

# HR.com's State of Seasonal, Hourly and Volume Hiring 2025-26



Blend technology and  
human connection to create  
a high-volume hiring strategy  
that works well



# CONTENTS



**3 Executive Summary**

**7 The Strong Presence of High-Volume Hiring**

**10 The Role of Outsourcing in High-Volume Recruitment**

**12 High-Volume Recruitment Practices**

**16 High-Volume Recruitment Tools and Technologies**

**22 Quantifying Success in High-Volume Hiring**

**29 High-Volume Hiring Challenges**

**33 Pre-hire Assessments for High-Volume Hiring Success**

**37 Trends in Seasonal Hiring**

**43 Key Takeaways**

# Executive Summary

High-volume hiring has its challenges, from turnover to “ghosting” to sourcing candidates. So, how are organizations overcoming these hurdles?

For starters, pinpointing ideal candidate profiles for roles and figuring out why candidates drop out of the process can help mitigate some issues. But to do that, organizations need reliable data, which is easier said than done since just 66% say their high-volume recruiting metrics are useful in making decisions and 46% say they are correct.

When done right, high-volume hiring can reduce churn, streamline operations, and quickly connect people to opportunities. But without visibility into where and why candidates disengage, employers risk repeating the same missteps—wasting time, stretching teams thin, and frustrating job seekers in the process.

The good news? Some organizations are figuring it out. They're rethinking what to measure, where to invest, and how to make the experience more human—not just faster. So, what sets these teams apart? We investigate:

- the state of high-volume hiring today
- the top challenges facing employers
- the tools and technologies used in high-volume hiring
- the strategies used to attract and retain talent
- the practices that differentiate high-performing recruitment teams from low-performing teams

## About the Survey

HR.com's “The State of Seasonal, Hourly and Volume Hiring 2025” survey ran from March to May 2025. We gathered responses from 560 HR professionals in virtually every industry vertical both from our own panel of HR.com members as well as through an external panel. Respondents are located all over the world, but most of them reside in North America, especially the United States.

The participants represent a broad cross-section of employers by number of employees, ranging from small businesses with fewer than 100 employees to enterprises with 20,000+ employees. Nearly all (96%) of the respondents represent midsize or large organizations.

## Our Major Research Findings

### Major Finding 1

#### High-volume hiring is a priority across most responding organizations.

- Nearly all respondents say their organization:
  - ▶ engages in high-volume recruitment or plans to in the future
  - ▶ plans to engage in high-volume recruiting over the next six months to one year
- Of the organizations that are engaged in high-volume recruiting, 73% say they expect their TA team's high-volume recruiting budget to increase.

### Major Finding 2

#### Organizations attract candidates through a variety of practices and channels.

- The practices considered to be most effective for high-volume recruiting are to:
  - ▶ develop a compelling employer brand and value proposition (56%)
  - ▶ define ideal candidate profiles for each high-volume role (54%)
  - ▶ implement pre-employment assessments (54%)
  - ▶ maintain talent pools for future openings (53%)
- The channels considered to be most effective for high-volume recruiting are:
  - ▶ employee referrals (55%)
  - ▶ job boards (55%)
  - ▶ recruitment partners (e.g., RPOs) (52%)

#### Defining high-volume hiring

**High-volume recruiting** generally refers to filling a larger-than-average number of positions in a relatively short time frame. It may include the high-volume hiring of temporary and seasonal employees. In some cases, however, these are roles for which employers are continuously and consistently recruiting. High-volume recruitment can be achieved via in-house recruitment or with the help of external providers and partners.

### Major Finding 3

#### Many organizations are leveraging technology and AI to increase the effectiveness of high-volume recruiting.

- Respondents say the most effective tools and technologies for high-volume recruiting are:
  - ▶ applicant tracking system (ATS) (51%)
  - ▶ artificial intelligence (e.g., chatbots, including SMS) (51%)
  - ▶ virtual job previews or interactive simulations (45%)
  - ▶ employee referral tracking tools (44%)
- Almost all (95%) organizations are planning to use AI for high-volume recruiting. The most common usage includes:
  - ▶ AI-powered chatbots and virtual assistants (55%)
  - ▶ automating candidate screening and shortlisting (53%)
  - ▶ scheduling interviews (48%)
  - ▶ automating onboarding processes (45%)

### Major Finding 4

#### Traditional recruitment metrics apply for high-volume hiring too, but the data isn't necessarily reliable.

- Respondents say these high-volume recruiting metrics matter most:
  - ▶ quality of hire (e.g., performance ratings in first year) (61%)
  - ▶ conversion rate (e.g., applicant to employee rate) (47%)
  - ▶ time to hire and/or time to fill (46%)
  - ▶ retention rate (44%)
- Respondents in organizations that use high-volume recruiting metrics say the data is:
  - ▶ useful in making decisions (66%)
  - ▶ aligned with post-hire performance data (51%)
  - ▶ complete (50%)
  - ▶ correct (46%)

## Major Finding 5

### Organizations are doing their best to attract and retain seasonal talent.

- More than half of respondents report that they track the percentage of seasonal employees converting to full-time roles.
- The most common seasonal hire metrics tracked are:
  - ▶ employee satisfaction survey scores (62%)
  - ▶ productivity and efficiency metrics (58%)
  - ▶ manager feedback and performance reviews (58%)
- Further, more than half of organizations use the following to incentivize seasonal hires:
  - ▶ performance-based incentives (59%)
  - ▶ flexible scheduling options (59%)
  - ▶ employee discounts or perks (58%)
  - ▶ opportunities for permanent roles (52%)

## Major Finding 6

### Compared to organizations with an undefined high-volume hiring strategy (high-volume recruitment laggards), those with a defined strategy (high-volume recruitment leaders) are:

- nearly four times more likely to consider AI effective for volume hiring
- more than three times more likely to offer flexible scheduling options for seasonal employees
- more than three times more likely to consider virtual job previews effective
- three times more likely to say their high-volume recruitment metrics are correct
- more than twice more likely to say cost per quality applicant metrics matters most in high-volume hiring

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# The Strong Presence of High-Volume Hiring



## Finding: Most respondents say their organization engages in high-volume recruitment or plans to in the future

Most of our study respondents (93%) either are currently engaged in high-volume recruitment or have engaged in it in the past. However, this does not represent today's organizations as a whole.

This question was one of several qualifying questions for our external survey panel, so this 93% figure almost certainly is unrepresentative of all organizations in the U.S. Rather, it's representative of those who took all or parts of our survey.



Just 5% of responding organizations have no intention of engaging in high-volume recruitment





## Finding: There will be a pressing need for recruiting over the next year

Of the organizations that are implementing high-volume recruitment at present, have done so in the past, or are planning to do so in the future, fully 96% will engage in high-volume recruitment over the next six months to one year.



## Finding: Organizations have most commonly had their current high-volume hiring strategy in place for two to five years

Of those that have a defined high-volume strategy, most (56%) say their current strategy has been in place for two to five years, while 30% have maintained their strategy for six to 10 years and just 12% say more than 10 years. This suggests that most organizations have had time to refine and optimize their approaches.







## Finding: The budget for high-volume recruitment is generally expected to increase over the next two years

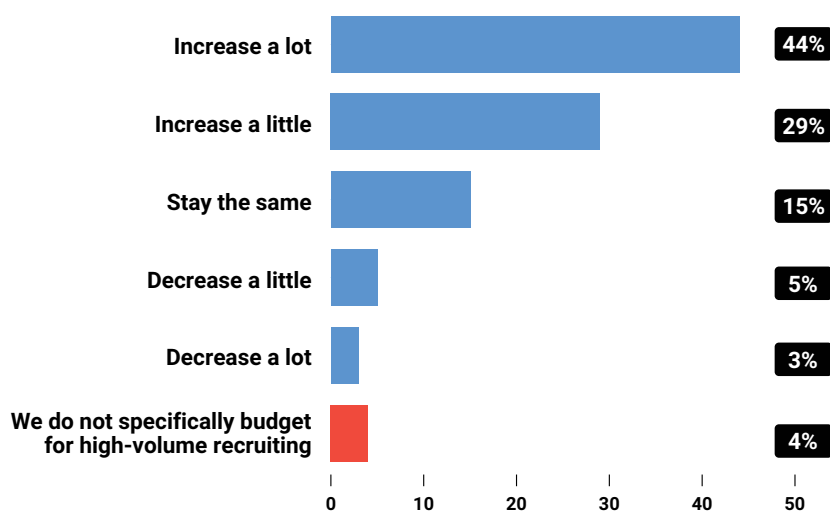
We asked respondents who expect to engage in high-volume recruitment over the next six months to one year if the budget assigned for this purpose would be likely to grow or decline. In nearly three quarters of organizations (73%), there is an expected increase in the high-volume TA budget, with 44% expecting a high increase and 29% expecting a small increase.

