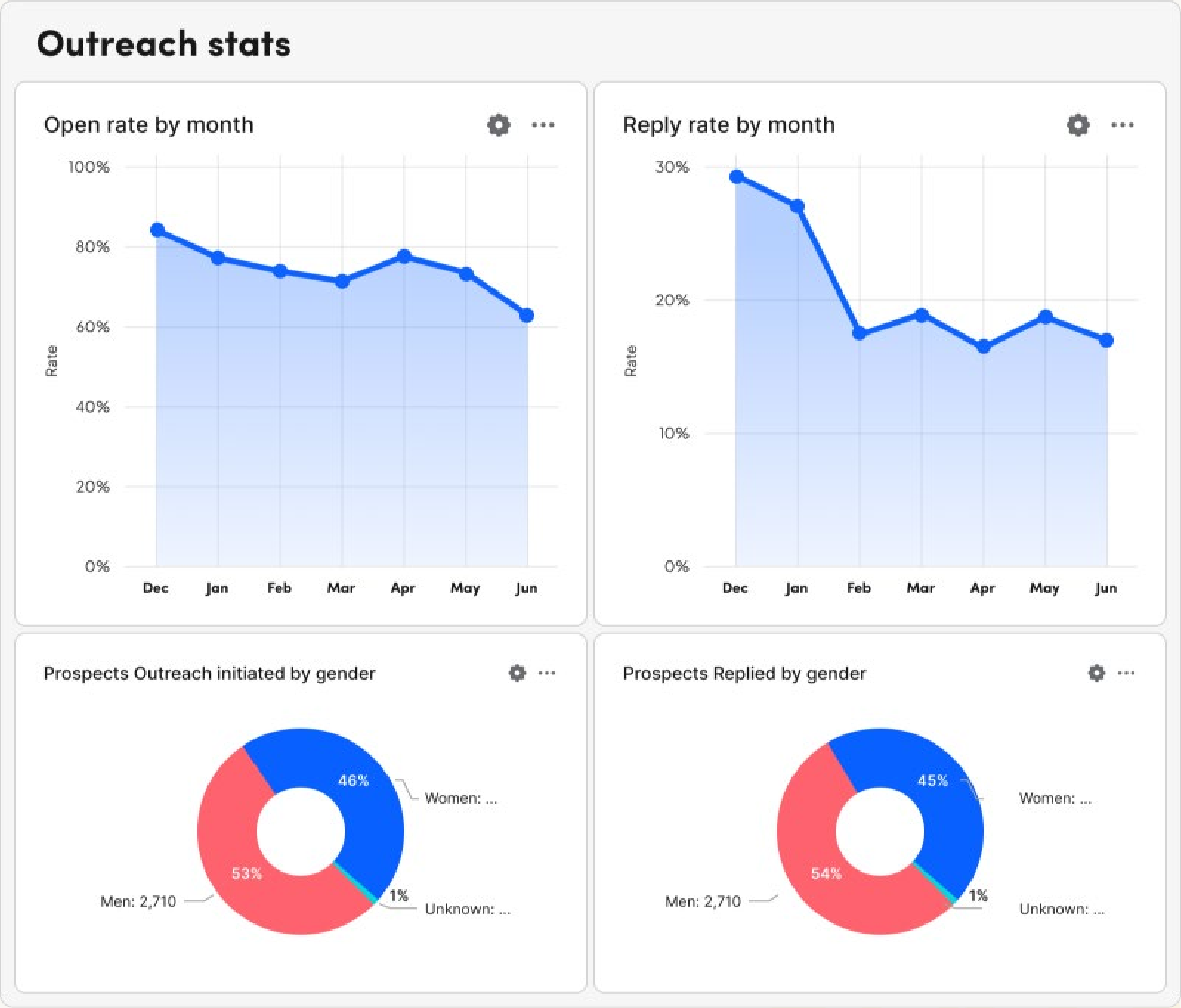
Referrals in process

Adding referral information to your hiring dashboard gives you visibility into how which candidates have been referred to ensure their experience is stellar, which ultimately ties into a strong employer brand. It's no secret that employee referrals are an extremely important source of hire. However, there's always room for improvement in this process, especially when it comes to providing a better experiences for referrals (and also the referrers).



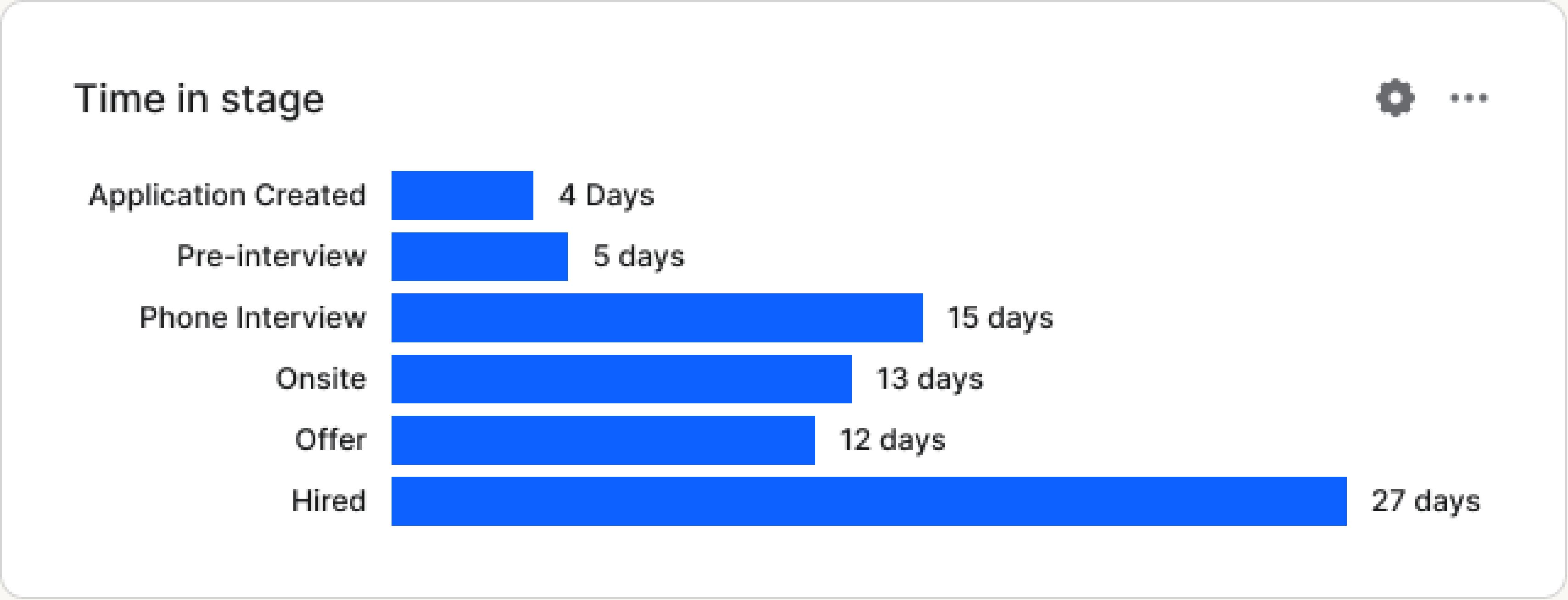
Outreach stats

Outreach stats allow you to visualize your team's sourcing efforts and how they drive impact toward hiring goals. You can identify which campaigns are driving the best hiring outcomes and which ones may need a tune-up. You can also use this data to make the business case for investing more resources in outbound recruiting if you demonstrate that sourcing is delivering higher quality candidates faster.



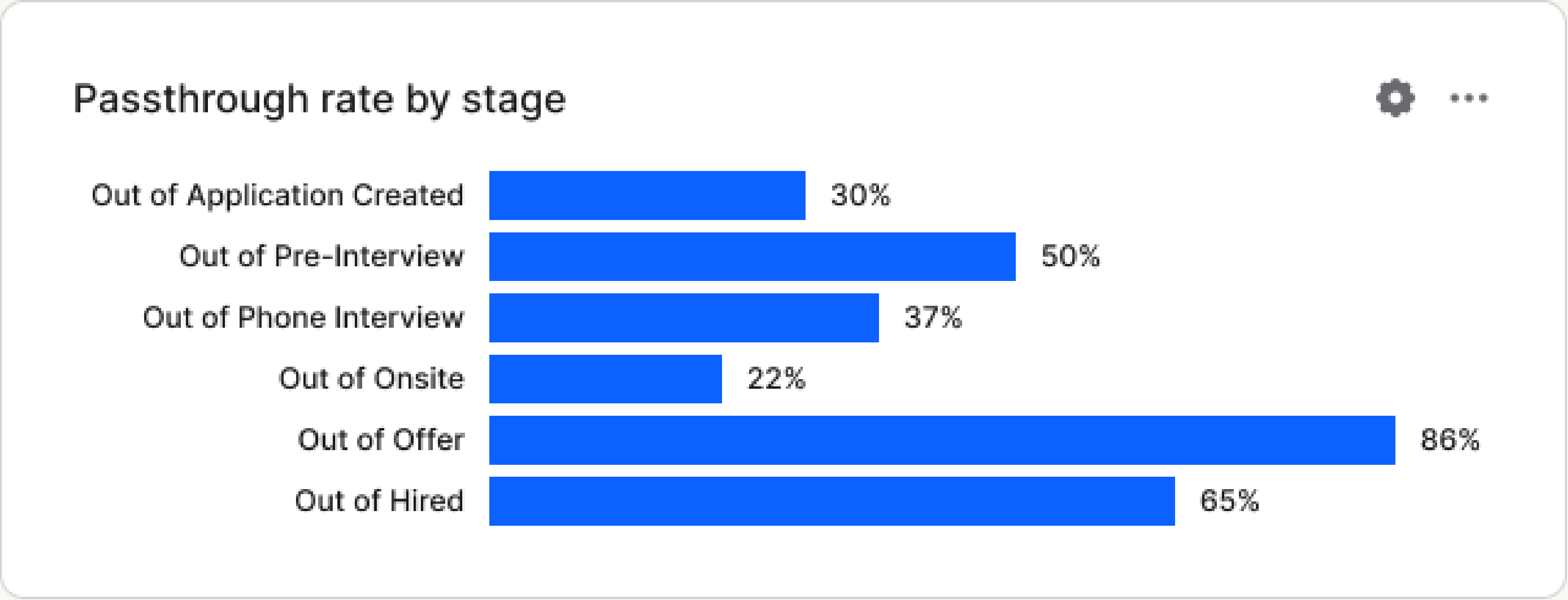
Time in interview stage

Time in interview stage allows you to visualize exactly how much time candidates are spending at each stage and where bottlenecks may be in your process. Having this visibility allows you to deploy tactics that can lower drop-off rates and improve the overall candidate experience.



Passthrough rate by stage

Similar to time in stage, passthrough rate by stage helps you spot potential bottlenecks within your hiring process. For example, if you see a significant drop in passthrough rates from pre-interview to a phone interview, this may signal a misalignment in candidate calibration between the recruiter and hiring manager.

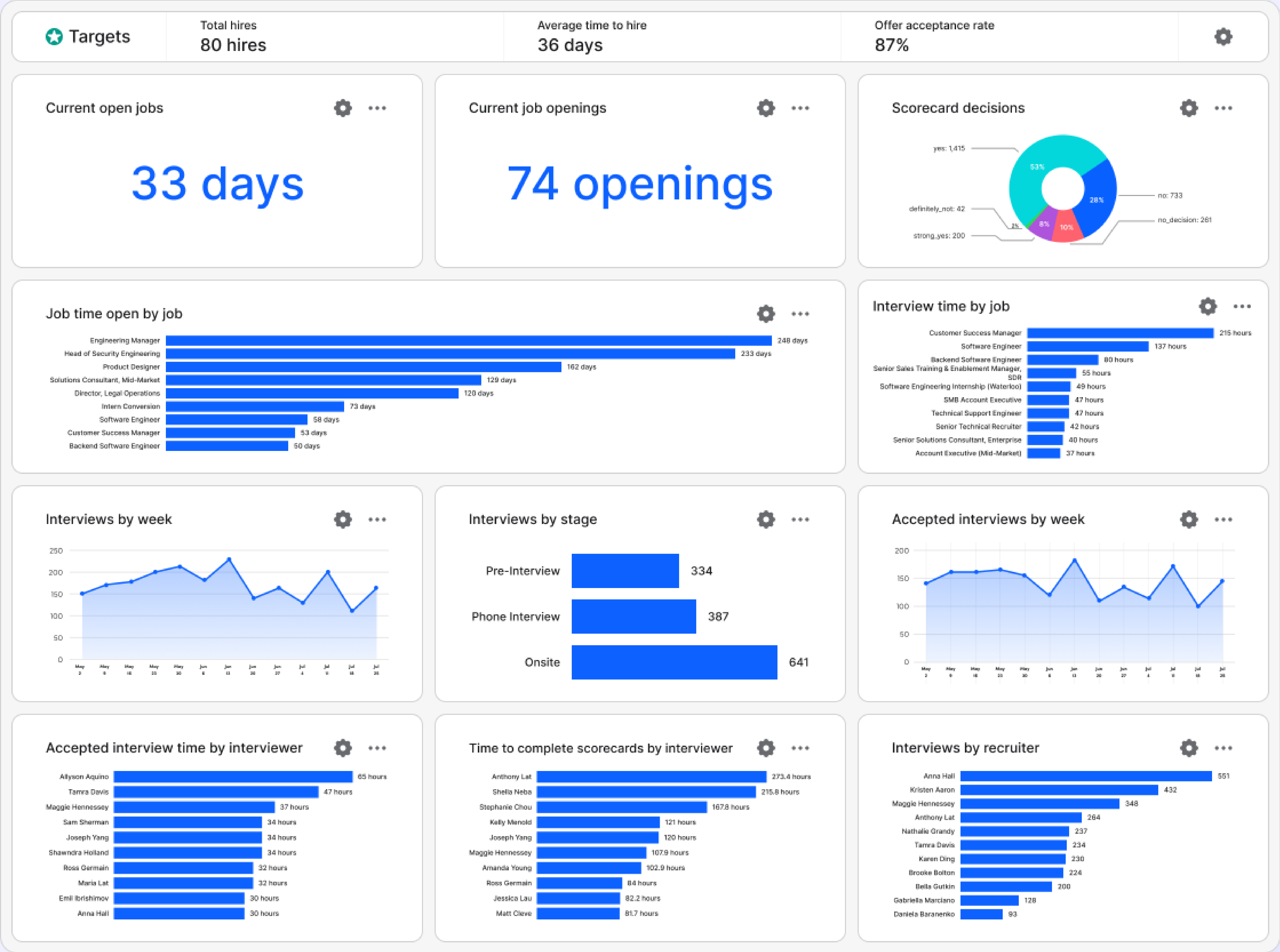


The *interview health* dashboard

Your interview health dashboard is illuminates the efficiency and operations of your recruiting process. This dashboard demonstrates where sourcers, recruiters, and interviewers are spending their time as well as the real business impact of their efforts. These data points allow you to identify potential areas in need of improvement, optimize your interview process, and manage interviewer workload.

Metrics for the interview health dashboard

- Current open jobs
- Current job openings
- Job time open
- Interview time by job
- Scorecard decisions
- Interviews by week
- Accepted interviews by week
- Interviews by stage
- Interviewer time (by interviewer)
- Accepted interviewer time (by interviewer)
- Time to complete scorecard (by interviewer)
- Interviews (by interviewer)
- Accepted interviews (by interviewer)
- Interviews by recruiter
- Interviews by coordinator

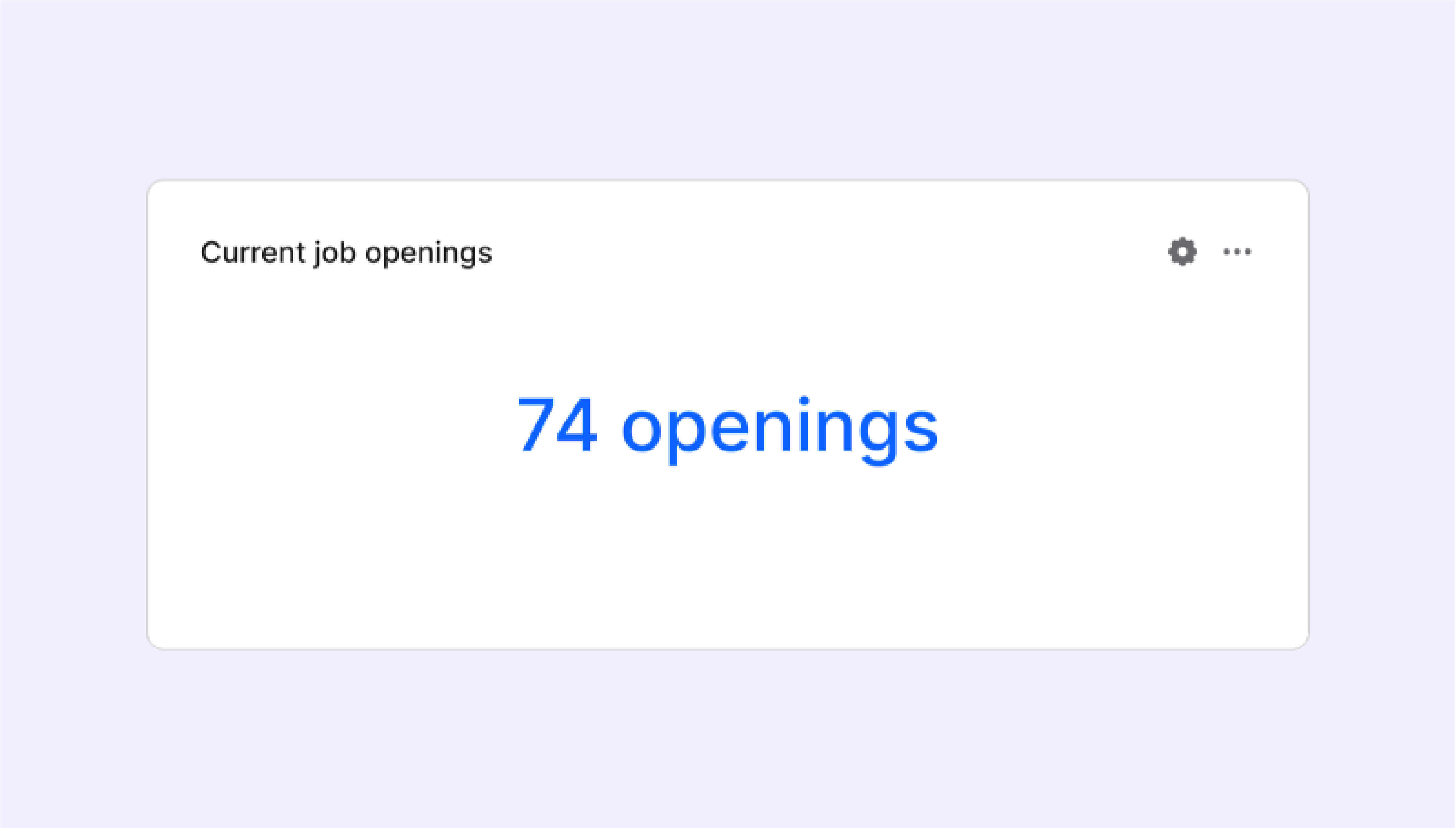


Current open jobs

Current open jobs gives you a high-level overview of the breadth of reqs your team is responsible for across the organization. For example, your organization may be hiring Mid-market AEs, Senior software engineers, and Events marketers. In this case, you would have three open jobs across three different departments.