This anticipated budget growth likely reflects a combination of factors. Organizations may be responding to heightened hiring needs driven by business expansion, employee turnover, or changing skill requirements in the workforce. As talent acquisition becomes more strategic, many companies are increasing investment in areas such as recruitment technology, employer branding, and candidate experience to stay competitive. High-volume hiring also tends to require more recruiters, external sourcing support, and advertising, all of which contribute to higher costs and increased budget needs.



Just 8% say the budget for high-volume recruitment is expected to decrease in the next two years

**How do you expect your talent acquisition (TA) team's high-volume recruiting budget to change in the next two years compared to the current budget? (select the one that best applies)**



# The Role of Outsourcing in High-Volume Recruitment



**Finding: The majority of organizations have outsourced some part of their high-volume recruitment to one or more other entities**

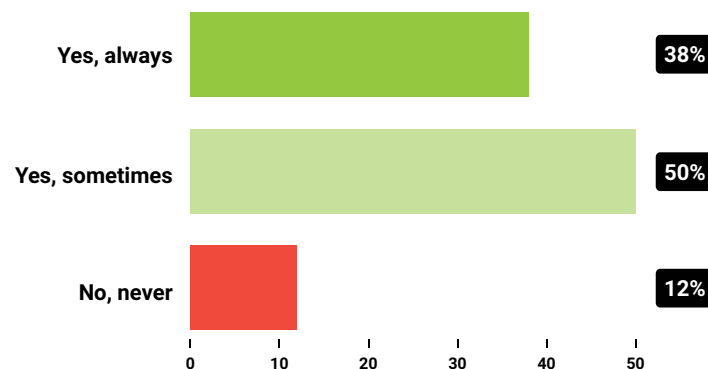
To what degree do organizations outsource high-volume recruiting? Among organizations that are currently engaged in high-volume recruiting or have done so in the past, 12% have always handled the process internally. However, the vast majority (88%) say they outsource the recruitment sometimes or always.

This means, of course, that in most organizations internal TA professionals are involved in high-volume recruitment to some degree. As a result, they require access to the proper TA tools, training, and strategies to successfully manage such recruitment tasks.



**Two-fifths of organizations always outsource their high-volume recruitment to some other entity**

**Does your organization outsource any part of high-volume recruitment to some other entity (e.g., staffing or recruitment process outsourcing firm)?**





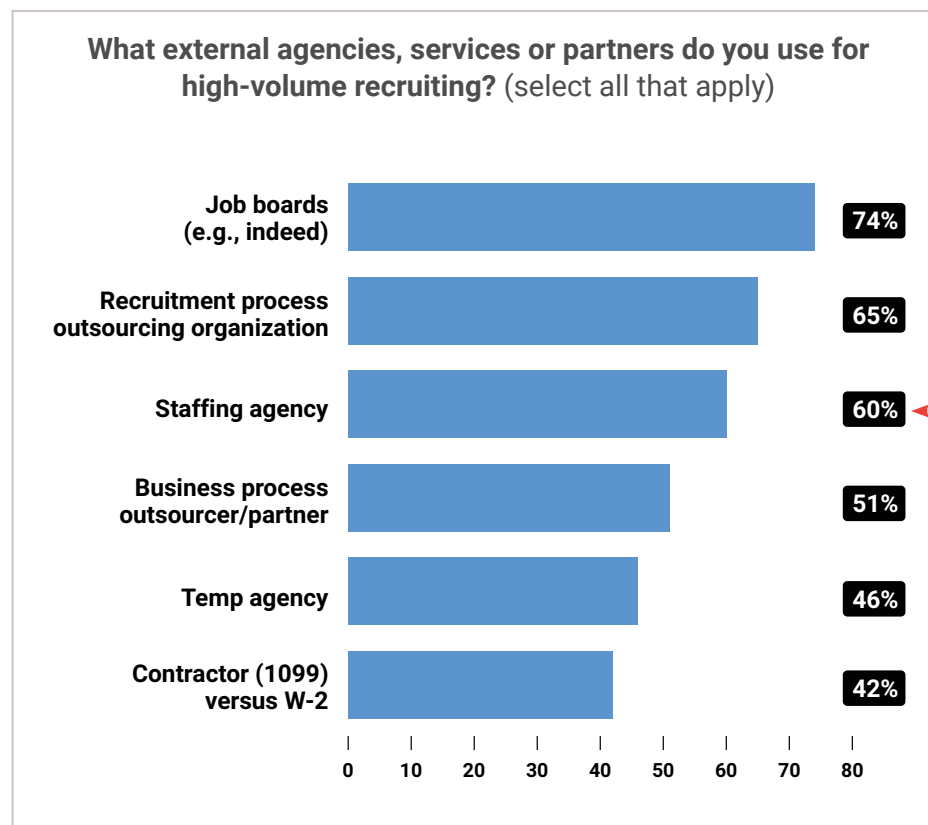
## Finding: Job boards are the most common choice for organizations that outsource high-volume recruitment

What kind of external agencies, services, or partners do the organizations that outsource high-volume recruitment utilize? About three-quarters (74%) use job boards, followed by recruitment process outsourcing organizations (65%) and staffing agencies (60%).

The strong use of RPOs likely reflects a desire for end-to-end recruitment support, as these providers often manage the entire hiring process, from sourcing to onboarding, as an extension of the internal TA team. Staffing agencies, on the other hand, typically focus on quickly filling roles from their existing talent pools, though some also offer broader services depending on the client or industry, which is especially useful for short-term or urgent hiring needs.



Three-fifths of organizations use a staffing agency for high-volume recruiting



Editor's Note: In the original data, 4% of respondents stated they "don't know." We removed those responses and recalculated, so this chart only shows percentages for those who answered the question

# High-Volume Recruitment Practices



## Finding: Organizations consider a variety of practices effective for high-volume recruitment

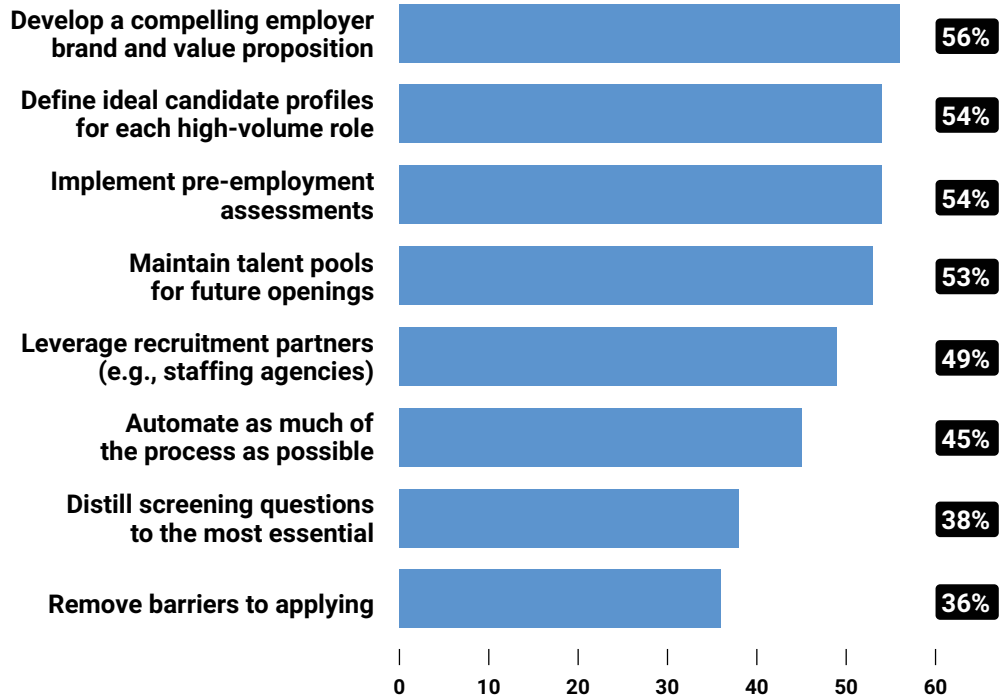
There is no single practice associated with effective high-volume recruitment. Rather, there is a range of them, with four being cited by more than half of respondents:

- developing a compelling employer brand and value proposition (56%)
- defining clear candidate profiles (54%)
- implementing pre-employment assessments (54%)
- maintaining talent pools (53%)

These four practices work together to not only attract talent, but to also ensure the right candidates are brought into the pipeline.

Interestingly, only 36% say removing barriers to applying is essential. This may be because many organizations already receive a large number of applicants. However, it's important to remember that overly complex or inflexible application processes can disproportionately impact underrepresented groups and limit access to qualified talent.

**In your organization, what practices do you consider to be the most effective for high-volume recruiting? (select all that apply)**





## Finding: A majority believe advertising on job boards and employee referrals are most effective for high-volume recruiting

What channels do organizations that engage in high-volume recruitment find to be effective? Two choices tied for first place: employee referrals and job boards.

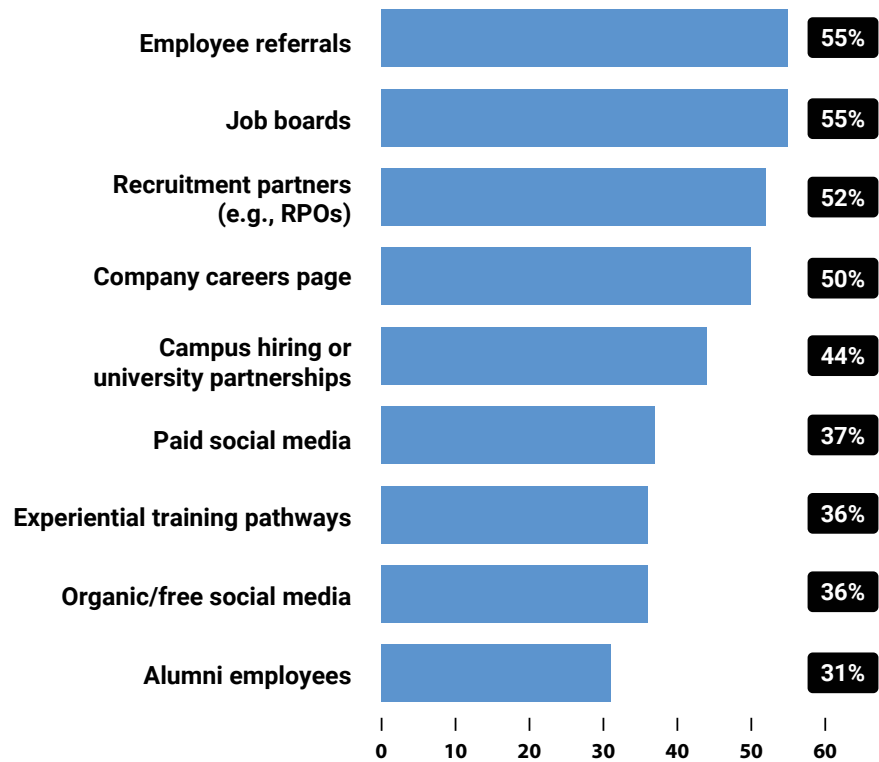
More than half also consider recruitment partners to be effective. This is good to hear, as we found earlier that RPOs and staffing agencies are frequently used.

By contrast, fewer organizations find organic or free social media (36%) and alumni employees (33%) to be effective for high-volume recruitment. Organic social media can be powerful when a company already has a strong employer brand. However, for newer or lesser-known organizations, generating traction organically is often more challenging. Industry also plays a role: for example, organic campaigns tend to perform better in consumer-facing industries like retail than in fields such as healthcare, construction, or corporate office roles.





In your organization, what channels do you consider to be the most effective for high-volume recruiting? (select all that apply)



Just 36% consider free social media to be among the most effective high-volume recruitment channels

# High-Volume Recruitment Tools and Technologies



## Finding: About half of organizations consider ATS and AI the most effective technologies for high-volume recruitment

Tools and technologies are necessary to improve high-volume recruitment effectiveness, but which tools are considered most effective? About half consider applicant tracking systems (ATS) and artificial intelligence (AI) most effective.

An ATS helps streamline the recruitment process by organizing job postings, managing applications, and enabling recruiters to review large volumes of resumes efficiently. Meanwhile, AI can accelerate outreach by automating communication with candidates, providing data-driven insights into applicant trends, and helping organizations refine their strategies to attract ideal candidates.

Many organizations also highlight the effectiveness of other tools:

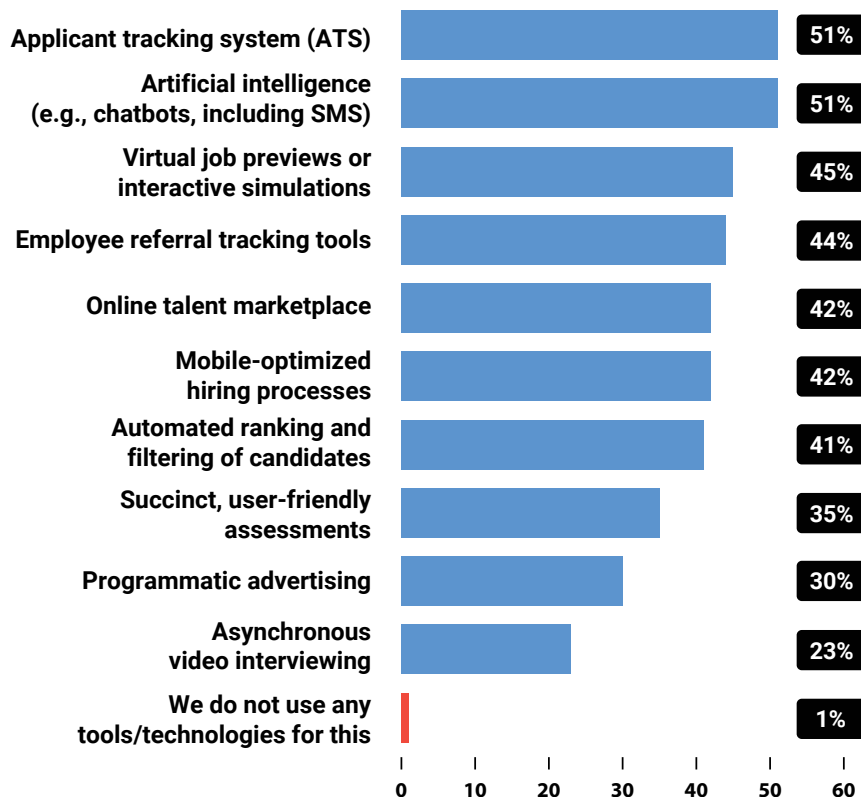
- virtual job previews or interactive simulations (45%)
- employee referral tracking tools (44%)
- online talent marketplaces (42%)
- mobile-optimized hiring processes (42%)
- automated candidate ranking and filtering (41%)

These findings suggest that while ATS and AI lead in perceived effectiveness, organizations should consider a tailored approach. The optimal mix of tools depends on multiple factors such as company size, hiring volume, industry demands, staff size and budget. The right technology stack can significantly improve both the efficiency and the candidate experience in high-volume hiring environments.

### Results of Chi-square Test

A chi-square test of independence shows that high-volume recruitment leaders are significantly more likely than laggards to say they consider the tools and technologies listed in the chart below to be effective.