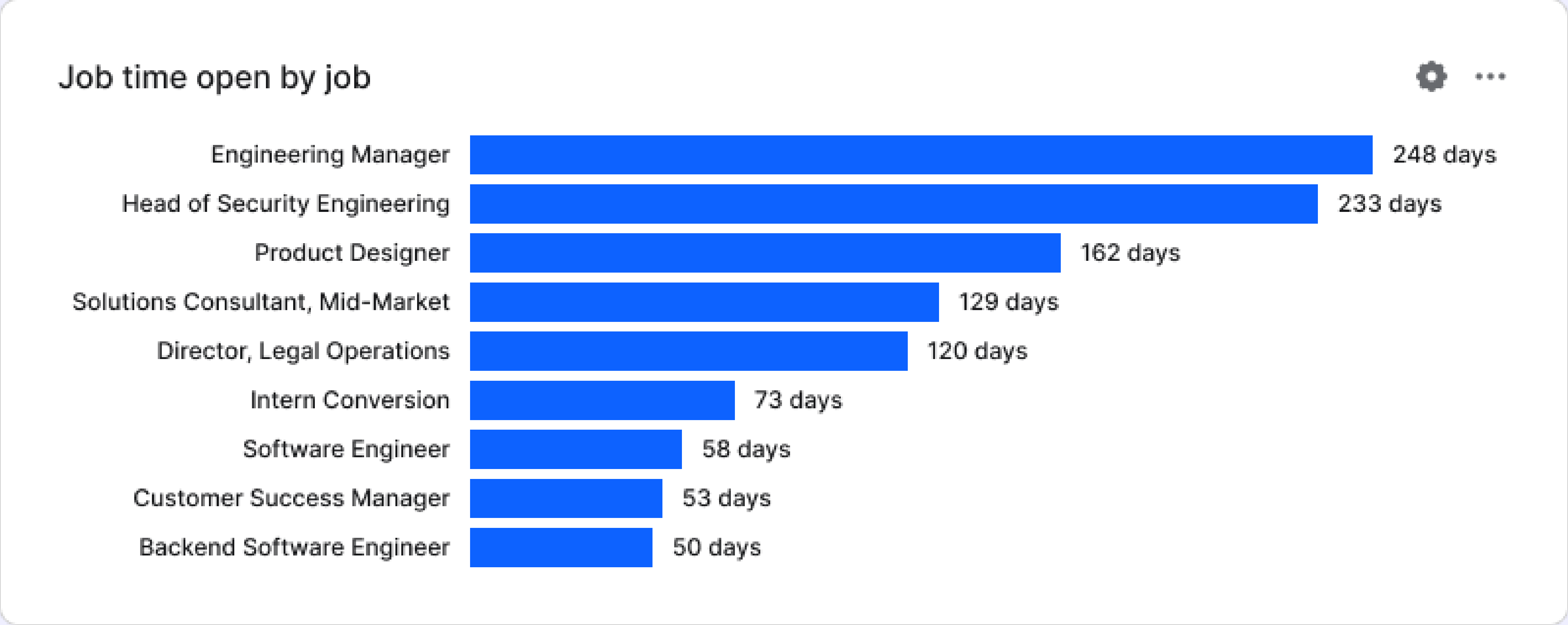
Current job openings

The current job openings metric provides the next layer of granularity from "current open jobs". This metric looks at how many of a certain type of role are available. For example, let's say you're hiring five mid-market account executives. In this case, you'd have one open job, but five job openings. This metric offers the deeper granularity you need to accurately capacity plan for your organization's growth goals.



Job time open by job

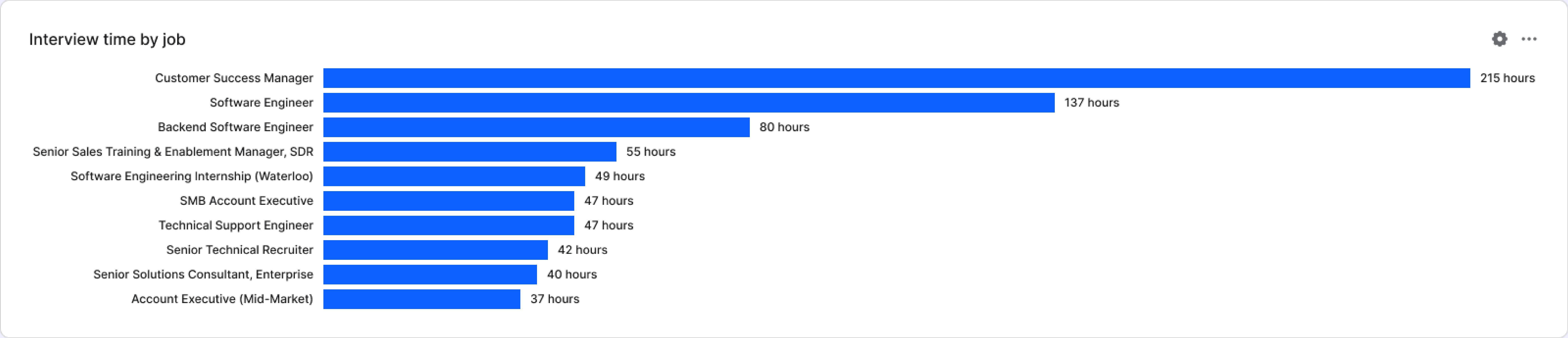
Looking at how long each job req has been open is critical in capacity planning for specific teams as it shows the lead time it will likely take to bring on new headcount. Granted, some roles by nature will have a longer hiring process than others (e.g. ones that require multiple interviews, assessments, etc.), but jobs with particularly long open times are a great place to start when looking to optimize your hiring process.



Interview time by job

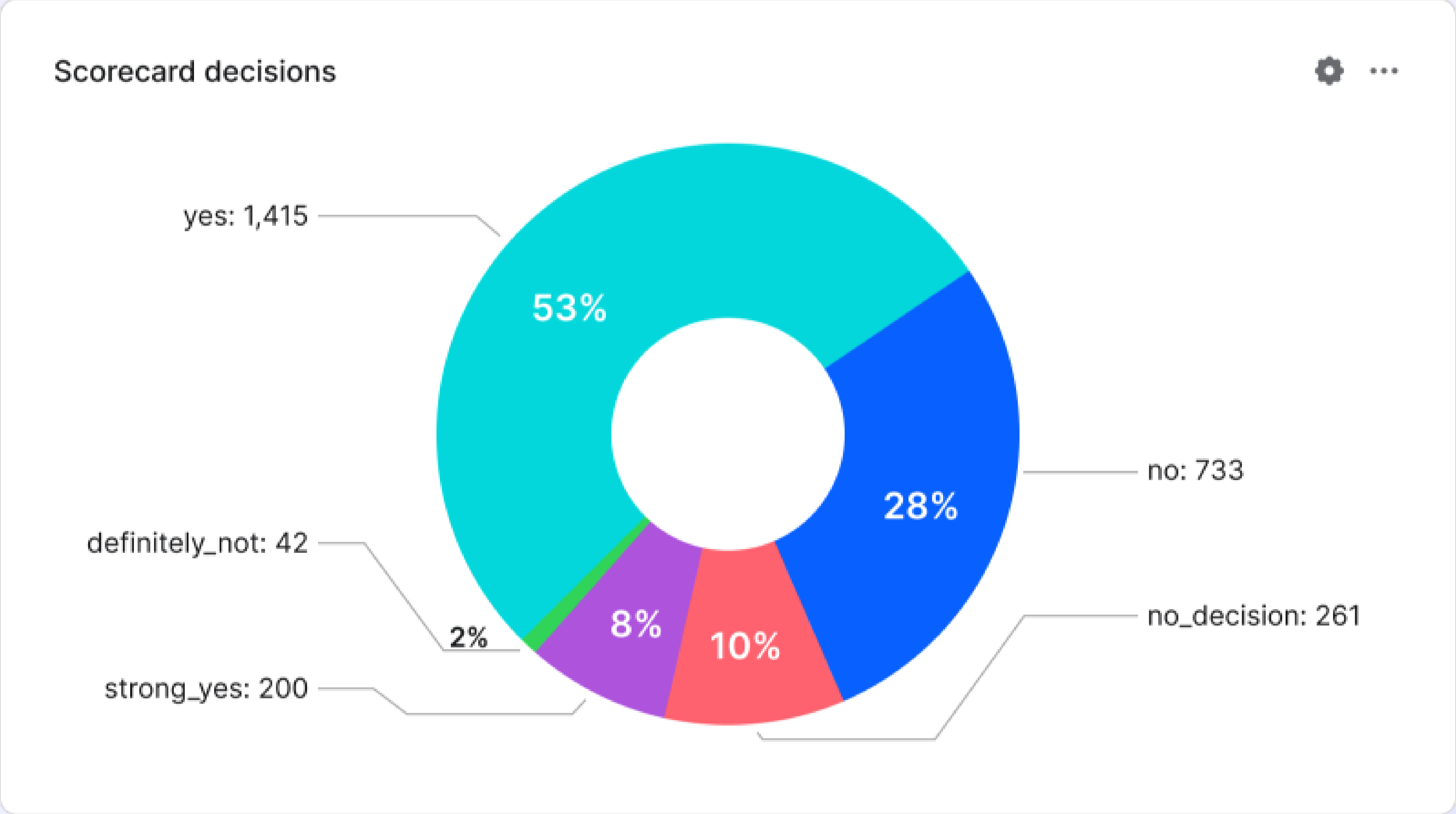
Interview time by job looks at the total number of interview hours dedicated to a specific role. This metric lets you see where your hiring teams are spending their time, and identify potential bottlenecks. For example, if you see that your team spent over 300 hours interviewing candidates for a role, you can flag this as an opportunity to figure out why so many hours are being spent here.

The number here might seem rather large, but it's important to keep in mind that these are cumulative across all the candidates that have applied for that job, so these numbers will be impacted by things like seniority, role type, job function, number of open positions, etc. In some cases (e.g. a position that requires very specific skills) this may be only a few candidates, and thus the interview time will likely be relatively short. However, other roles may see tens, or even hundreds of candidates, more interviews, and a longer total interview time.



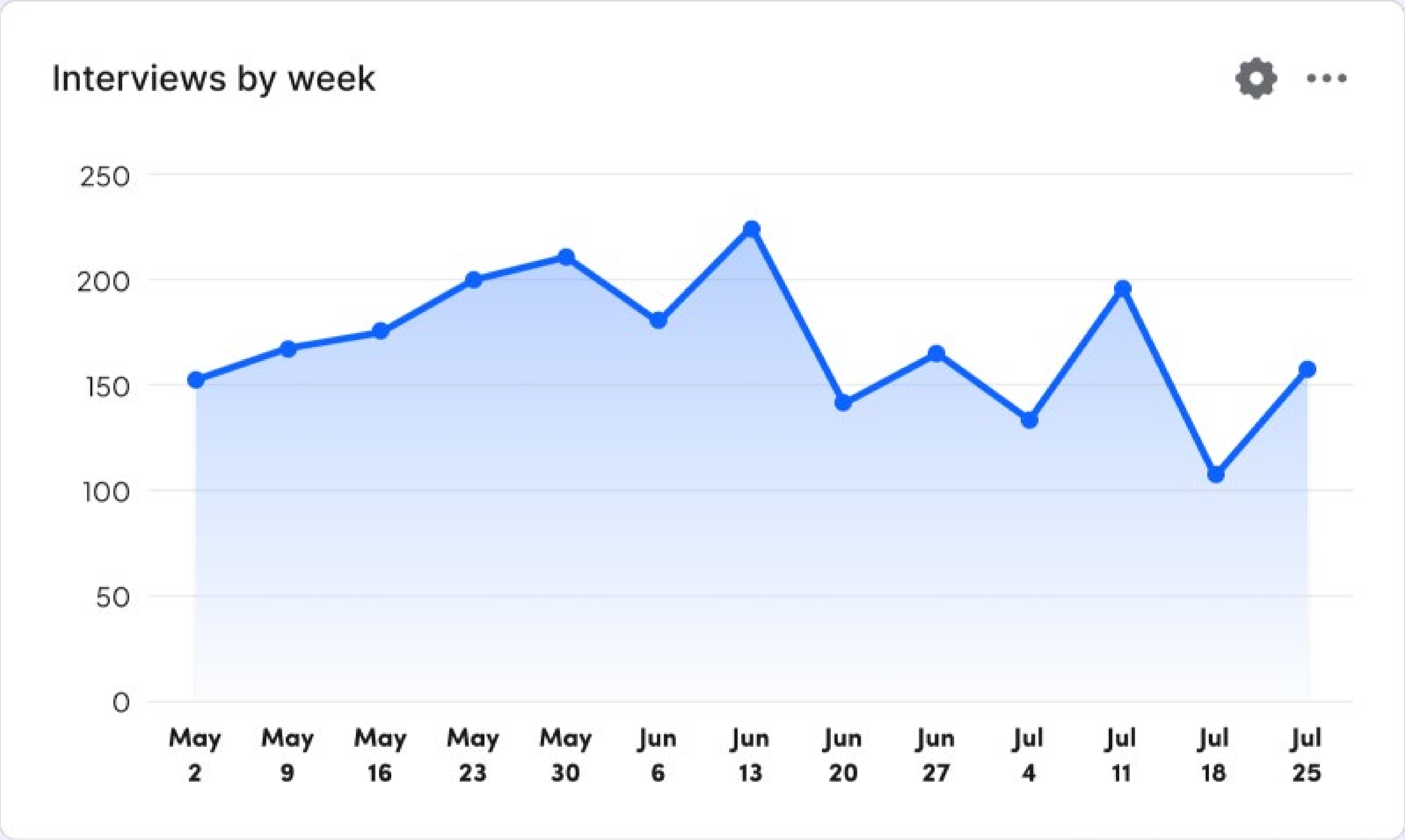
Scorecard decisions

Scorecard decisions demonstrates the quality of candidates entering your hiring funnel as well as how those candidates are progressing through the process. For example, a large “yes” or “strong yes” proportion means that interviewers would like to see those candidates move forward in the hiring process, which indicates good-quality candidates and a strong alignment between hiring managers and recruiters. On the other hand, if the percentage of “no” or “definitely not” responses is high, this may indicate the need to rework the job description or re-sync with the hiring manager on candidate calibration.



Interviews by week

Looking at the number of scheduled interviews by week allows you to demonstrate the work they are putting in. Of course, many factors play a role in the number of interviews per week (e.g. hiring goals, recruiter headcount, seasonality, etc.), but this gives you solid insight into the current workload for your team.

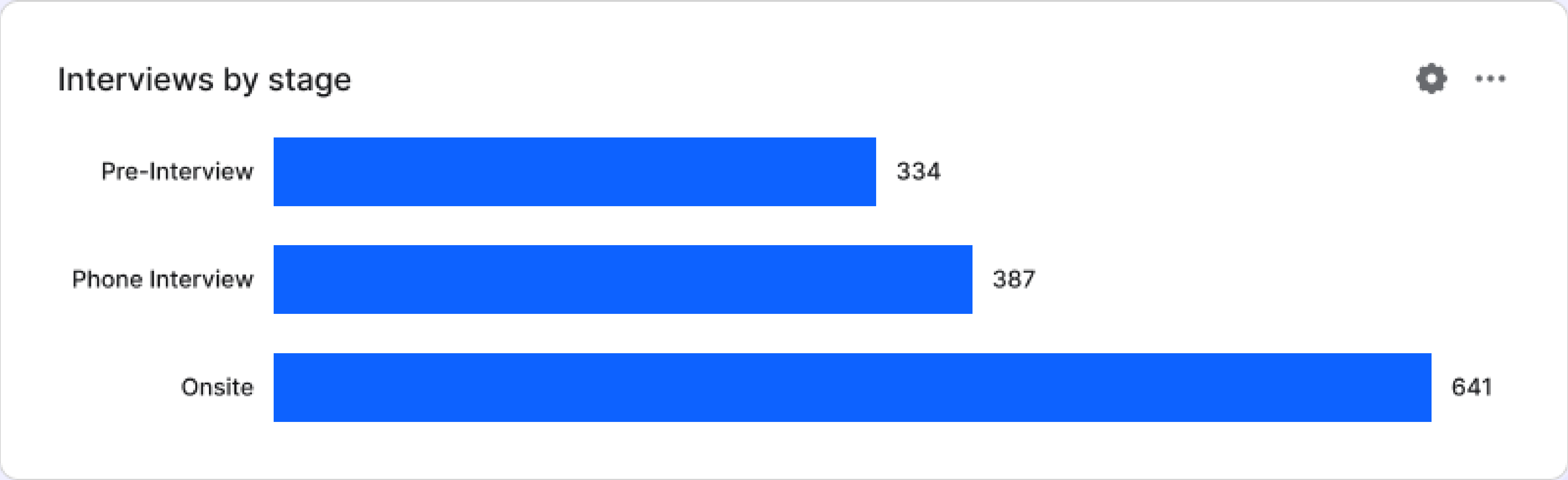


Accepted interviews by week

Adding accepted interviews by week to your dashboard tells you how many interviews candidates actually showed up for. When you compare the number of interviews per week to the number of accepted interviews per week, the two graphs should be relatively similar (although you should expect to see a little bit of variation for no-shows due to illness, emergencies, etc). However, if you see that the number of accepted interviews is drastically lower than the number of scheduled interviews, this could be an indication of potential issues in your hiring process. Perhaps your talent brand is lacking and your team could be doing more to highlight the benefits of working at your organization. Maybe candidates have been reading negative reviews of your company online, or your compensation band is not in line with the market. Looking at the accepted interviews by week will help you identify potential problem areas and resolve them so all the hard work it takes to book a candidate for an interview doesn't go to waste.