In your organization, what tools and technologies do you consider to be most effective for high-volume recruiting? (select all that apply)



Just 23% consider asynchronous video interviewing an effective technology for high-volume recruitment

### High-Volume Recruitment Cohort Classification: Who Are the Leaders and Laggards?

Some organizations report having defined strategies for high-volume recruitment while others do not. To test to see if this strategic orientation makes a difference, we divided our sample into two cohorts:

- **High-volume recruitment leaders (or, recruitment leaders):** those answering “strongly agree” or “agree” to the statement, “Your organization has a defined strategy for high-volume recruitment.”
- **High-volume recruitment laggards (or, recruitment laggards):** those answering “neither agree nor disagree,” “disagree,” or “strongly disagree” to the same statement.



## Finding: High-volume recruitment leaders are much more likely than laggards to find a variety of technologies effective for high-volume hiring

Tool and technology effectiveness partially depends on how an organization leverages these tools. High-volume recruitment leader organizations are much more likely than high-volume recruitment laggard organizations to consider various tools effective for high-volume recruiting. For example, they are nearly four times more likely to consider AI effective for high-volume hiring, and they are over three times more likely to consider virtual job previews effective.

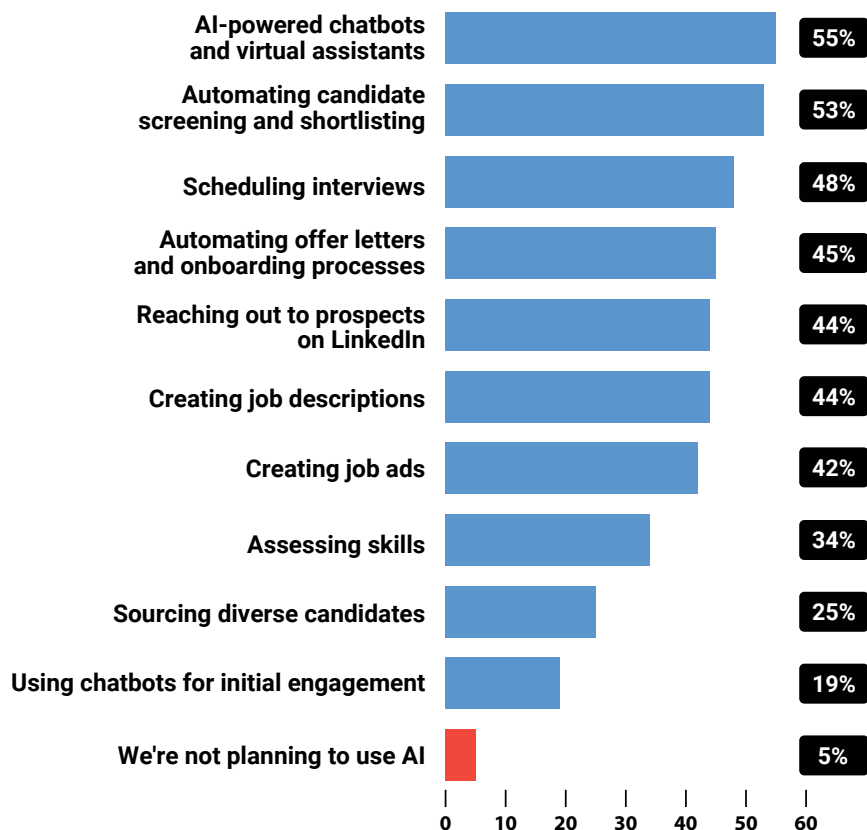




## Finding: Nearly all respondents plan to use AI in high-volume recruiting for a variety of purposes

Fully 95% of respondents believe that, over the next year, their organizations will utilize AI in high-volume hiring. The most commonly cited usage includes leveraging AI-powered chatbots and virtual assistants (55%), automating candidate screening and shortlisting (53%), scheduling interviews (48%), and automating onboarding processes (45%).

How do you intend to implement AI technologies to enhance high-volume hiring processes within the next year? (select all that apply)



A quarter of organizations plan to use AI to source diverse candidates



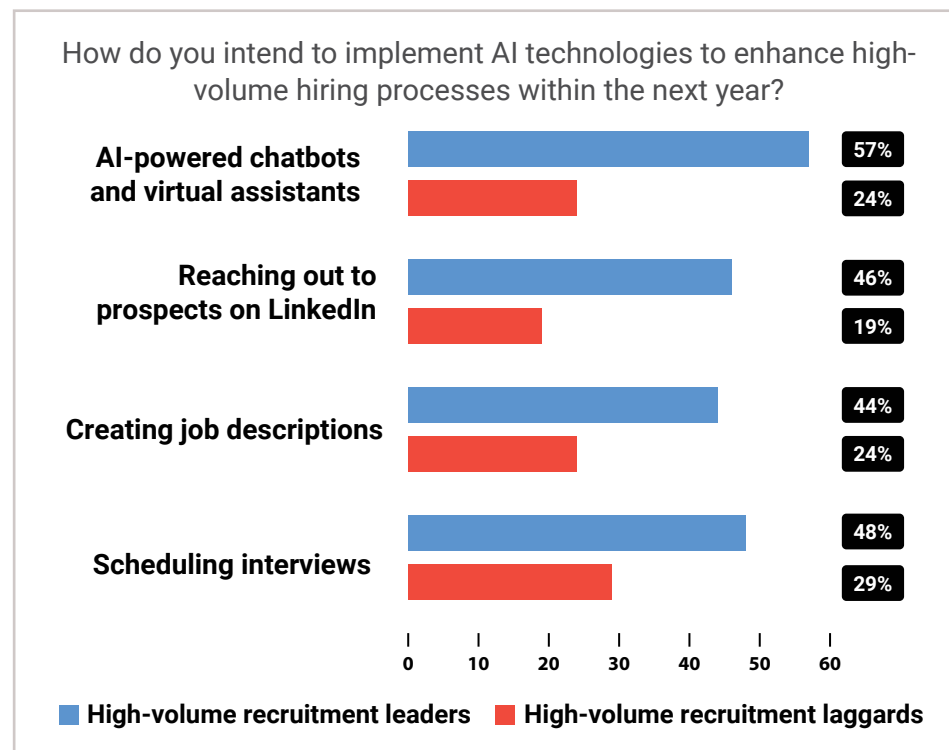
## Finding: High-volume recruitment leader organizations are far more likely to leverage certain AI-recruiting practices within the next year

### Results of Chi-square Test

A chi-square test of independence shows that high-volume recruitment leaders are significantly more likely than laggards to say they will implement AI technologies for the listed purposes in the chart over the next year. They are also significantly *less* likely to say they are not planning to use AI for high-volume recruitment.

Compared to their high-volume recruitment laggard counterparts, high-volume recruitment leader organizations are over twice as likely to say they intend to use AI powered chatbots and virtual assistants to enhance high-volume hiring within the next year. They are also over twice as likely to use AI to reach out to prospects on LinkedIn, and they're nearly twice as likely to enhance high-volume recruitment processes by using AI to create job descriptions.

In short, leader organizations are significantly more likely to leverage AI to help automate the many tasks associated with high-volume recruitment.





## HRRI Strategic Recommendations

Below are suggestions to effectively leverage tools and technologies, especially AI, in high-volume recruitment:

- Look for technologies that increase the productivity and effectiveness of your TA staff members. These technologies should be measurable to ensure they aid rather than hinder productivity. Ensure recruitment teams are trained to effectively use these technologies.
- Make sure your ATS is up to the task of handling high-volume recruitment.
- If using outsourcing partners, ensure that your technologies can “speak” with one another where necessary.
- Investigate productivity-enhancing technologies that you’re not already leveraging to see if they can serve the purposes of your organization. For example, these may include virtual job previews, interactive simulations, user-friendly assessments, and online talent marketplaces.
- Adopt advanced digital and video interviewing platforms to facilitate remote screening, broaden geographical reach, and optimize recruiter time, ensuring an efficient interviewing experience for high volumes of candidates.
- Build or upgrade referral tracking infrastructure to incentivize and streamline employee referrals. Referrals often result in faster, higher-quality hires, especially in high-volume contexts. Although they are not likely to be the complete answer to high-volume recruitment, they are clearly useful to many organizations.
- Integrate with gig and freelance platforms or broader job marketplaces to expand candidate reach. This is especially useful when hiring for remote or project-based roles.
- Recognize that AI is no longer just a “future” technology. It is increasingly integrated into TA-related software. Consider AI applications such as:
  - Using AI-powered chatbots to streamline recruitment workflows for enhanced candidate engagement and possibly even initial screenings.
  - Creating a highly responsive candidate journey across all touchpoints, from application to offer to significantly reduce time-to-fill metrics and actively combat candidate “ghosting” by maintaining consistent, valuable communication.
  - Developing qualification frameworks to ensure that candidates not only meet skill requirements but also align with organizational culture, thereby proactively addressing challenges in talent fit and availability.
  - Implementing AI tools to efficiently craft compelling job descriptions and automate interview scheduling.
  - Automating offer letters and, where it makes sense, onboarding processes while keeping in mind that sometimes the human touch is what convinces employees to stick around.

# Quantifying Success in High-Volume Hiring



## Finding: Quality of hire is the most popular high-volume recruitment metric

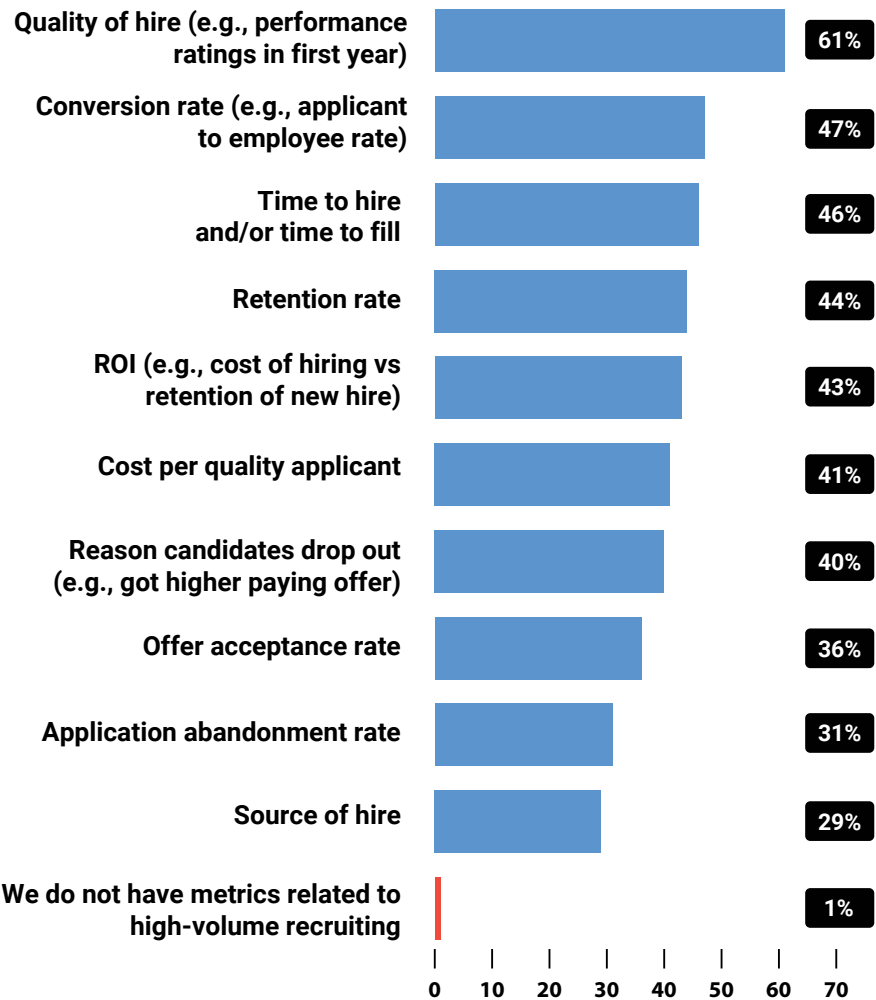
Recruiting metrics help teams understand how quickly they can fill roles, how much they're spending to attract qualified candidates, where those candidates are coming from, the quality of hires, and whether they stay at the organization. However, with the right data, recruiters can fine-tune their strategies, improve results, and reduce costs.

When it comes to high-volume hiring, the most important metrics are quality of hire (61%), time to hire or fill (46%), and conversion rate (47%). Most organizations want to get the best hire in the shortest amount of time to reduce stress on other team members.

Although closer to bottom of the list at 40%, identifying the reasons candidates drop out is an important metric. For example, if they dropped out because a competing company offers a specific benefit, organizations may be able to imitate that offering to reduce drop-off rates.



**In your organization, which high-volume recruiting metrics matter most? (select all that apply)**



**Only 31% of organizations measure application abandonment rate**



## Finding: High-volume leaders are much more likely to say a variety of metrics are valuable

### Results of Chi-square Test

A chi-square test of independence shows that high-volume recruitment leaders are significantly more likely than laggards to say the following metrics matter most: cost-per-hire, quality of hire, application abandonment rate and reason candidates drop out.

When compared to high-volume recruitment laggards, leader organizations are over twice as likely to say cost per quality applicant metrics matters most. Perhaps, this is because they want to allocate budget to high-volume hiring while demonstrating to senior leadership that high-volume hiring is a worthwhile investment. Moreover, a quality applicant can be added to the talent pool for future positions.





## HRRI Strategic Recommendations

Following are some suggestions based on the candidate experience:

- Strive to get the best hire in the shortest amount of time. Although sometimes all companies want is a “warm body” to fill a position, this research indicates that quality-of-hire has become a high priority in many organizations engaged in high-volume recruitment. Of course, this desire for quality needs to be weighed against speed to meet the urgent needs of the organization and to accommodate the desires of the candidates themselves. This involves strategically refining sourcing channels and leveraging recruitment technology to ensure every dollar contributes to acquiring the right talent, maximizing long-term ROI.
- Establish mechanisms for gathering candid feedback on why candidates disengage or withdraw from the process. Utilize these insights to identify and address systemic issues, such as process inefficiencies or communication gaps, thereby continually enhancing the candidate experience and strengthening the overall talent pipeline.
- Streamline application and engagement workflows to minimize friction points that lead to candidate drop-off. Emphasize mobile accessibility, transparent communication, and timely interactions throughout the process to foster a seamless experience and retain valuable talent in the pipeline.





## Finding: Two-thirds of organizations believe the data provided by high-volume recruitment metrics is useful in making decisions

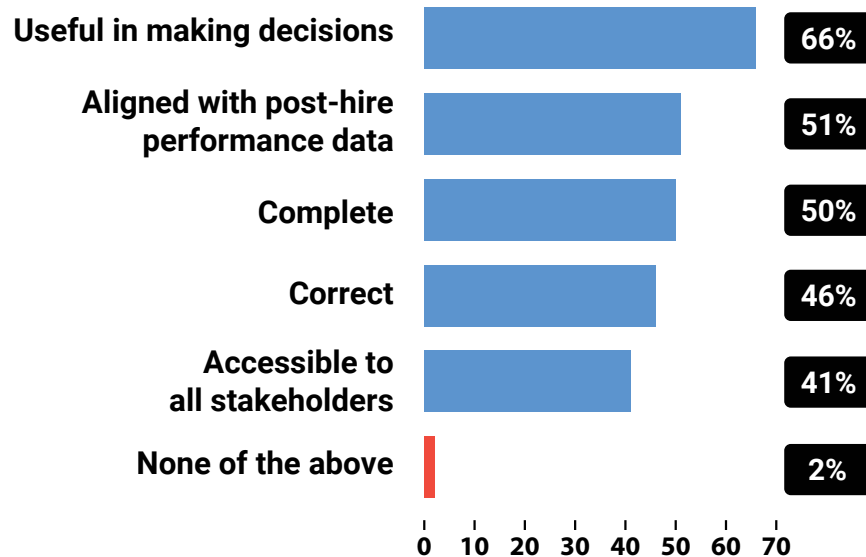
We asked respondents to identify which of the statements regarding high-volume hiring are true. Two-thirds (66%) believe these metrics are useful in helping make decisions. However, only half say they are complete, and just 46% say they are correct.