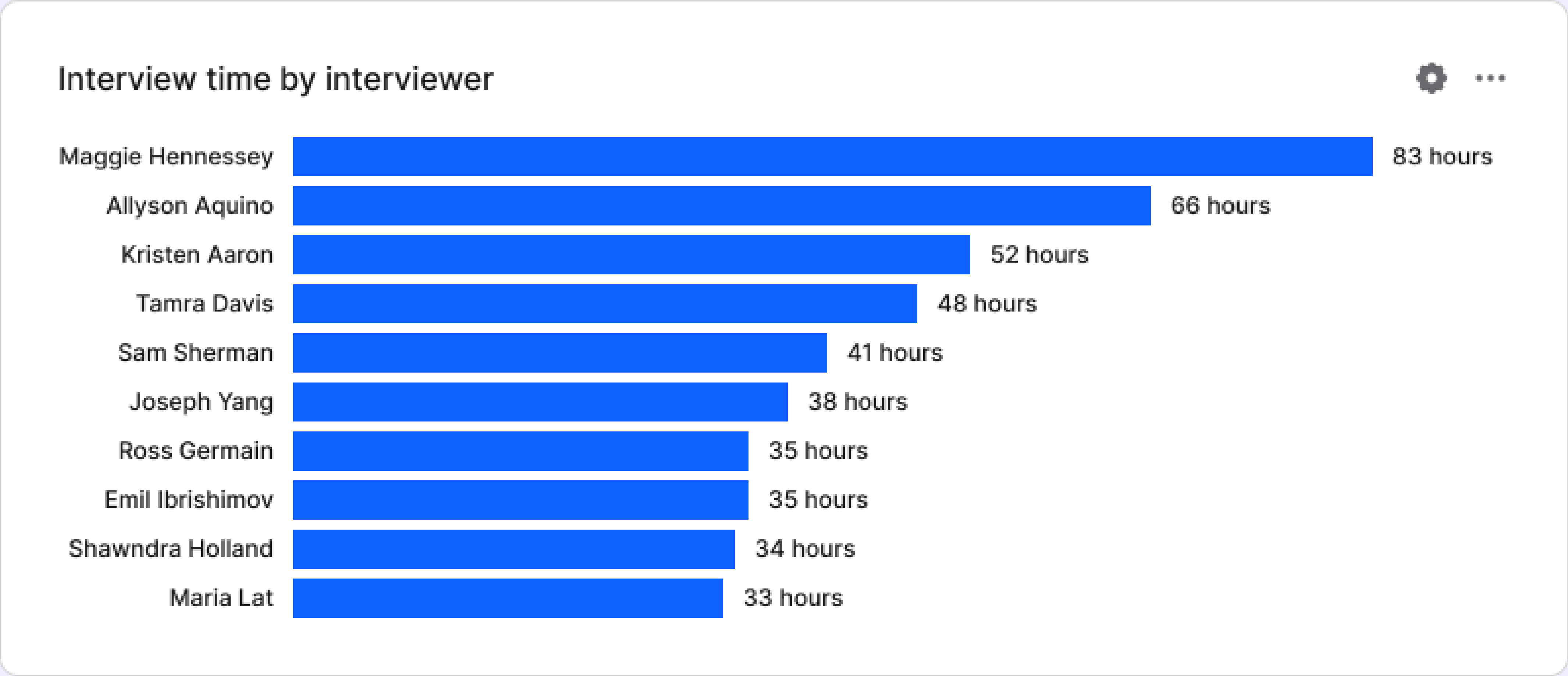
Interviews by stage

Looking at the number of interviews by stage your team has gives you the visibility into how candidates move through the process, identify any sticking points, and track your progress toward your hiring goals.



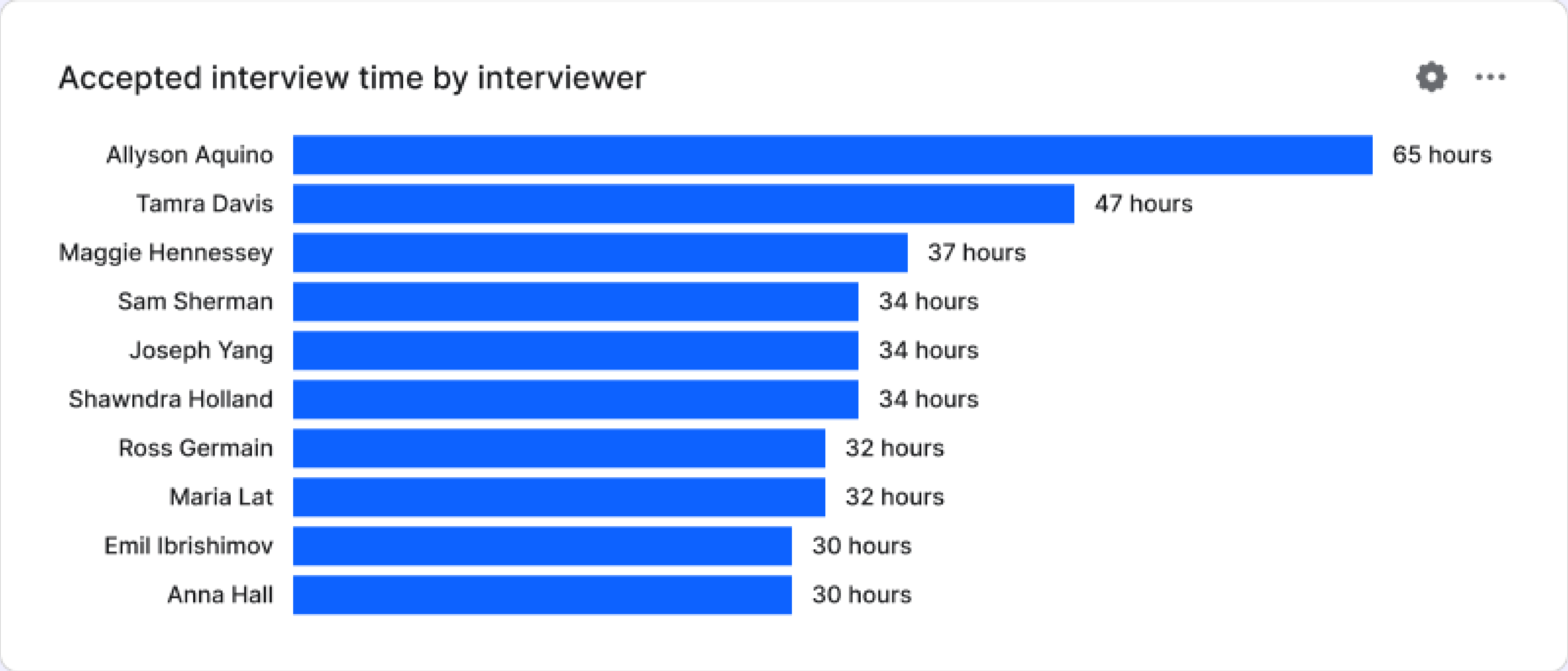
Interview time by interviewer

Interview time by interviewer gives you a snapshot of how much time your recruiters and interviews are dedicating to talent acquisition. This is crucial information when discussing headcount planning, recruiter capacity, and employee workload. This metric also provides insight on which roles may be faster to fill, and which ones may take more time. For example, you may find that hiring for Go-to-market (GTM) roles tend to spend much more time interviewing candidates than hiring for technical roles. Could this be due to the sheer number of open positions within a certain function? Or the number of applicants for each role? In general, recruiting for similar roles or departments should have a relatively similar number of interview hours; if not, you may want to dig a little deeper to figure out why. Does one job have a more optimized process than the other and thus can hire the same candidates in fewer interview hours? Or are they interviewing fewer candidates overall?



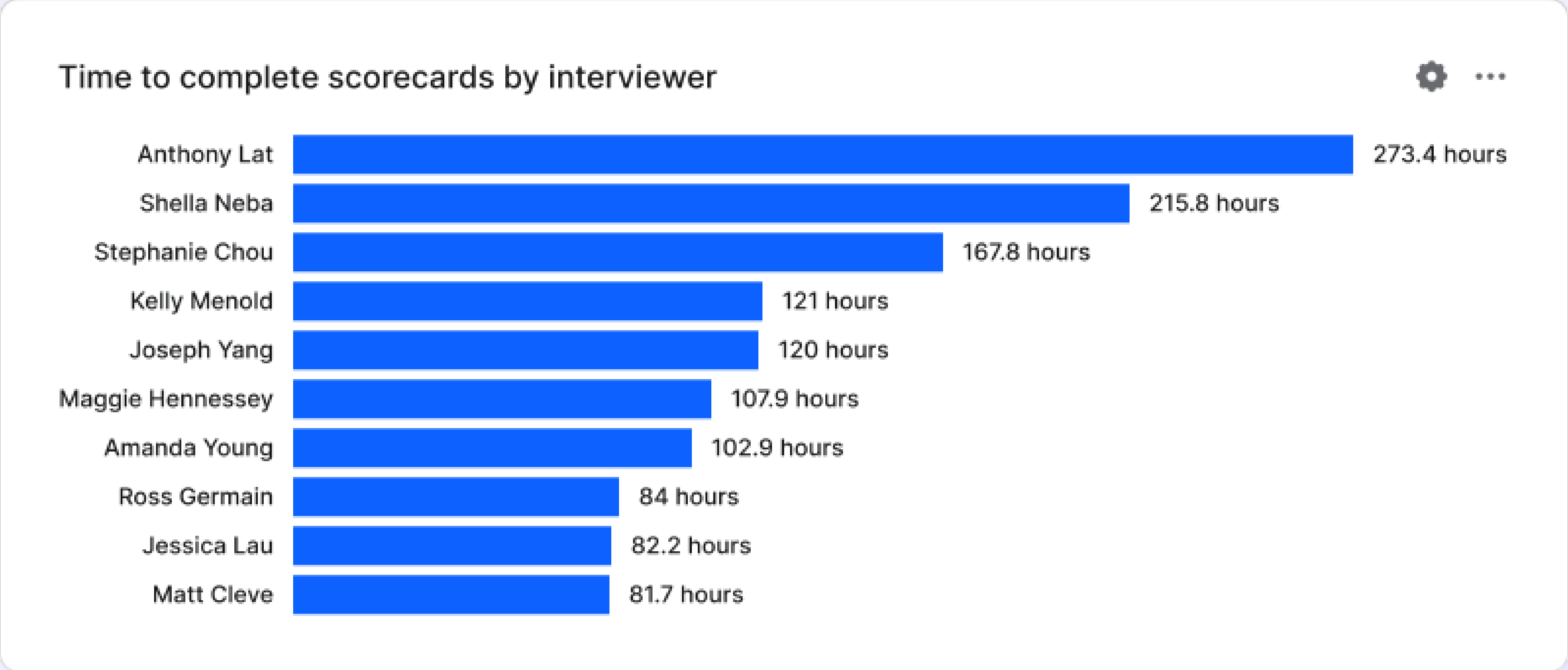
Accepted interview time by interviewer

Accepted interview time by interviewer tells you how many interviews candidates actually showed up for, but specifically for the recruiter on the role. Here again, the number of interview hours and accepted interview hours should be relatively similar, but are some recruiters being ghosted more often than others? If so, what are they doing differently from the others?



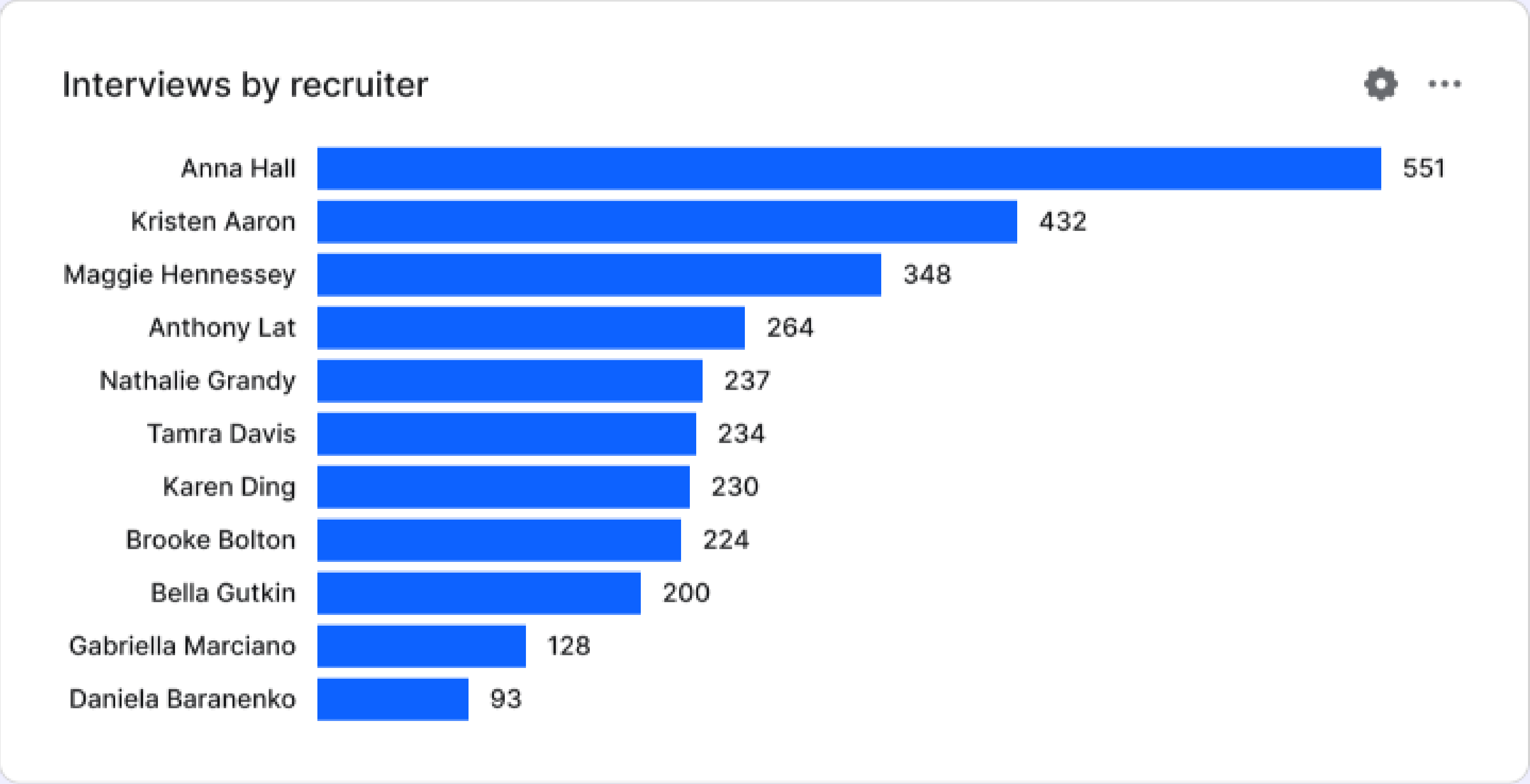
Time to complete scorecards by interviewer

Scorecards are a critical component of a fair hiring process. When completed accurately and on time, they improve hiring speed, reduce bias, and ensure consistent evaluations. Looking at the total time to complete scorecards by interviewer in conjunction with the number of interviews conducted will give you insight into who might be blocking a role from advancing and whose scorecards might be less accurate because of the time they take to complete them.



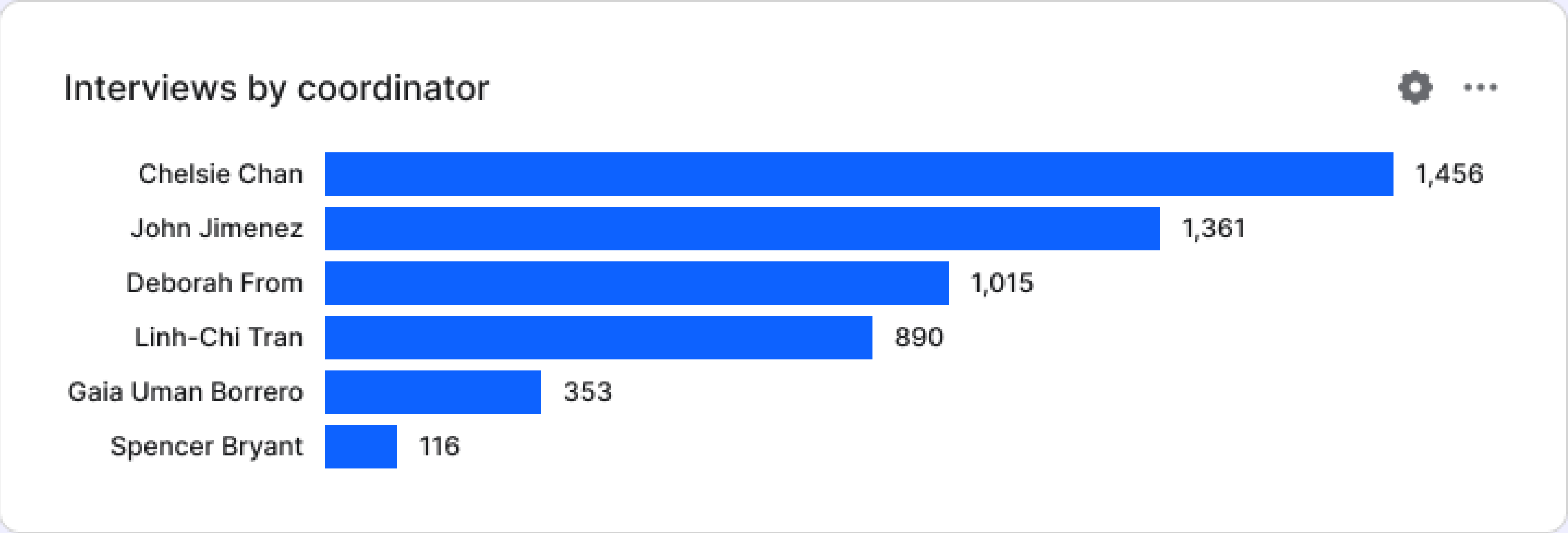
Interviews by recruiter

Interviews by recruiter is one of the most important metrics you can include in your dashboard. At the end of the day, your team needs to be interviewing candidates. This metric shows the fruits of your labor. This is also another crucial metric for headcount planning and capacity. There are only so many hours your recruiters can work before they get burnt out. If your organization decides to double its hiring targets overnight, this data allows you to temper expectations and potentially build the case for bringing on additional resources.