This highlights an important point: technology alone isn't enough. Human insight is still essential. The 20-percentage point gap between perceived usefulness and accuracy shows that skilled analysts play a key role in interpreting and applying the data effectively. Organizations should still however determine which metrics are most useful for their organization to help their analysts make the best decisions.

### Which of the following statements regarding the data provided by high-volume recruitment metrics are true in your organization?

(select all that apply)

The data is:



Just 46% of respondents believe their high-volume recruitment metrics are correct





## Finding: High-volume recruitment leaders are three times more likely to say the data provided by high-volume metrics is correct

### Results of Chi-square Test

A chi-square test of independence shows that high-volume recruitment leaders are significantly more likely than laggards to say metrics are correct, complete, aligned with post-hire performance data and accessible to all stakeholders.

Although analysts can still make useful decisions with flawed data, it still pays to be accurate. In fact, high-volume recruitment leaders are three times more likely than laggards to say the data provided by high-volume metrics is correct.

Compared to high-volume recruitment laggards, leaders are also more than twice as likely to say the data is complete, and that their high-volume recruitment metrics are aligned with post-hire performance data.

Which of the following statements regarding the data provided by high-volume recruitment metrics are true in your organization?

The data is:





### HRRI Strategic Recommendations

Below are suggestions to maximize the use of metrics in improving the efficacy of high-volume recruiting:

- Establish robust tracking and reporting mechanisms throughout the entire recruitment lifecycle, prioritizing the collection of data for immediate, sound decision-making. Commit to iteratively improving data quality over time, fostering a culture of continuous process refinement.
- Create clear linkages between recruitment metrics and post-hire performance data to accurately gauge the true quality of hire. This deeper insight allows for strategic redesign of recruitment processes, ensuring that high-volume hiring consistently yields high-contributing talent.
- Ensure data is accessible to all key stakeholders. Data accessibility can mitigate the risk of misreading the data, and it fosters more informed, collaborative decision-making.

# High-Volume Hiring Challenges



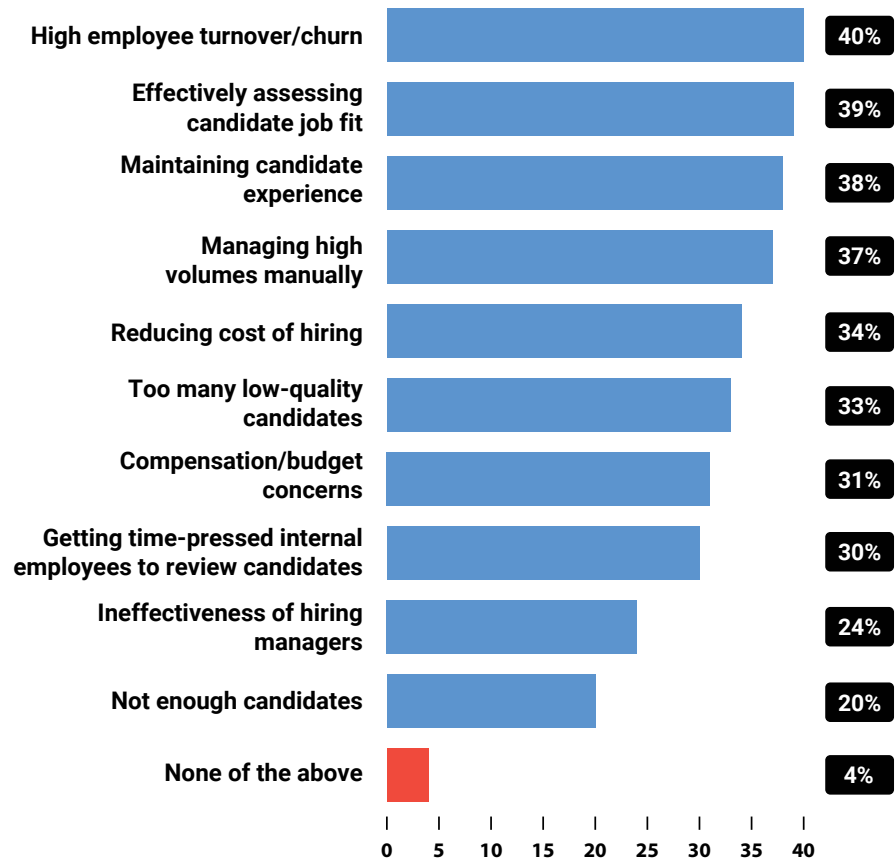
## Finding: High employee turnover/churn is the top high-volume recruitment challenge

The biggest challenge with high-volume recruitment? Turnover.

Many organizations are finding it difficult to retain talent, with 40% reporting high employee turnover. There are a lot of potential reasons for this: high-volume hiring tends to happen quickly and for jobs that often don't pay as well as other work. Moreover, there's the nature of high-volume industries such as healthcare (often stressful), construction (often involving physical risk) and retail (often seen as a lower-paid, short-term job).

Organizations are also facing challenges in assessing candidate-job fit effectively (39%), maintaining a positive candidate experience (38%), and handling high application volumes manually (37%). Organizations can help address these issues by developing clear ideal candidate profiles, using automation to manage scale, and keeping a human touch in communication to ensure a consistent and engaging experience.

**In your organization, what have been your top high-volume recruitment challenges in the past 12 months? (select all that apply)**



**Over a third cite managing high volumes manually as a top challenge**

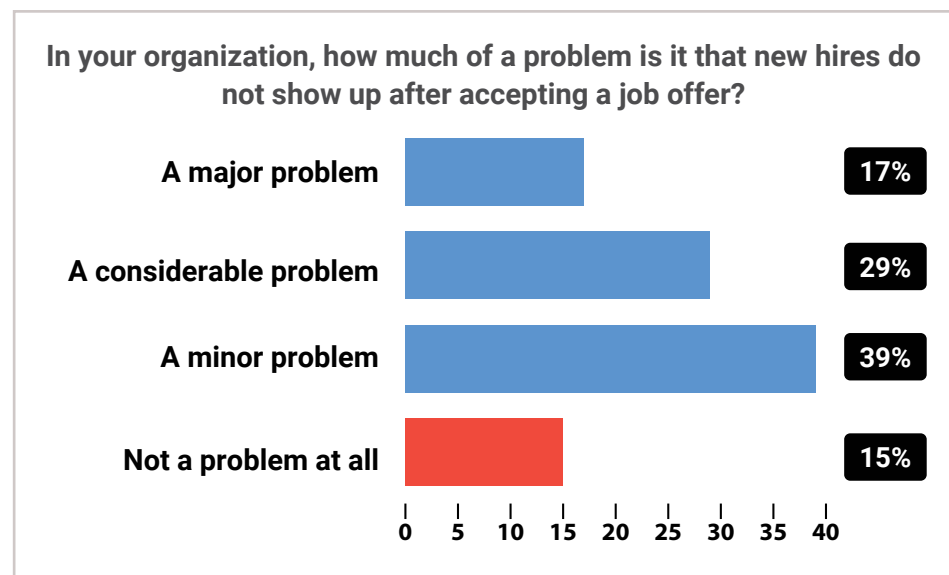


## Finding: Forty-six percent of respondents say new hires not showing up is a considerable or major problem

We asked respondents how much of a problem is it in their organization that new hires do not show up after accepting a job offer? Over two-fifths say it's a major (17%) or considerable problem (29%). This is concerning as it can put stress on other new hires and disrupt onboarding plans.

Why does this “ghosting” occur? There are many possible reasons, such as candidates receiving more competitive offers, realizing the role or company isn't the right fit for their personal goals, or experiencing unforeseen personal circumstances.