Interviews by coordinator

Many TA teams are supported by skilled coordinators who manage the recruiting process. Interviews by coordinator shows you the productivity of your coordination team—who has bandwidth and who doesn't.

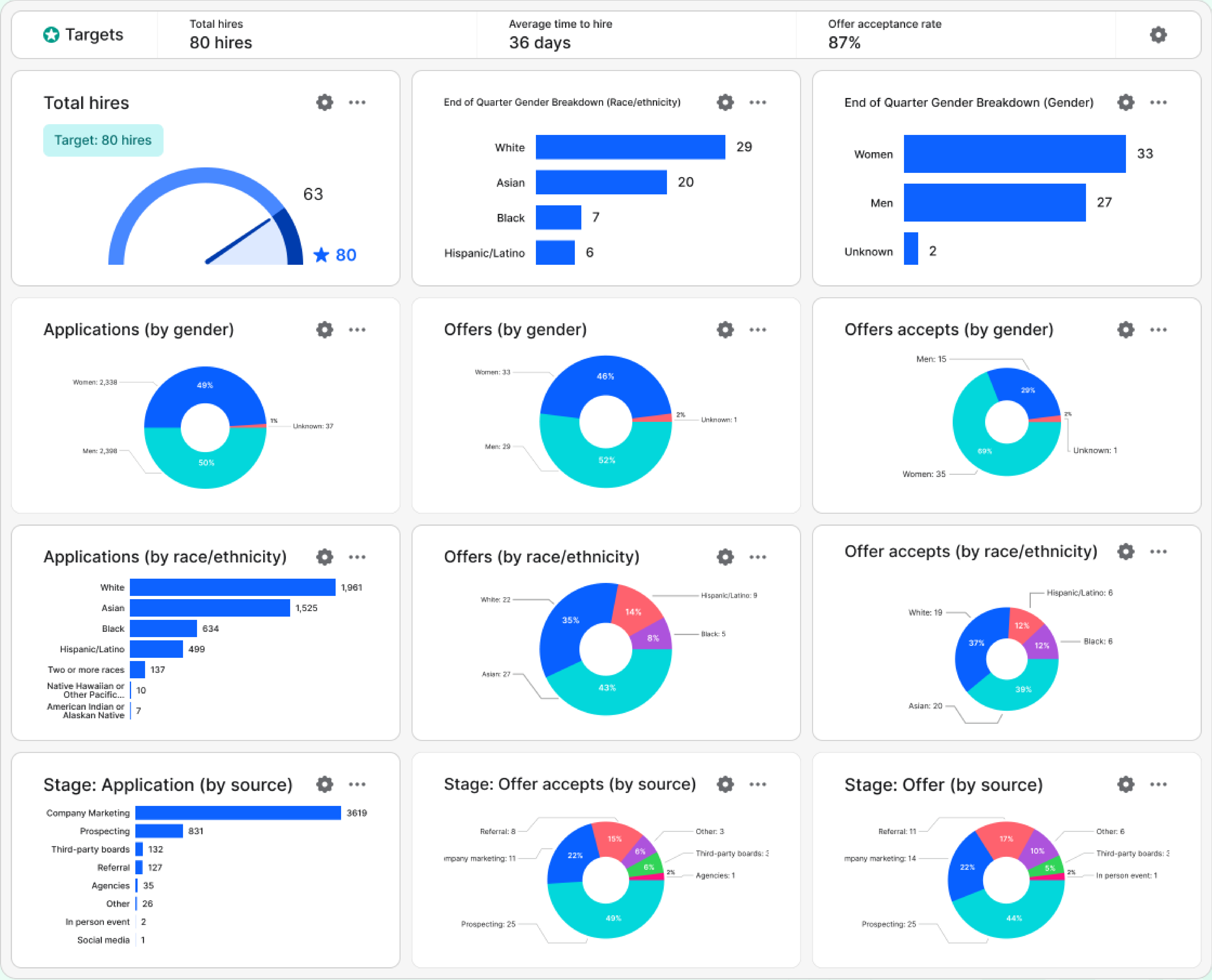


The *pipeline composition* dashboard

This dashboard takes a granular look at the diversity of your talent pool and where you're finding talent. It can also identify areas that may need improvement and ultimately build a more fair, equitable, and high-quality pipeline. Looking at the composition of your pipeline also facilitates clear and consistent communication between TA, hiring managers, and business partners.

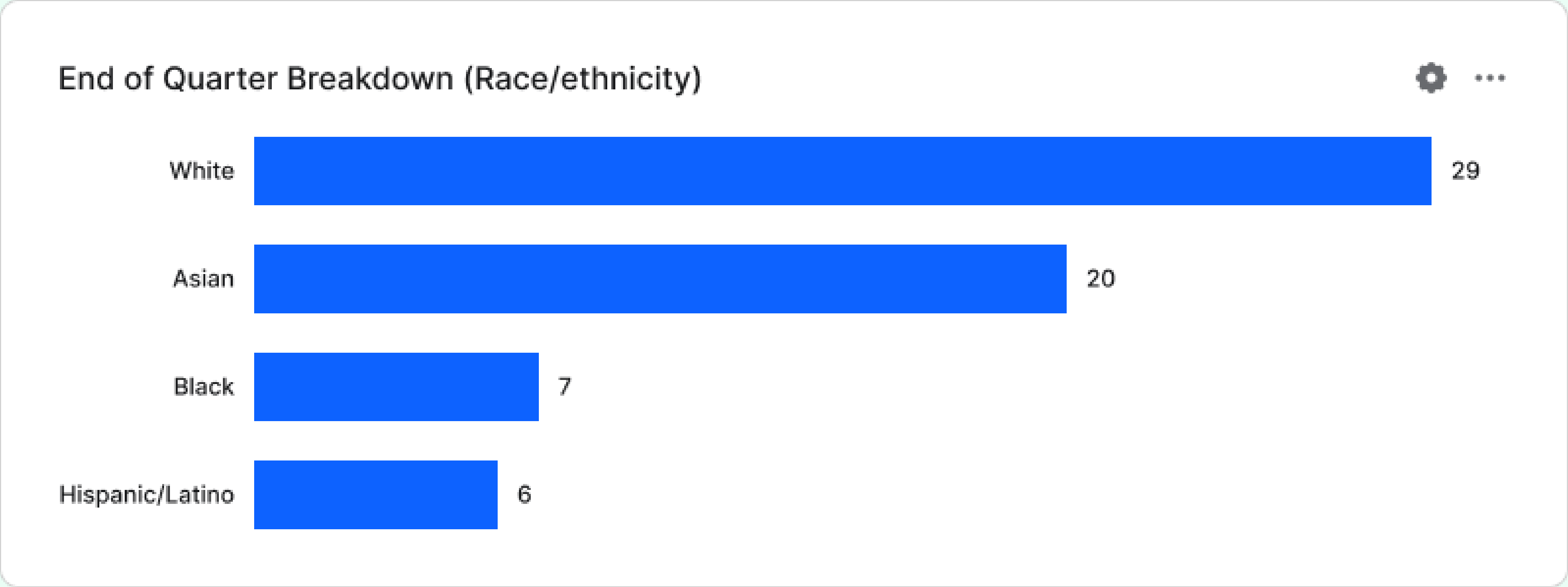
Metrics for the pipeline composition dashboard

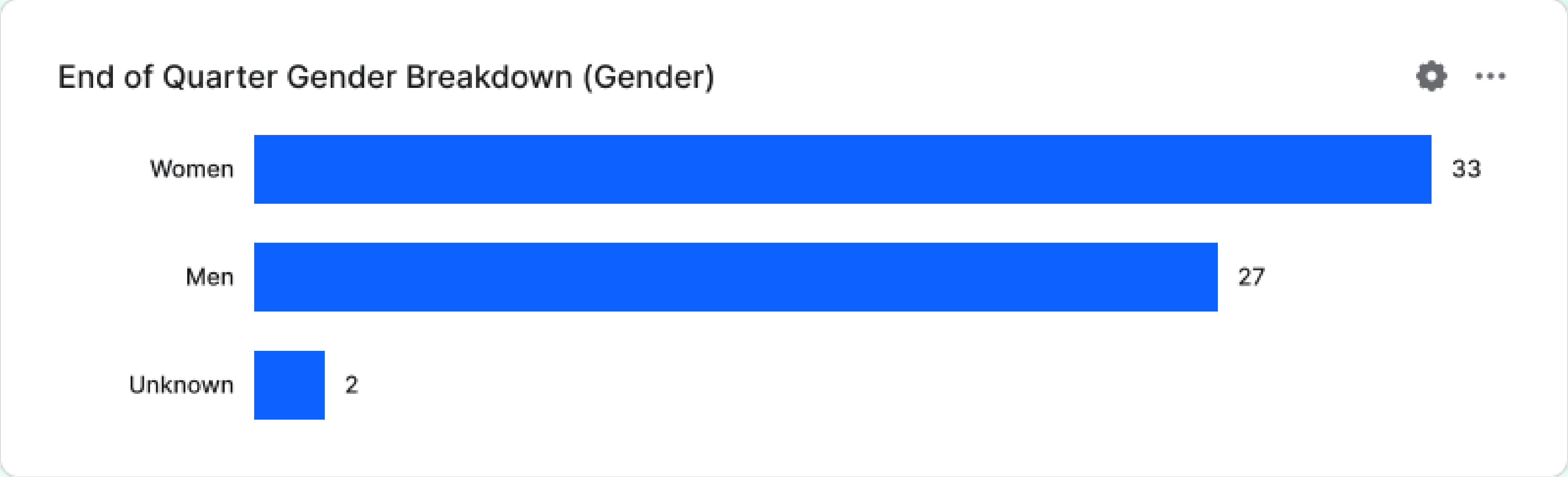
- End of quarter gender breakdown
- Applications by gender/race/ethnicity
- Offers by gender/race/ethnicity
- Offer accepts by gender/race/ethnicity
- Hires by location and gender
- Applications by source
- Offers by source
- Offer accepts by source



End of quarter gender breakdown

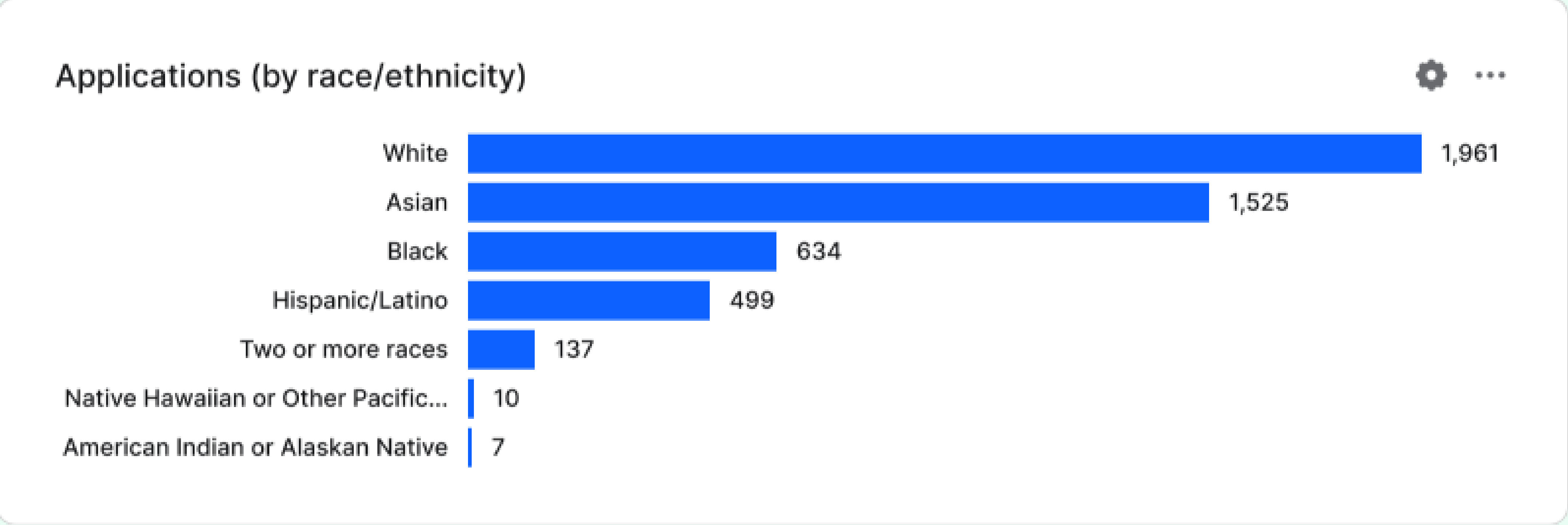
Analyzing the gender and race/ethnic breakdown of your hires can help steer your top-of-funnel efforts in the right direction. You can also present this data to hiring managers, especially when coupled with demographic data from the existing team to determine how they go about building candidate slates in the future.

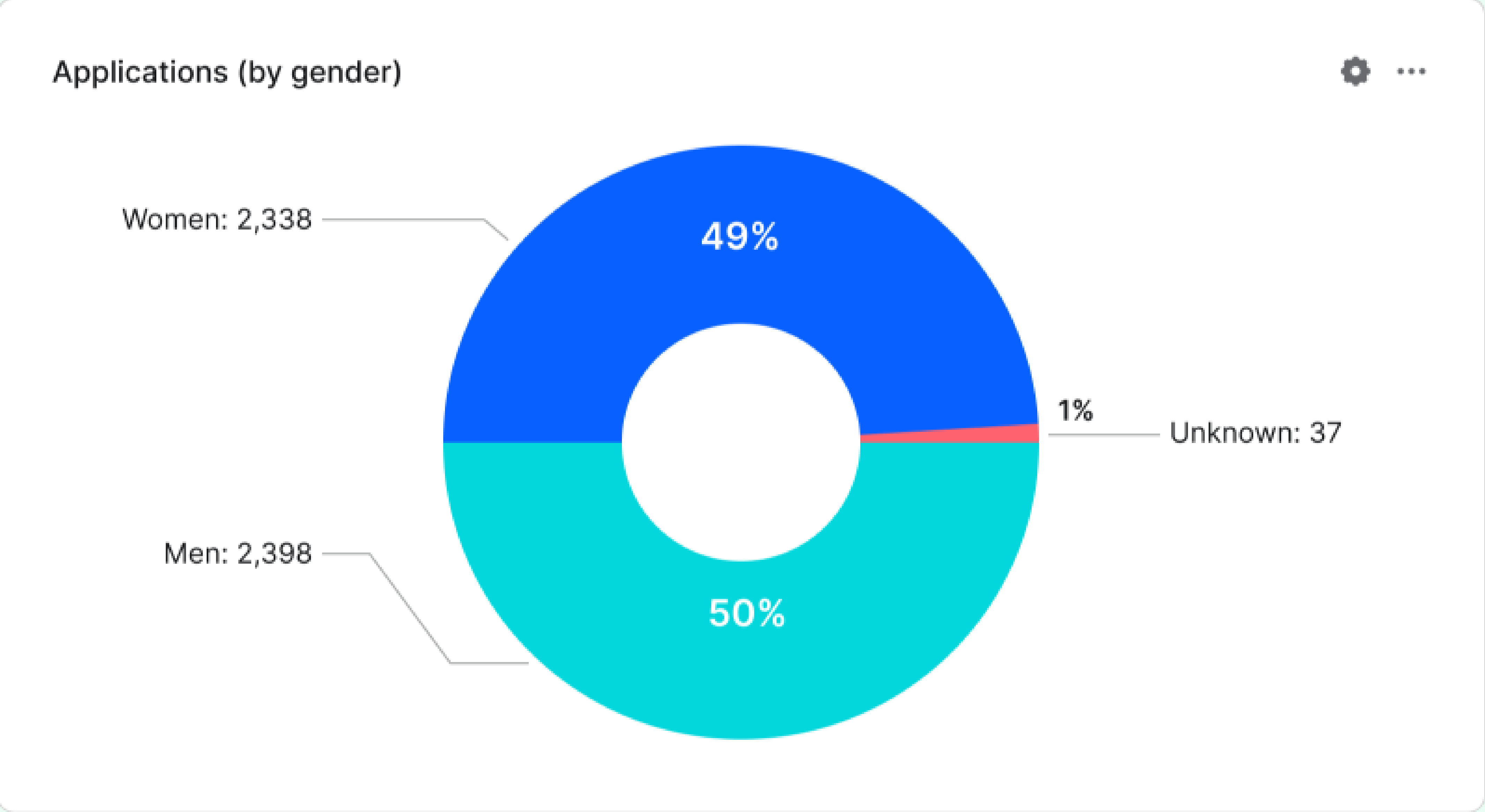




Applications by gender, race, and ethnicity

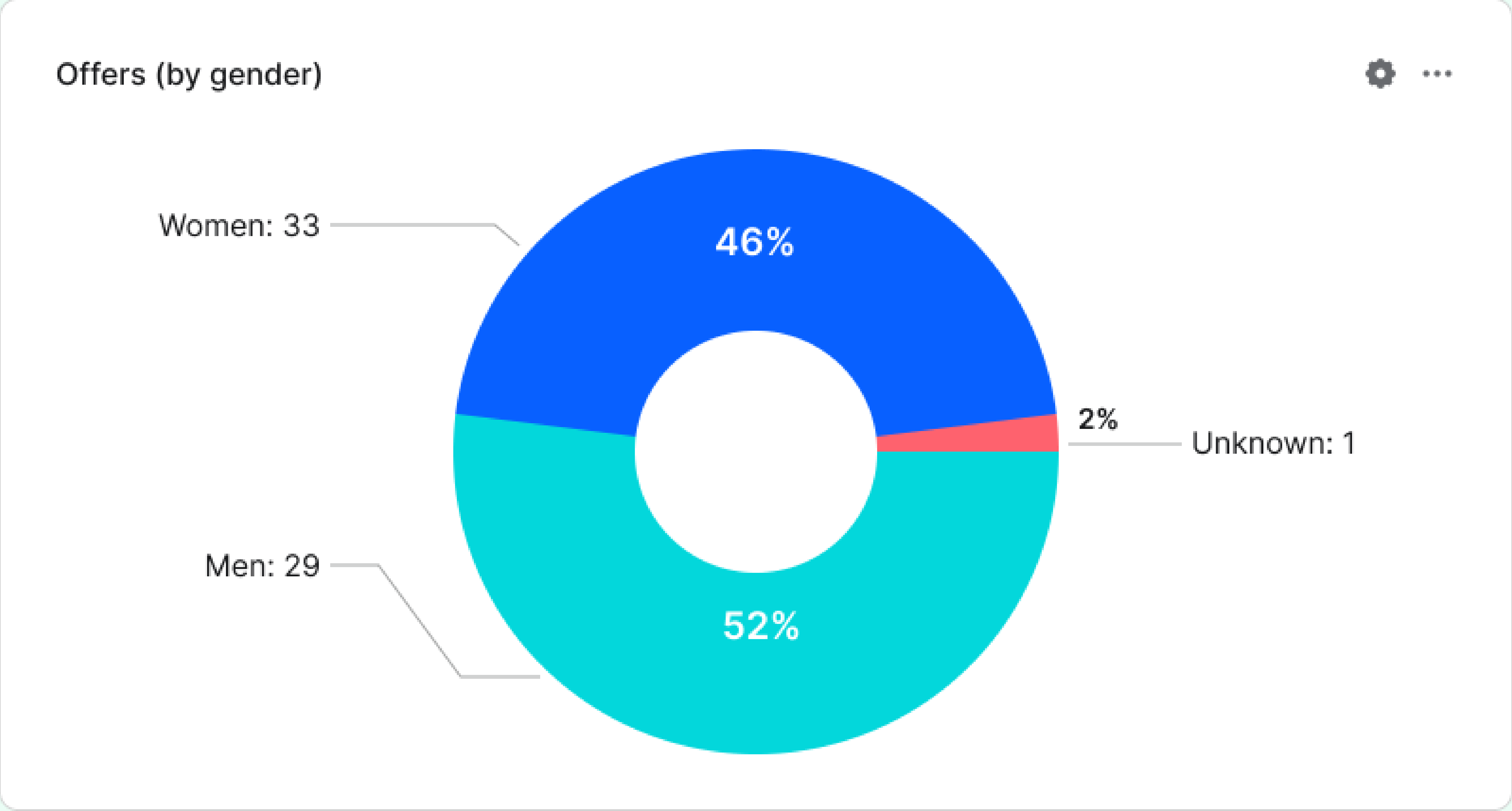
Adding applications by gender, race, and ethnicity to your hiring dashboard will give you a look at the top of your hiring funnel and potentially spot any potential biases that may impact your hiring down the line. For instance, if you're seeing a disproportionate number of white men entering your hiring pipeline (i.e., applying for roles), it's likely you'll see the same misrepresentation reflected throughout your hiring funnel (and ultimately, among your new hires). Of course, this metric will largely depend on external factors like the labor market you are hiring in or the type and level of the roles your team is hiring for. However, it may also facilitate discussion on how your organization or culture is perceived by potential candidates. If active talent isn't applying to your open roles, the lack of underrepresented talent spotlighted on your careers page, your benefits, etc., may be the culprit. Looking at this metric will allow you to spot any issues earlier so they don't become larger systemic ones later on.

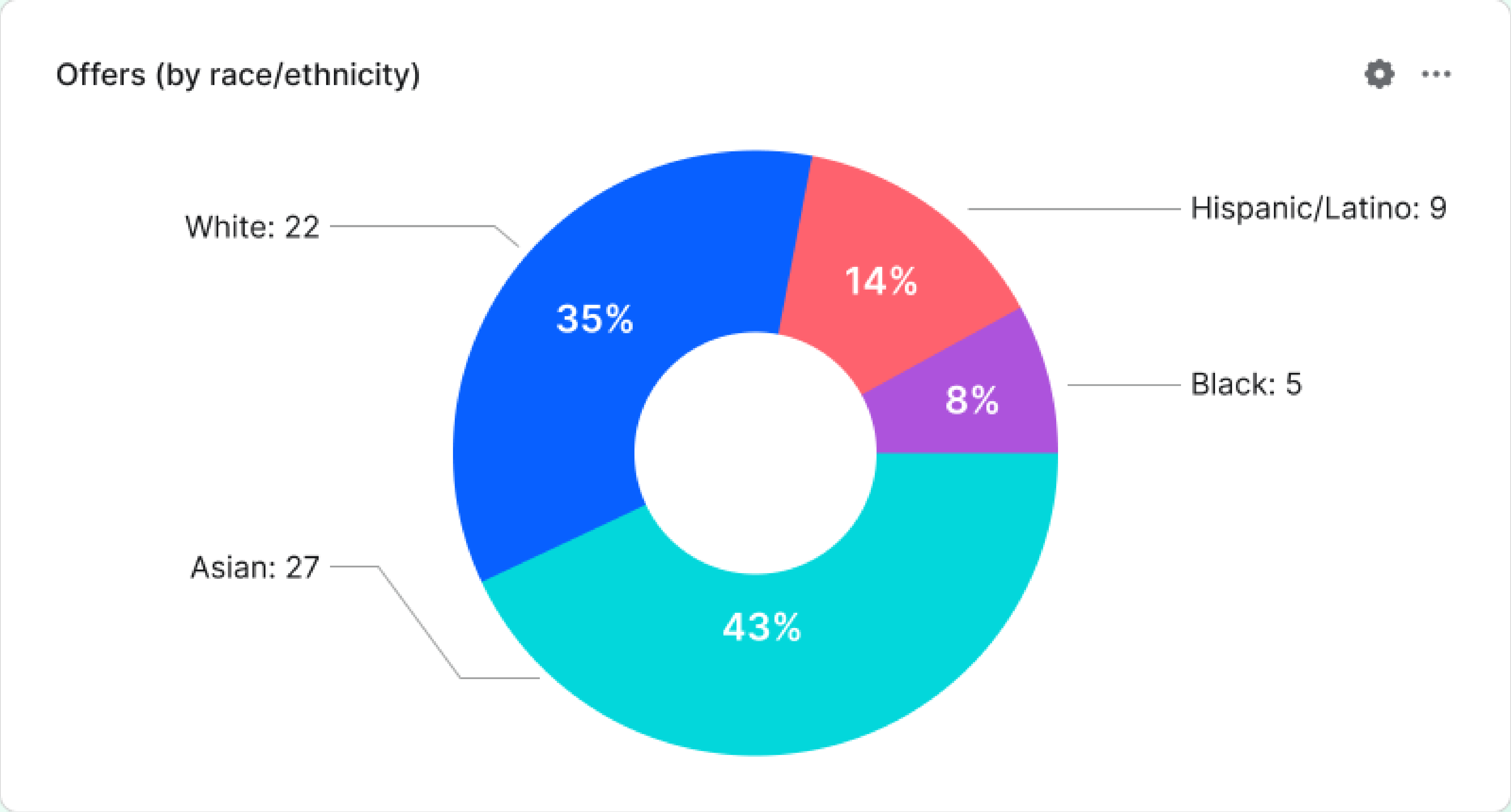




Offers by gender, race, and ethnicity

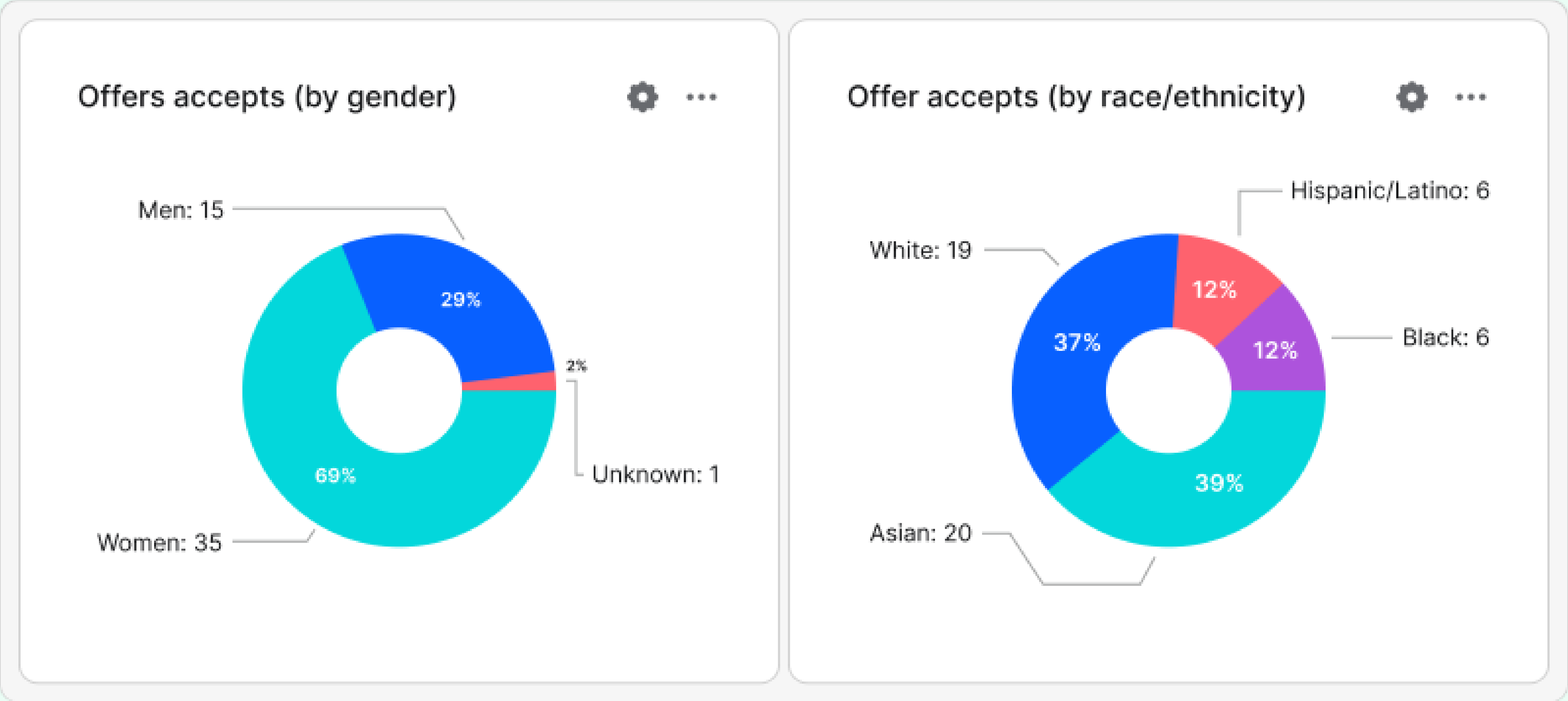
Offers by gender, race, and ethnicity in your pipeline composition dashboard will give you a glimpse into how candidates from underrepresented groups are moving through your hiring process. Use this metric along with "applications by gender" to observe any changes in the demographics of talent entering—and completing—the hiring process. If you notice a large change in proportion (ex: 50% of women enter the interview process, but only 26% make it to the offer), it's an opportunity to dig deeper into your process to figure out why—could interviewer bias be the culprit? Is there something in the process itself that favors men over women? Or if women are dropping out on their own, what's the trend in their rejection reasons? Looking at this metric will allow you to identify issues that may be hindering your process.





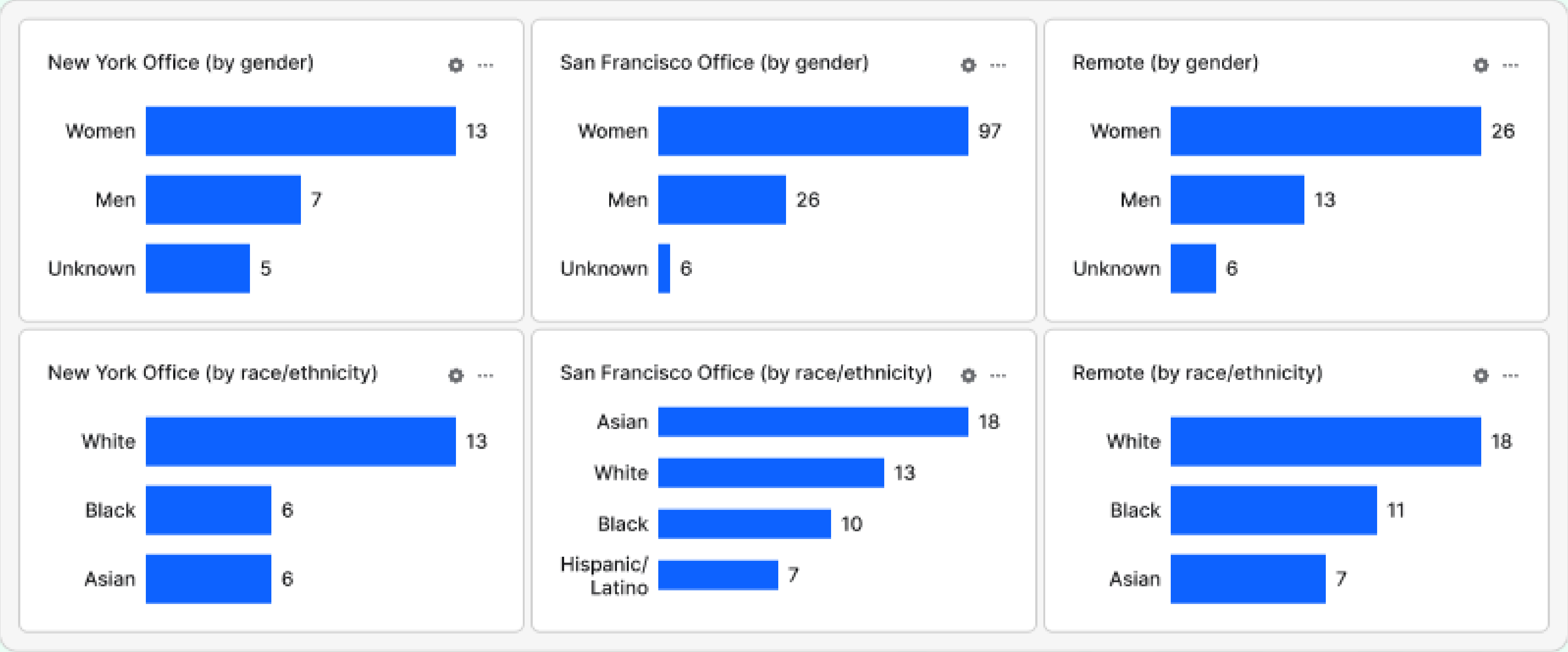
Offer accepts by gender, race, and ethnicity

The number of offer accepts by gender, race, and ethnicity looks at the percentage of men, women, non-binary, and diverse talent that have accepted your offers. Adding this metric to your dashboard gives you the final level of granularity needed to show how your efforts are working to build a more inclusive and equitable hiring funnel. For example, if your organization has been working to increase the representation of Hispanic/LatinX representation in its workforce, this metric will show the impact your initiatives have had on employee count.



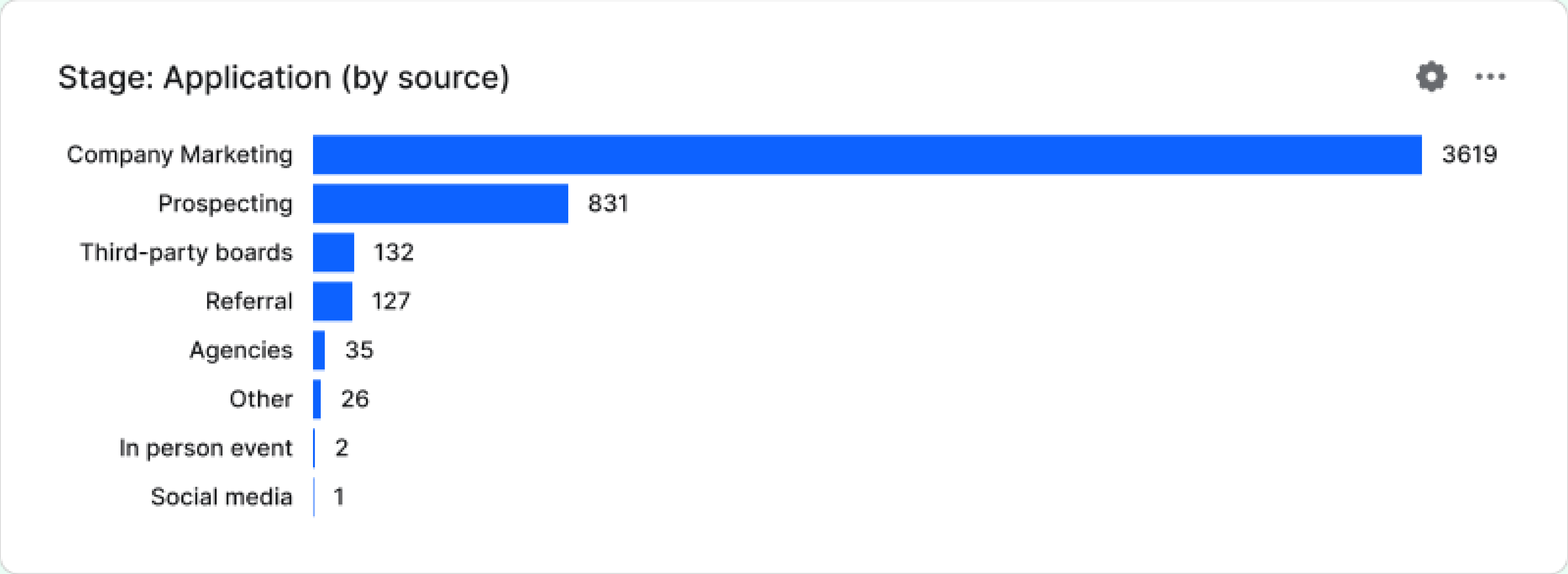
Hires by location and gender

If you're committed to building a diverse team, breaking down these metrics by location can be helpful in determining if the balance is tipped in certain areas. This would prompt different follow-up questions depending on the results: What did our nurturing playbook look like? What are our conversion rates like through the funnel? Why are fewer women passing through in our London office than in our Dublin office? All of this can tell the full story of what's happening in each of your locations.