Regardless of the reason, it's important for both employers and candidates to treat the hiring and onboarding process with mutual respect. Understanding the root cause can help organizations adjust their approach and improve follow-through from accepted candidates.





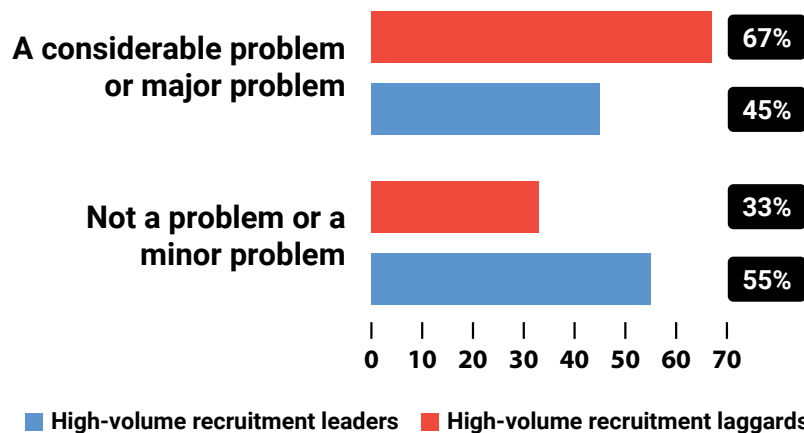
## Finding: High-volume recruitment leaders are significantly less likely than laggards to say new hires not showing up is a considerable or major problem

### Results of Chi-square Test

A chi-square test of independence shows that high-volume recruitment leaders are significantly less likely than laggards to say new hires not showing up is a considerable or major problem.

High-volume recruitment leaders are much less likely than high-volume recruitment laggards to say new hires not showing up is a major or considerable problem (45% vs. 67%). This is likely because they are more likely to have correct, complete data and are more likely to focus on why candidates drop out. This focus and accurate data may allow them to proactively correct problems with the recruitment and onboarding processes, leading to fewer issues around new hires not showing up.

In your organization, how much of a problem is it that new hires do not show up after accepting a job offer?



### HRRI Strategic Recommendations

Below are some suggestions to help your organization reduce candidate “ghosting”:

- Craft tighter hiring workflows that keep candidates engaged.
- Reduce time between offer and start date through streamlined background checks, digital paperwork, and early scheduling.
- Clearly communicate total rewards (compensation, benefits, possible growth paths), and consider adding signing incentives or early access to learning resources to lock in commitment.
- Conduct a “ghosting” analysis. Survey recent no-shows (if possible) and collect recruiter feedback. Look for patterns in role type, recruiter, hiring manager, or timeframe.



# Pre-hire Assessments for High-Volume Hiring Success



## Finding: Nearly all organizations use pre-hire assessments themselves or through their recruitment partner

Pre-hire assessments can be a good way to find candidates that are the best match for the job and organization. In fact, 90% of responding organizations either use pre-hire assessments (77%) or work with partners (13%) that do.

We asked those who do not use pre-hire assessments why they do not use these assessments. Of those that do not use pre-assessments, the top reasons are lack of budget (16%), they have considered it but not yet tried it (16%), they don't need it for the roles in question (14%), or they don't feel it would work in their organizations (14%).





## Finding: High-volume recruitment leaders are over twice as likely to use pre-hire assessments for volume recruitment purposes

### Results of Chi-square Test

A chi-square test of independence shows that high-volume recruitment leaders are significantly more likely than laggards to say they use pre-hire assessments for high-volume hiring.

Compared to high-volume recruitment laggards, high-volume recruitment leader organizations are more than two times more likely than laggards to say they use pre-hire assessments for high-volume recruitment purposes. These assessments allow leaders to get quality candidates that match their ideal candidate profiles. They also help mitigate bias in the hiring process by focusing on job competencies.





## **Finding: About two-thirds of organizations that use assessments for high-volume hiring utilize job knowledge and/or competency tests**

About two-thirds (67%) of employers use job knowledge or competency tests, while nearly half also utilize personality, cognitive, or aptitude assessments. Each type of test comes with its own strengths and limitations.

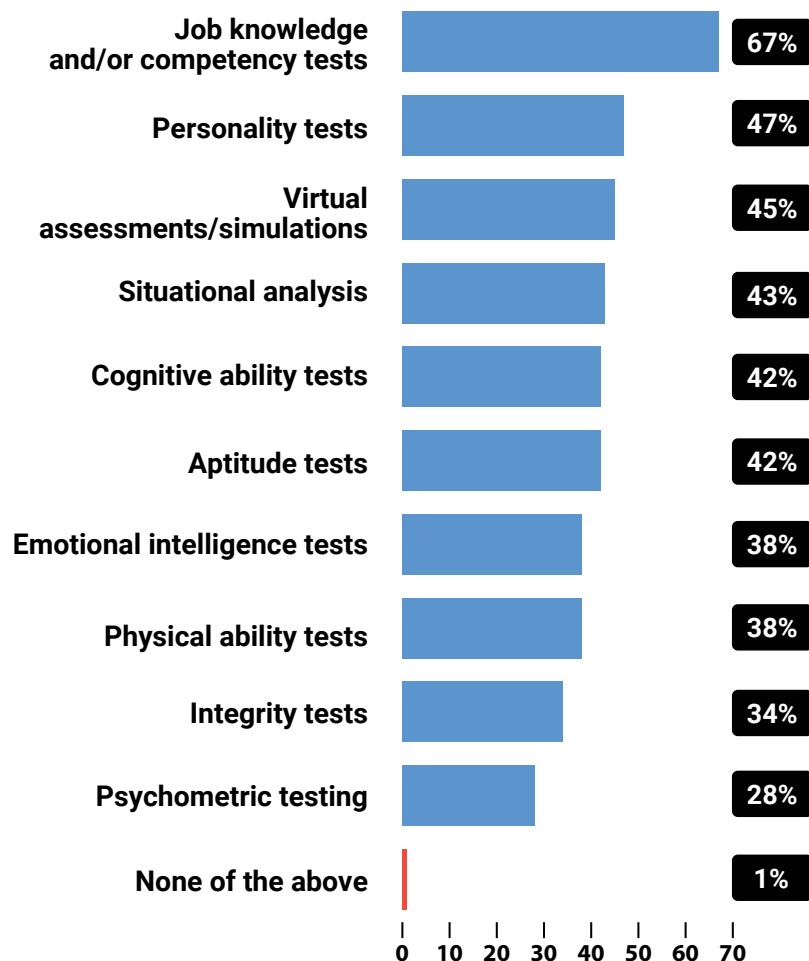
Job knowledge tests effectively measure a candidate's current understanding of a subject but may not indicate their capacity to learn new skills. Personality and integrity tests can offer valuable insight into a candidate's cultural fit, though responses may be influenced by what candidates believe the employer wants to hear.

Ultimately, the selection of assessment tools should align with the specific demands of the role and the credibility of the tests used. Recruiters must thoughtfully choose the right combination of assessments to best evaluate potential hires.



Two-fifths use situational analysis tests for pre-hire assessment during high-volume recruitment

### Which of the following assessments does your organization use when high-volume recruiting? (select all that apply)



### HRRI Strategic Recommendations

Below are some suggestions based on pre-hire assessments:

- Ensure you're using pre-hire assessments that align with the role. For example, if you're hiring for a construction company it may be worthwhile to conduct physical ability tests.
- Analyze assessment results alongside performance metrics to refine hiring models and continuously improve talent selection.
- Integrate pre-hire assessments at the top of the funnel to automate the early screening process. This reduces manual resume reviews, shortens time-to-decision, and ensures that only qualified candidates move forward—all while maintaining a consistent evaluation standard across large applicant pools.

# Trends in Seasonal Hiring



## Finding: Organizations use a number of incentives to attract/retain seasonal hires

What do organizations do to attract and retain seasonal employees?  
Over half of organizations use the following:

- performance-based incentives (59%)
- flexible scheduling options (59%)
- employee discounts or perks (58%)
- opportunities for permanent roles (52%)

Performance-based incentives seem especially effective. These may include offerings such as end-of-season bonuses, in which a lump sum is paid to those who complete their entire contract. Meanwhile, the possibility of long-term roles benefits both employees and employers, offering them a chance to assess their mutual compatibility.