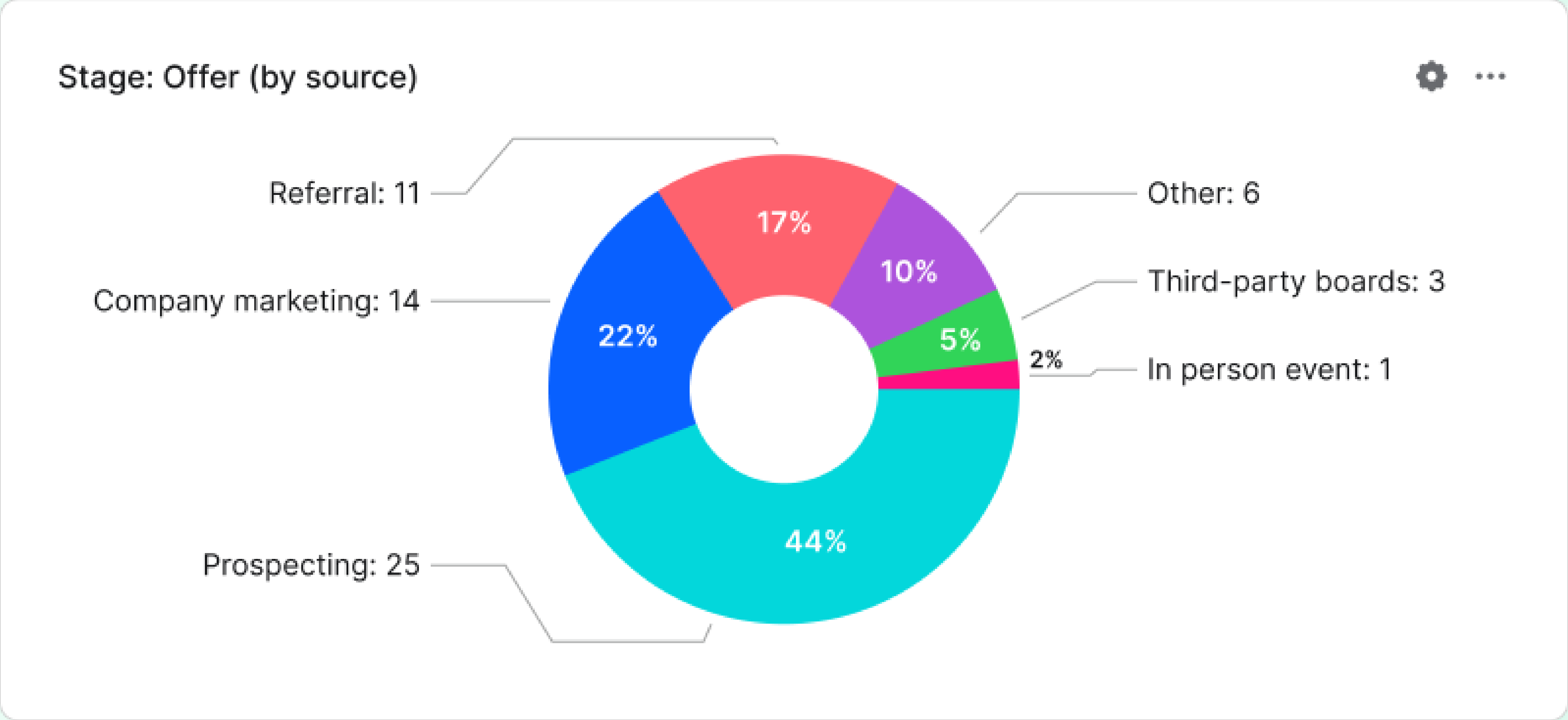
Applications by source

Looking at the number of applications by source gives you a good indication of how your recruitment initiatives are impacting the top line of your hiring funnel. This allows your team to easily tell which sources are bringing in the highest volume of candidates, which sources are lagging behind, and where you might want to consider investing additional resources to meet your hiring goals or pulling resources back from the less effective channels.



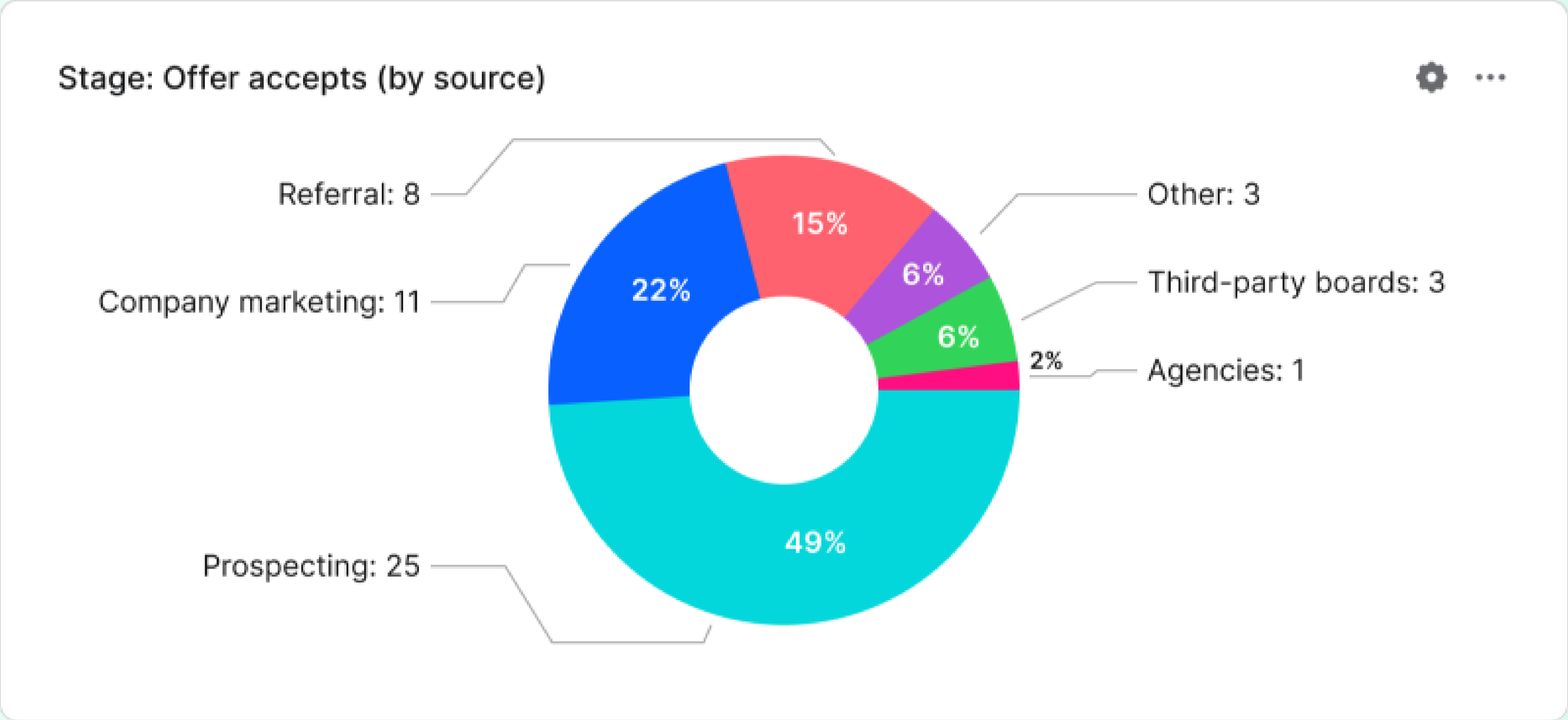
Offers by source

Offers by source is closely related to applications by source, but this metric provides insight into which hiring source is driving the most impact at the bottom of the hiring funnel. You may find that the source that brings in the highest volume of applications is not always the source that results in the most offers. For example, company marketing may bring in over 3,000 applications but only yielded 10 offers while prospecting (sourcing) only brought in 800 applications but resulted in 25 offers. This is an indication that candidate quality is likely much higher from prospecting compared to company marketing—a critical piece of information when it comes to budgeting and planning for TA resources.



Offer accepts by source

Offer accepts by source will show you which sources are driving real results and bringing quality candidates into your organization. The numbers in this metric should (hopefully) be relatively proportional to the numbers shown in the "offers by source" metric. However, if not, you'll have to do some more digging to find out why. Is your messaging consistent across every channel, from the very top through the bottom of the funnel? For example, if company marketing brings in a high percentage of candidates, but fewer offer-accepts, is it because your marketing is over-promising something, and candidates are disappointed in the interview process? Or if third-party boards bring in a smaller number of applicants, but more of them pass through, is that suggestive that your job descriptions are lackluster, and more folks would enter your funnel (and accept offers with you) if you spruced them up? These are just a few of the many questions you may dive into.

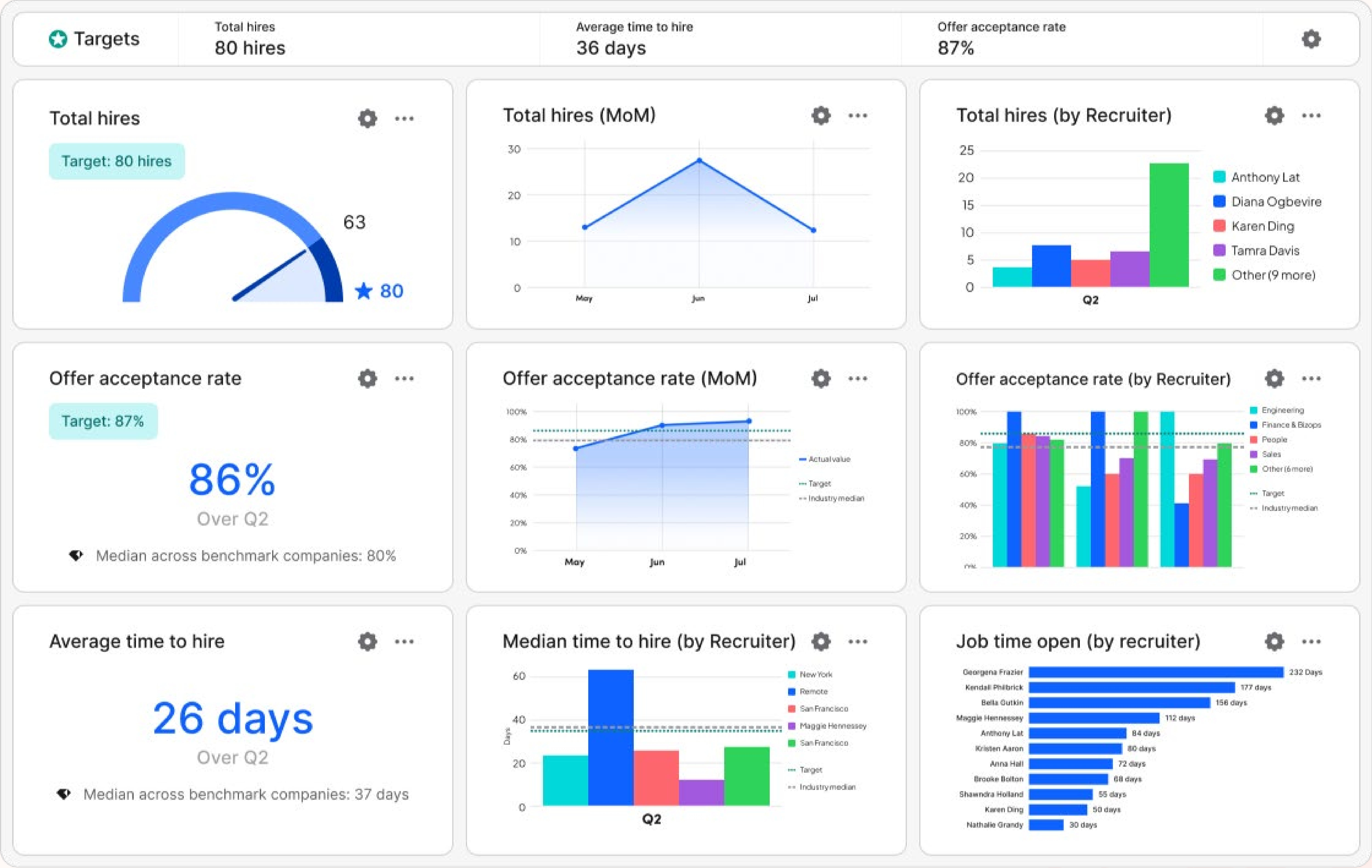


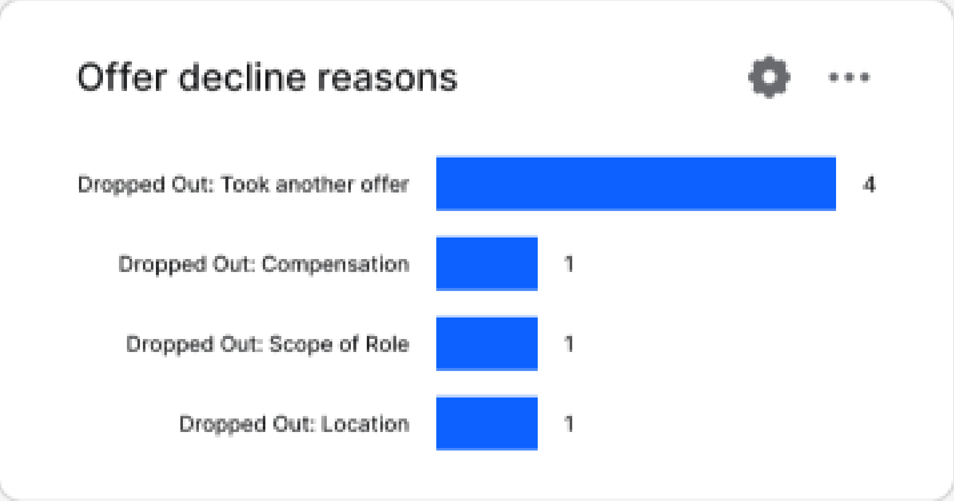
The *team productivity* dashboard

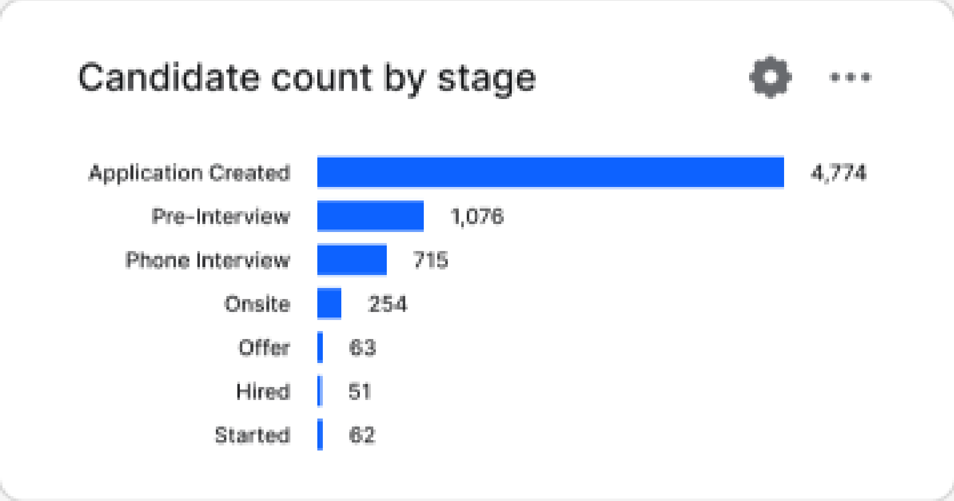
The recruiting team productivity dashboard takes a deep tactical look at how each member of your TA team is performing against their individual hiring goals. This allows you to easily see which recruiters are succeeding and which ones may need some help. This dashboard also enables you to optimize and manage your team's performance as you scale your recruitment efforts.

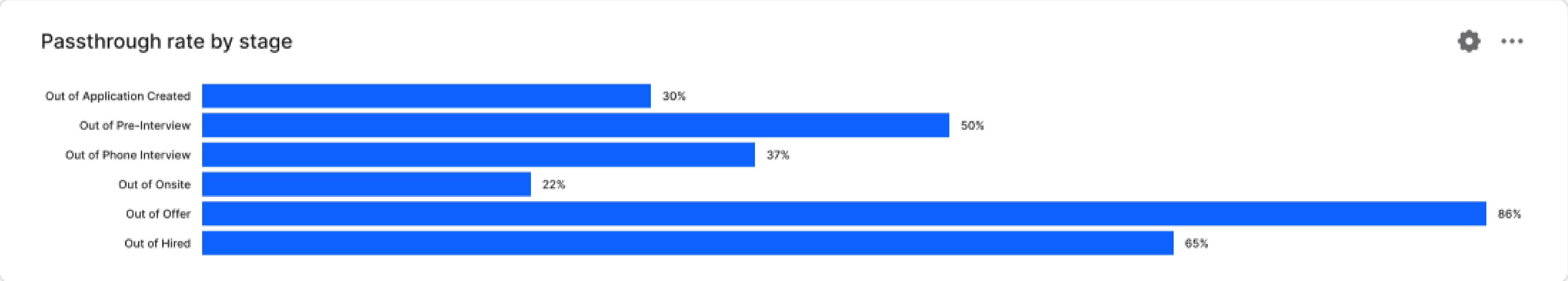
Metrics for the recruiting team productivity dashboard

- All metrics in the essential hiring dashboard
- Total hires month-over-month
- Total hires by recruiter
- Offer acceptance rate month-over-month
- Job time open by recruiter
- Time to hire by recruiter
- Number of candidates in each stage
- Candidate time in stage
- Passthrough rates by stage
- Outreach stats by recruiter









Outreach by team member

NAME	VIEWED ON LINKEDIN	ADDED TO GEM	FIRST MESSAGES SENT	FOLLOW-UPS SENT	REPLIES RECEIVED	INTERESTED CANDIDATES	CONVERTED TO PROCESS
Dmitry Perkin	340	8608	1537	2137	136	33	16
Marisa Benavente	24	3039	0	0	0	0	0
Tracie Chan	8992	2575	2658	4954	1049	268	230
Victoria Duarte	4854	1101	1309	1055	47	17	11
Roger Arcia	3598	812	814	1484	260	122	63

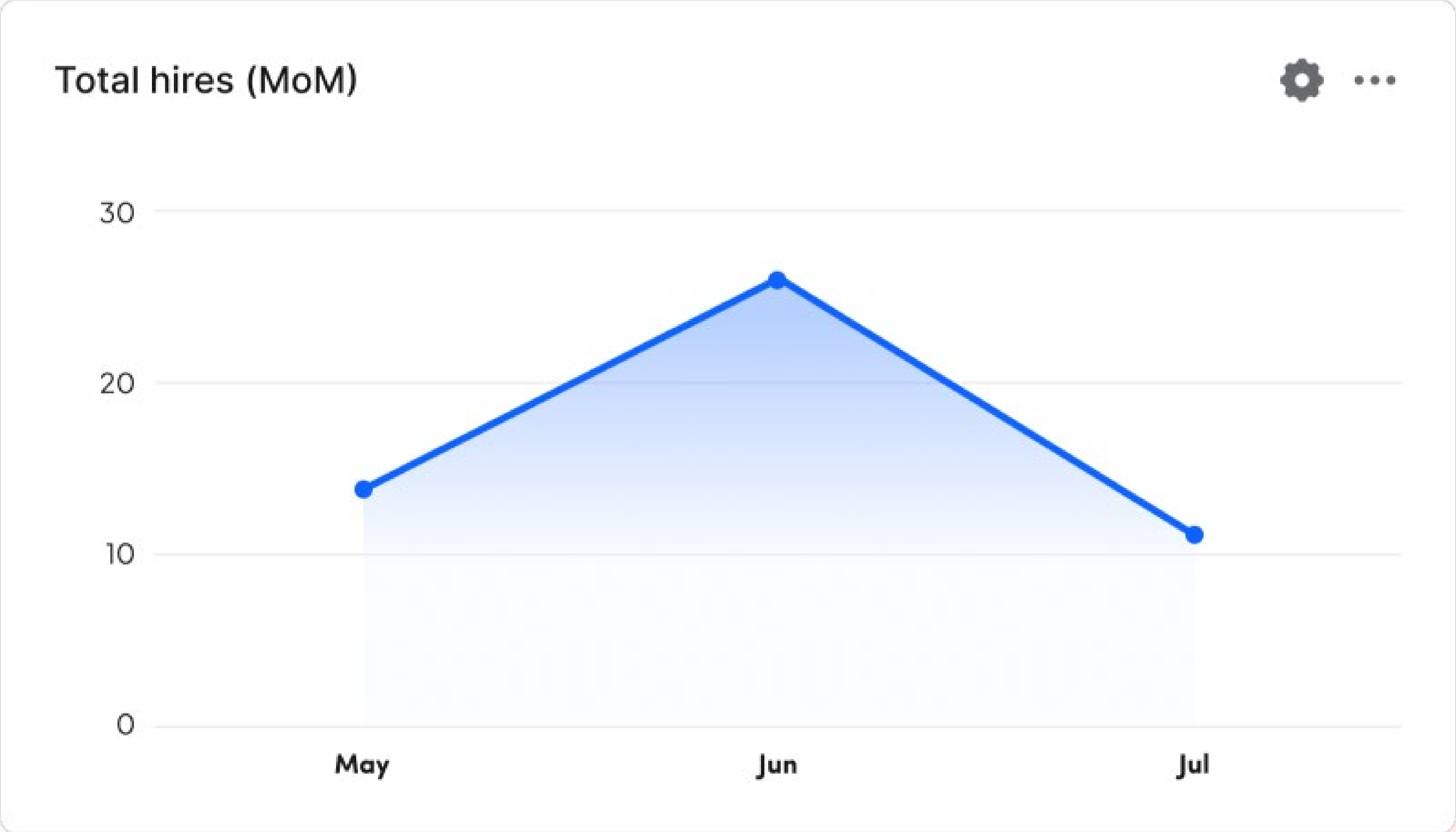
Outreach Stats

NAME	SENT	OPENED	RATE	REPLIED	RATE	INTERESTED	RATE
Tracie Chan	2658	1768	65%	618	23%	248	9%
Dmitry Perkin	1537	1131	74%	117	6%	28	2%
Victoria Duarte	1309	429	33%	47	4%	17	1%
Marisa Benavente	1131	906	80%	229	20%	81	7%
Roger Arcia	902	743	82%	214	24%	97	11%

Total hires month-over-month

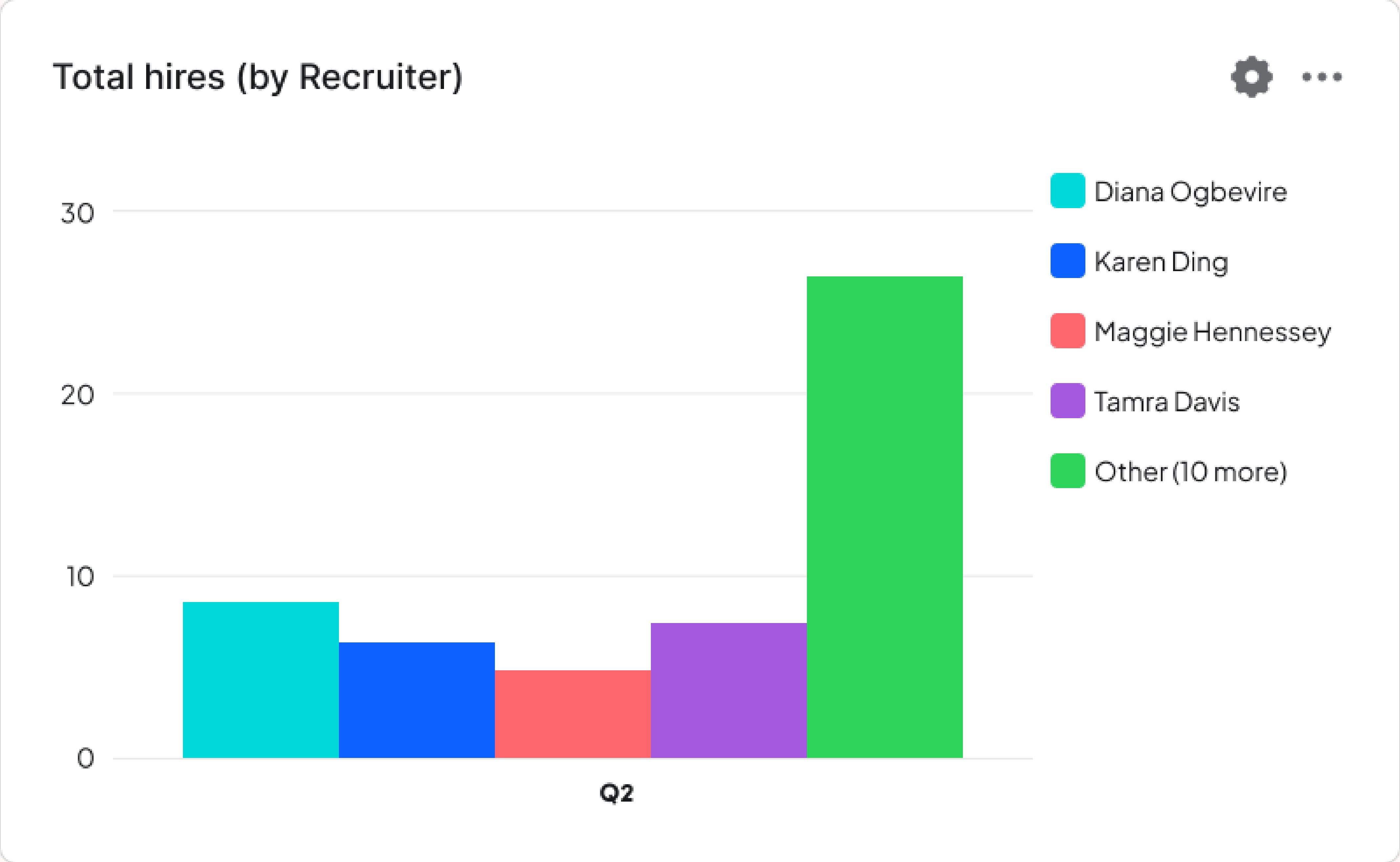
Hires by month shows the trend in hiring at your organization and how your company is growing over time. This metric is also valuable for showing leadership how the efforts of your TA team are paying off. Keep in mind that many factors can influence your hires from one month to the next including growth goals, type and seniority of roles you're hiring for, and even seasonality and geographic location.

For example, you may see a drop in hires from one month to another due to a hiring push for more mid/senior level roles. However, if hiring is down four months in a row and you're missing your targets, this could be an indication that there is a roadblock in your process, and you'll have to dig deeper to find out where it is.



Total hires by recruiter

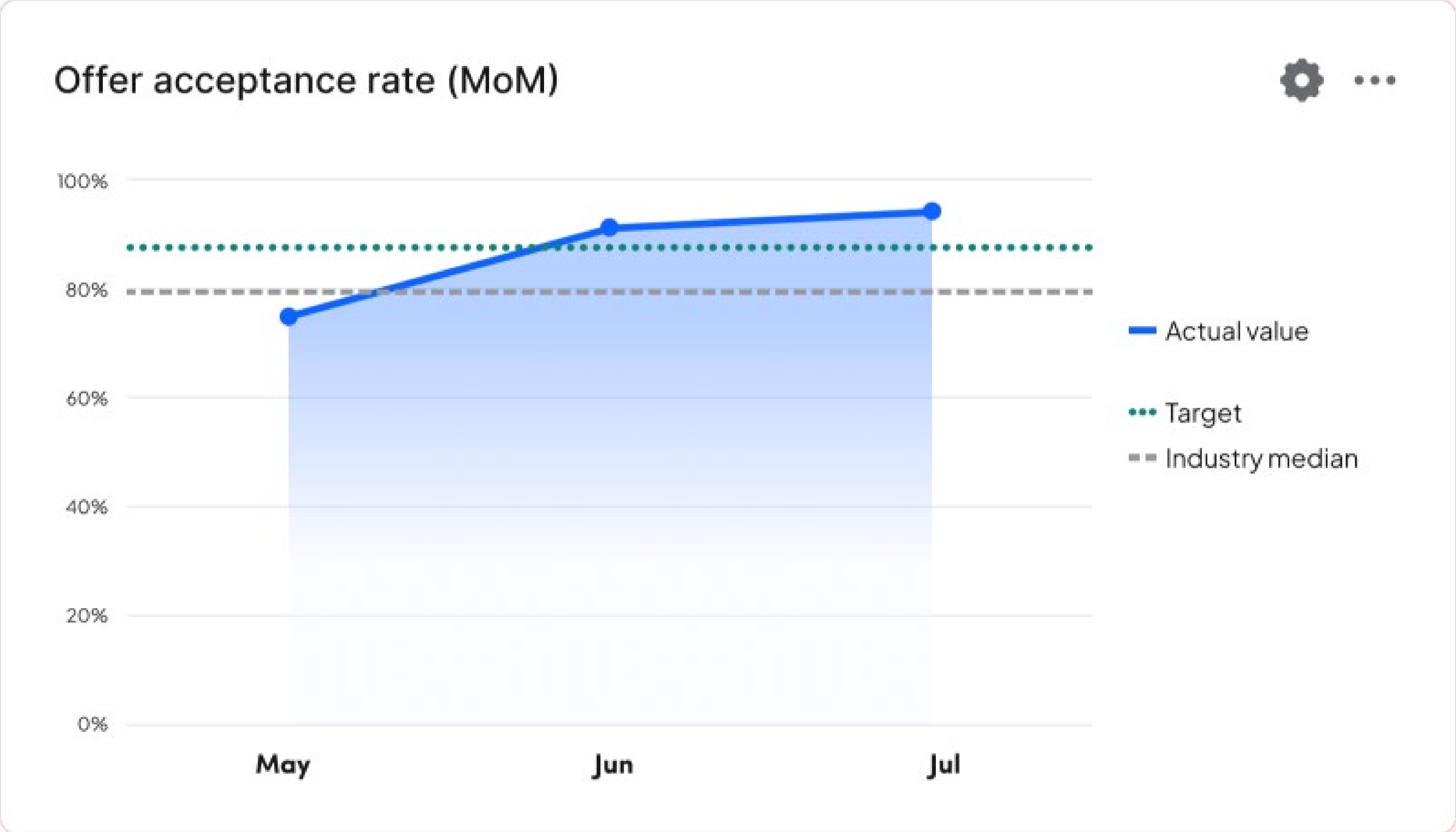
Total hires by recruiter to your team productivity dashboard makes it easy to visualize the performance of your recruiting team. However, just like hires by month, when looking at this metric, it's essential to make sure you're making an apples-to-apples comparison of the roles each recruiter is tasked with hiring (i.e., same department, experience level, etc.). If your recruiters are responsible for hiring across similar levels and departments, you can use this metric to see which recruiters are doing well and which ones may need some help—there may be some tactical best practices that increase offer accepts and should be adopted across the team.



Offer acceptance rate month-over-month

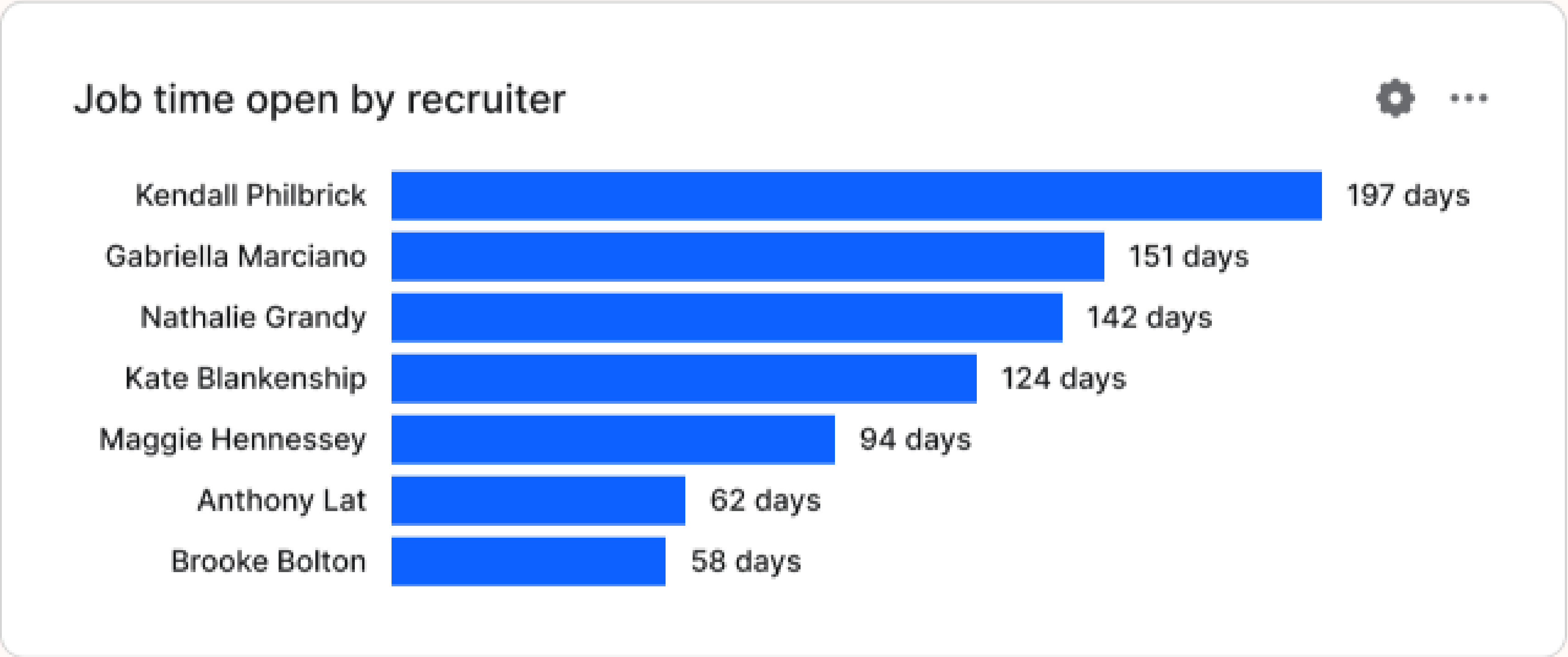
Offer acceptance rate (OAR) over time shows how competitive your offers are now compared to last quarter, last year, etc. Increases in OAR are a great way to show how your team is improving at selling candidates on your company mission and/or the benefits you offer.

On the other hand, a decline in OAR may require you to dig into your offer rejection reasons to figure out why. You may need to refine your message to highlight what your company can offer candidates or the need to reevaluate your offers to make them more competitive. Or alternatively, a decline in OAR may simply mean that your recruiters need to be more explicit about things like compensation packages earlier in the interview process, so there are no surprises when extending an offer.



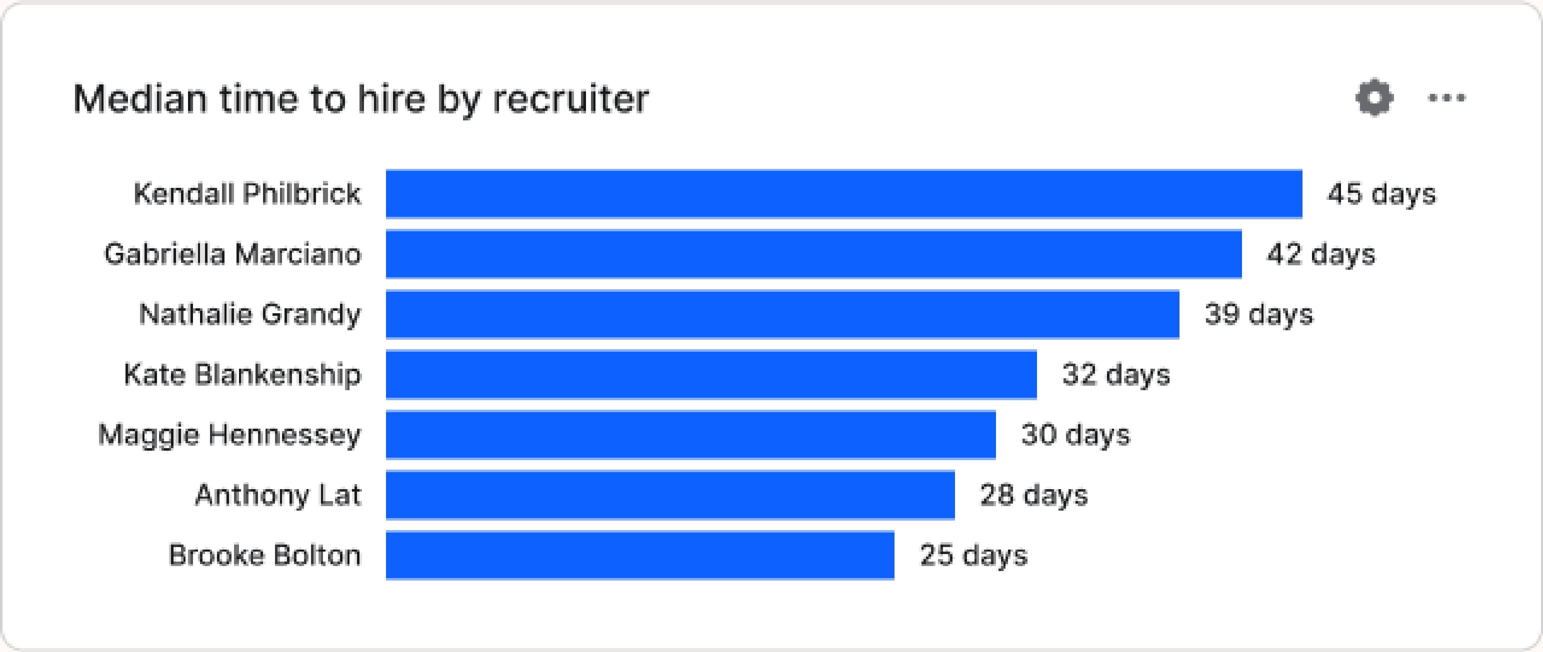
Job time open by recruiter

Job time open by recruiter can share more light on which recruiters are successful and which ones could use help. A common occurrence across larger recruiting teams is that silos tend to form and information is not as easily shared. Identifying discrepancies in this metric can open up opportunities for improvement and identify who on your team may be great to partner with for training or a best practice share.