Editor's Note: The 2% of respondents that responded "Don't know" were removed from the data set and responses were recalculated.



Half of organizations offer higher pay for peak shifts



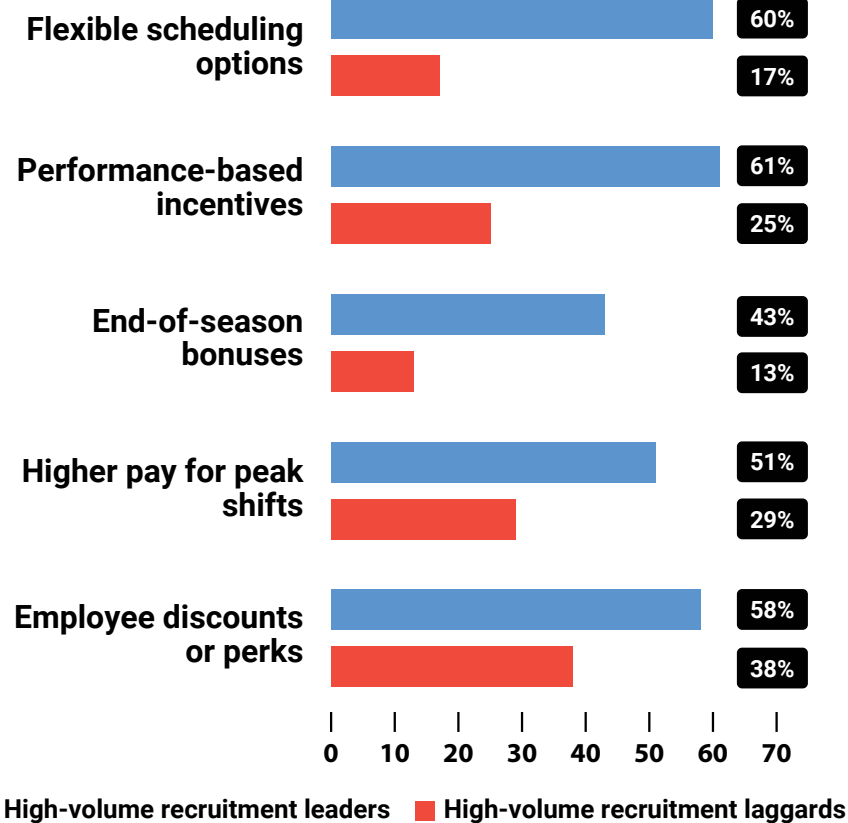
## Finding: High-volume recruitment leader organizations are much more likely to incentivize seasonal workers

### Results of Chi-square Test

A chi-square test of independence shows that high-volume recruitment leaders are significantly more likely than laggards to say they use the incentives listed below to attract new hires.

What are the best incentives to attract and retain seasonal workers? While the strongest incentives may vary from organization to organization, high-volume recruitment leaders give us a good idea of which incentives work well. Compared to high-volume recruitment laggards, they are more than three times more likely to offer flexible scheduling options. Similarly, they are also over three times as likely to offer end-of-season bonuses.

What incentives does your organization offer to attract and retain seasonal workers? (select all that apply)





## HRRI Strategic Recommendations

Below are some suggestions to help attract and/or retain seasonal workers:

- Consider offering flexible scheduling options. Flexible scheduling allows seasonal workers to better manage their personal lives alongside their job responsibilities. By accommodating different availability preferences—such as part-time shifts, weekend work, or varied start times—employers can attract a wider range of candidates and reduce absenteeism, ultimately improving retention rates.
- Link rewards to individual or team performance to boost productivity and engagement. Performance-based incentives might include bonuses for making it to the end-of-season, meeting sales targets, reaching quality benchmarks, or hitting attendance goals, among other possibilities.
- Consider providing employee discounts for perks. These can be especially welcome in situations where job candidates are trying to make their dollars stretch further.





## Finding: Organizations most commonly use employee satisfaction scores to track seasonal employee engagement

Organizations use a variety of metrics to track seasonal employee engagement, with a focus on satisfaction, performance, and retention. The top three metrics organizations use to track seasonal employee engagement are:

- employee satisfaction survey scores (62%)
- manager feedback and performance reviews (58%)
- productivity and efficiency metrics (58%)

These findings suggest that organizations place a strong emphasis on both employee sentiment and performance. By combining direct feedback from seasonal workers with manager evaluations and measurable output, employers aim to gain a balanced and actionable understanding of engagement levels. This approach reflects a growing recognition that supporting seasonal staff satisfaction and productivity is key to maintaining service quality and operational efficiency during peak periods.

What metrics does your organization use to track seasonal employee engagement? (select all that apply)



Editor's Note: The 2% of respondents that responded "Don't know" were removed from the data set and responses were recalculated.



Three-fifths of organizations track productivity and efficiency metrics



# Key Takeaways

Based on our research we have some key takeaways:

1

**Prioritize good candidate experiences.** Make every step of the recruitment journey simple, transparent, and respectful. Streamline applications, communicate promptly, and provide meaningful feedback. When seasonal workers feel valued from the start, it builds trust and loyalty, encouraging them to join and stay with your organization.

2

**Consider using pre-hire assessments.** Deploy standardized assessments that focus on job-relevant competencies rather than subjective impressions. Ensure assessments are scientifically validated and regularly audited for fairness across gender, race, and other protected groups. This helps level the playing field while reinforcing your organization's commitment to inclusive hiring.

3

**Craft a strong employer brand and employee value proposition.** Our research shows crafting a strong employer brand is considered highly effective for high-volume recruitment strategy. Clearly communicate what sets your organization apart by highlighting your culture, values, competitive wages, flexible scheduling, and unique benefits. Use authentic employee testimonials, engaging social media content, and transparent messaging to build trust.

4

**Embrace cutting-edge but proven technologies to scale recruitment.** Look for technologies that increase the productivity and effectiveness of your TA staff members. Make sure your ATS is up to the task of handling high-volume recruitment. Also, investigate productivity-enhancing technologies that you're not already leveraging to see if they can serve the purposes of your organization. These may include, among others, virtual job previews, interactive simulations, user-friendly assessments, and online talent marketplaces.



5

**Consider leveraging AI.** Our study found high-volume recruitment leaders are much more likely to use AI for high-volume hiring. For example, you may deploy AI, automation, and machine learning tools to accelerate resume screening, engage candidates instantly through chatbots, and identify top talent faster. Investing in technology frees recruiters to focus on building relationships and supporting seasonal workers throughout their employment lifecycle.



6

**Commit to continuous improvement.** Regularly solicit feedback from candidates, seasonal employees, and hiring managers to identify pain points and opportunities for innovation. Investing in ongoing refinement of your recruitment and retention strategies ensures you stay ahead in a competitive labor market.



7

**Forge strong partnerships with hiring managers.** Collaborate closely to align recruitment strategies with business goals and gain a deep understanding of role requirements and candidate profiles. This investment leads to better hires, smoother onboarding, and a more engaged seasonal workforce.



8

**Coordinate well with partners to whom you outsource parts or all of the high-volume recruitment process.** Each type of partner (RPOs, staffing agencies, contractors, etc.) requires a different type of coordination, but all involve maintaining a level of respect, trust and professionalism. In some cases, integrating or at least understanding key technologies is crucial.



9

**Invest in the human element.** Data and technology are powerful tools but can be flawed or incomplete. Skilled recruiters and HR professionals bring essential judgment, empathy, and adaptability to interpret data correctly and engage seasonal workers meaningfully. This human investment ensures recruitment decisions are well-rounded and seasonals feel genuinely supported.



10

**Invest holistically in seasonal workers.** Beyond recruitment, provide seasonal employees with meaningful training, recognition, career development opportunities, and a positive work environment. This comprehensive investment transforms seasonal roles into strategic assets, fostering loyalty, reducing turnover, and building a dependable workforce that drives long-term success.



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