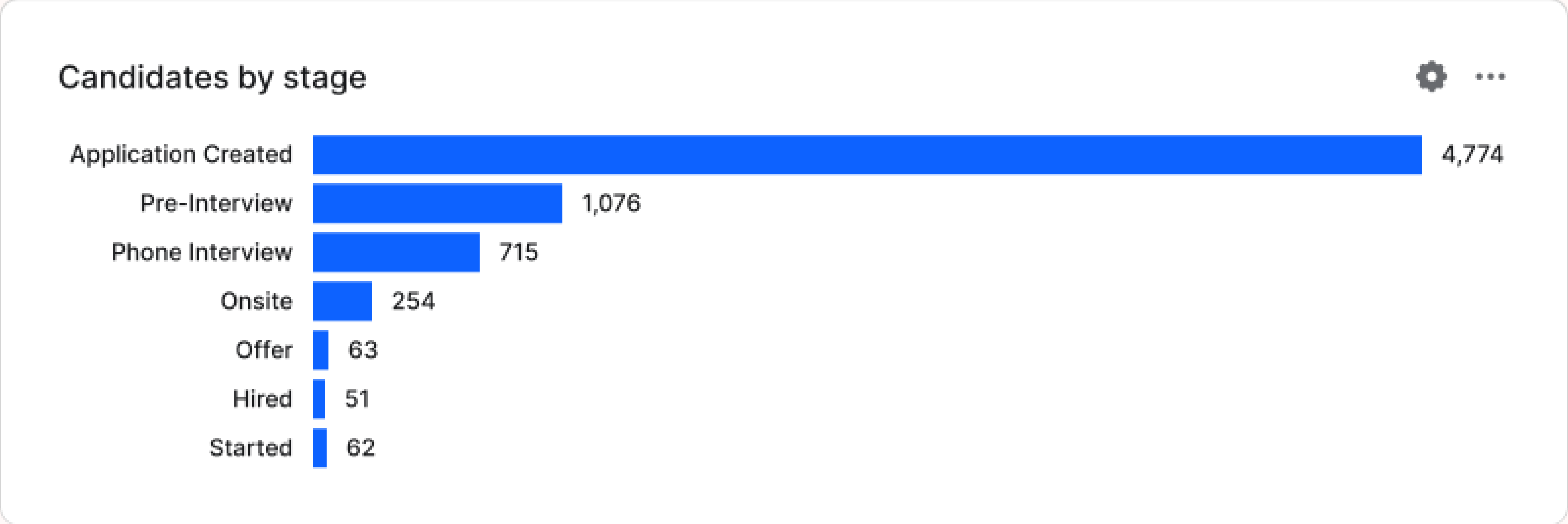
Median time to hire by recruiter

Median time to hire by recruiter is a good indicator of your recruiter's efficiency and speed. However, this metric needs to be looked at based on the type and seniority each recruiter is responsible for hiring. The time to hire an entry-level evergreen role will be faster than the time to hire for a senior-level one-off or hard-to-fill role.



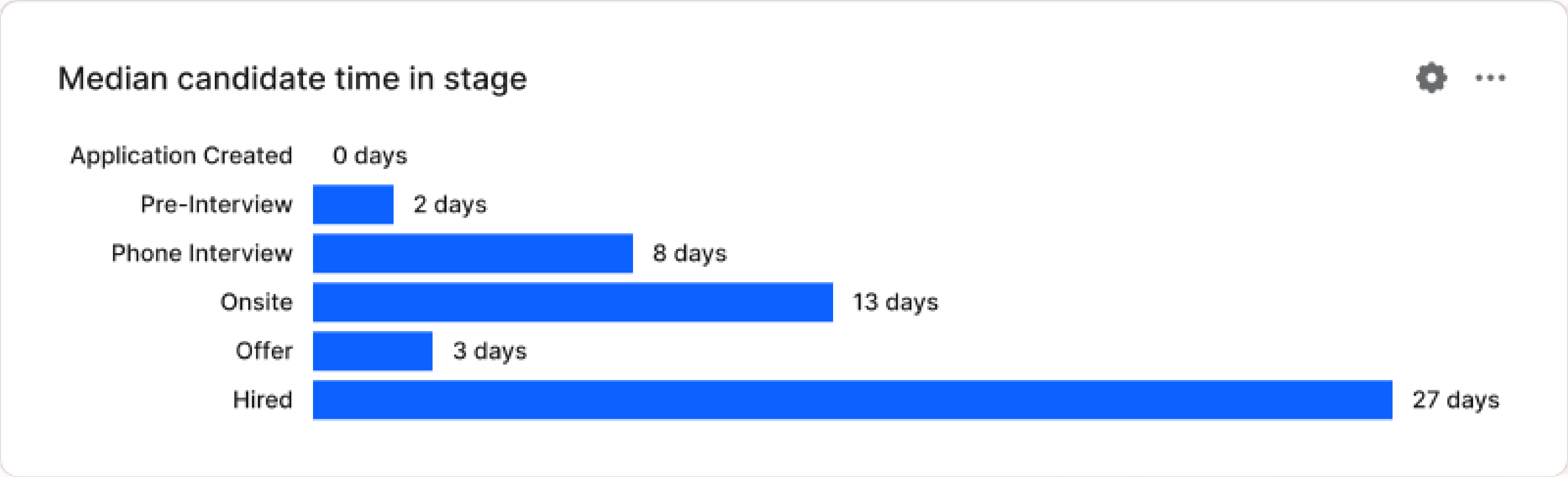
Number of candidates in each stage

This metric offers a snapshot of your current hiring pipeline. While it is likely constantly changing and (hopefully) improving, it's still important to include it in your hiring dashboard as it will allow you to present your TA team's efforts to internal stakeholders and your team to answer tactical questions like: How many candidates are currently in process? Where are the sticking points in the hiring process? How many offers has your team extended? Where in the funnel are your (and your hiring managers') efforts most needed? And so on.



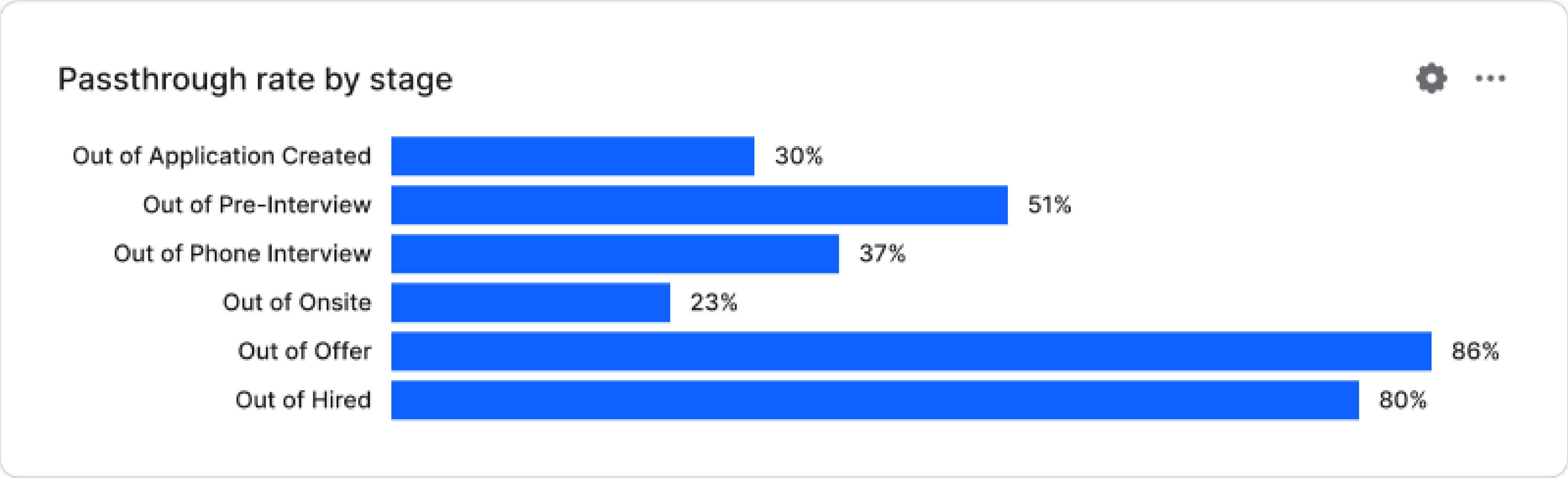
Median candidate time in stage

Time in stage visualizes exactly how much time candidates are spending at each step and where bottlenecks may exist. Resolving these will inevitably lead to lower drop-off rates and better overall candidate experience.



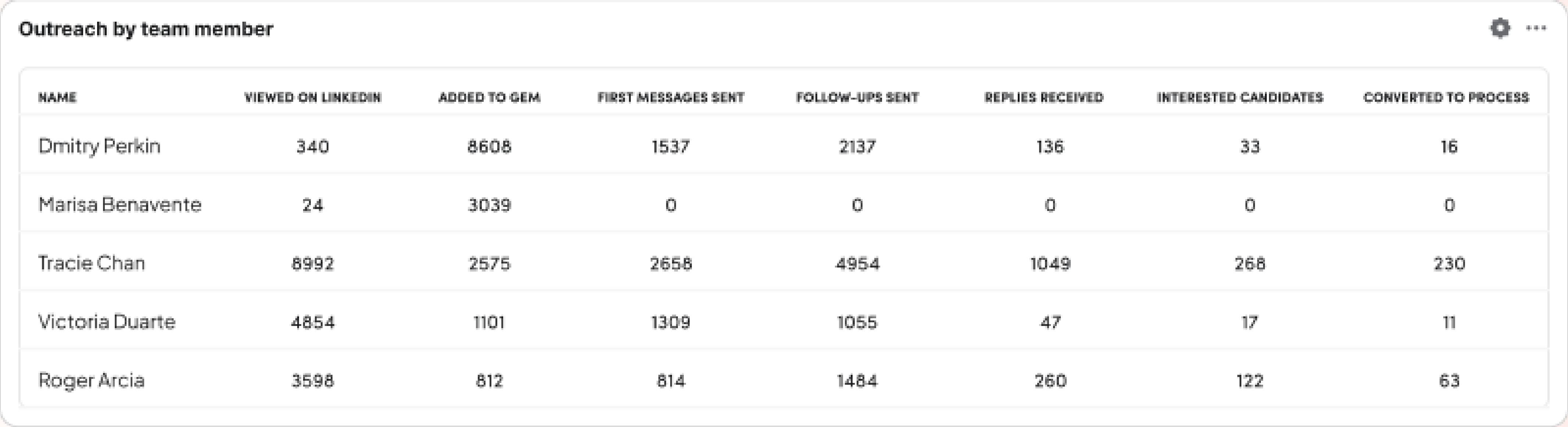
Passthrough rate by stage

Similar to time in stage, passthrough rate by stage spots potential roadblocks within your hiring process. For example, suppose you see a significant drop in passthrough rates from pre-interview to a phone interview. This may signal a misalignment between the recruiter and hiring manager in the education, skills, etc., needed for the role, and a simple re-calibration may be the fix.



Outreach stats by recruiter

Outreach stats demonstrate your team's sourcing efforts and how they drive impact toward hiring outcomes. Recruiters should experiment with different tactics, messaging, and mediums of contact. This will allow you to see which ones are paying off. Looking at your outreach stats, you can identify recruiters that are successful and ones that may need to tweak their strategies to improve their stats. You can also use this data to make the business case for how each team member's outbound efforts are directly contributing to company growth to ensure your team gets proper resource allocation and investment.


Outreach by team member

NAME	VIEWED ON LINKEDIN	ADDED TO GEM	FIRST MESSAGES SENT	FOLLOW-UPS SENT	REPLIES RECEIVED	INTERESTED CANDIDATES	CONVERTED TO PROCESS
Dmitry Perkin	340	8608	1537	2137	136	33	16
Marisa Benavente	24	3039	0	0	0	0	0
Tracie Chan	8992	2575	2658	4954	1049	268	230
Victoria Duarte	4854	1101	1309	1055	47	17	11
Roger Arcia	3598	812	814	1484	260	122	63

How Gem can *help*

Gem is the AI-powered recruiting platform TA teams love. Use Gem as your all-in-one recruiting platform or enhance your existing ATS with integrated products for CRM, sourcing, scheduling, analytics, career sites, events, and more. Over 1,000 companies – from startups to industry leaders like Airbnb, Wayfair, Cintas, Carmax, Doordash, and Zillow – trust Gem to hire with speed and ease. See why Gem is the industry's most beloved solution, with a 4.8/5 rating on G2.

Simplify your tech stack and cut costs

Consolidate multiple tools into one platform and reduce spend on recruiting technology, job boards, and ads. Customers like Veho and Prestige Care save hundreds of thousands by reducing their reliance on agencies and other sourcing platforms. Our larger enterprise customers like Airbnb and Wayfair use Gem to search for qualified talent in their ATS, accounting for ~50% of their sourced hires.

Attract, engage, and hire talent *faster*

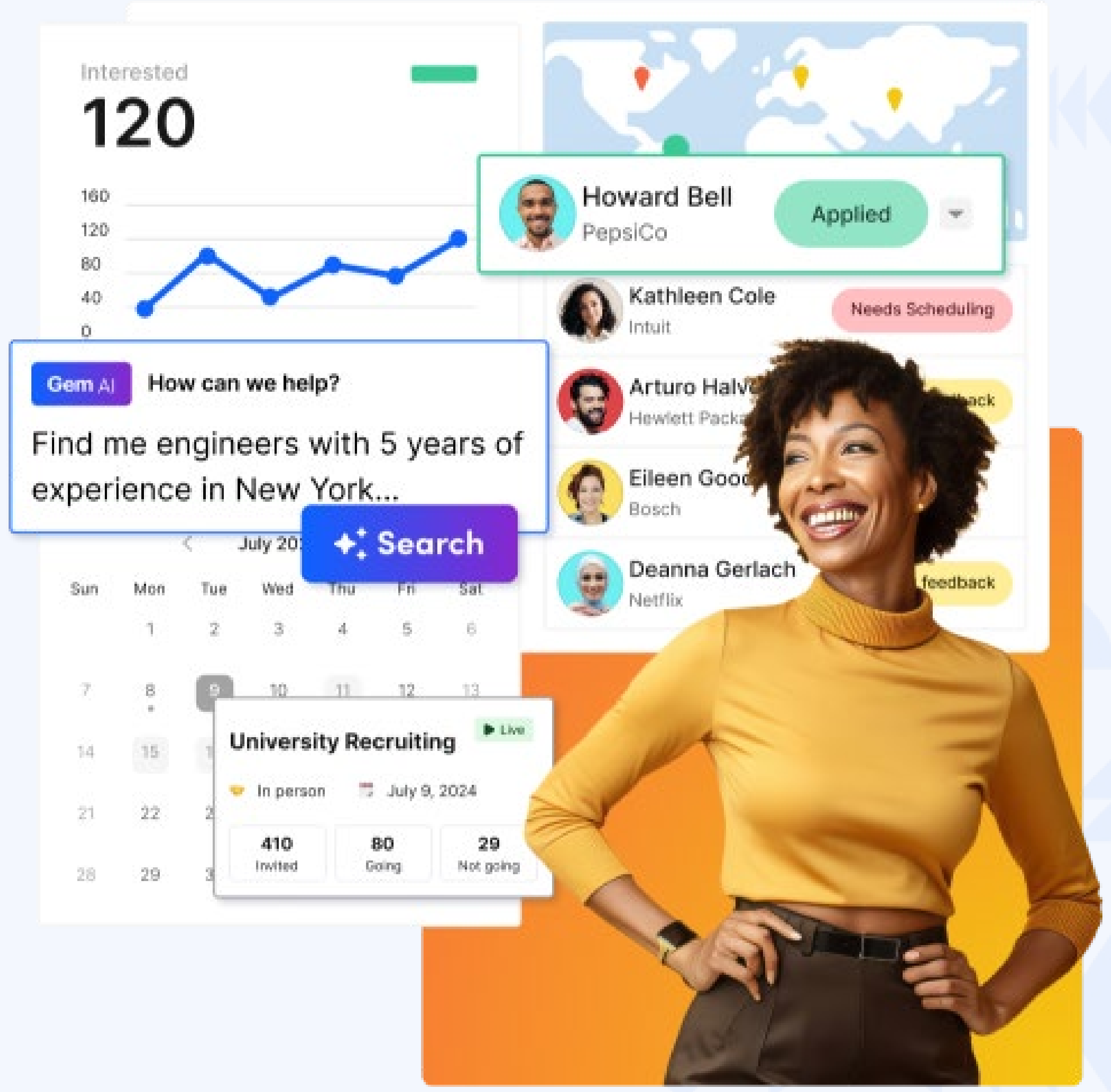
Build high-quality pipelines across all channels through sourcing, nurture, events, career sites, inbound, and more. With Gem, teams can source talent 5x faster with easy, 1-click add and 2x talent pipelines with a stronger employer brand. Our customers like Celestica have used Gem to hire over 700 employees in just 90 days.

Maximize recruiter productivity

Use AI and automation to save time on routine tasks like reviewing applications, scheduling, and managing follow-ups. With Gem, recruiters spend half as much time on routine tasks like reviewing applications, scheduling, and managing follow-ups. Our customers like Procore, Robinhood and Octave have all saved hundreds of hours a month for their recruiters.

Unlock data-driven recruiting

Visualize hello-to-hire analytics to debug your funnel, monitor pipelines, forecast hiring, and demonstrate impact, with data anyone can use. Our deep ATS integrations and no-code analytics interface have allowed teams like Unity pinpoint and address bottlenecks, resulting in a 10-day reduction in time-to-fill.



Thank you.

Gem is the AI-powered recruiting platform TA teams love. It helps you maximize productivity, hire faster, and save money – all while giving recruiters a solution they find easy to use.

To learn more and see a demo, visit gem.com