

The Job Search Process: A Look from the Inside Out

July 2023

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Foreword

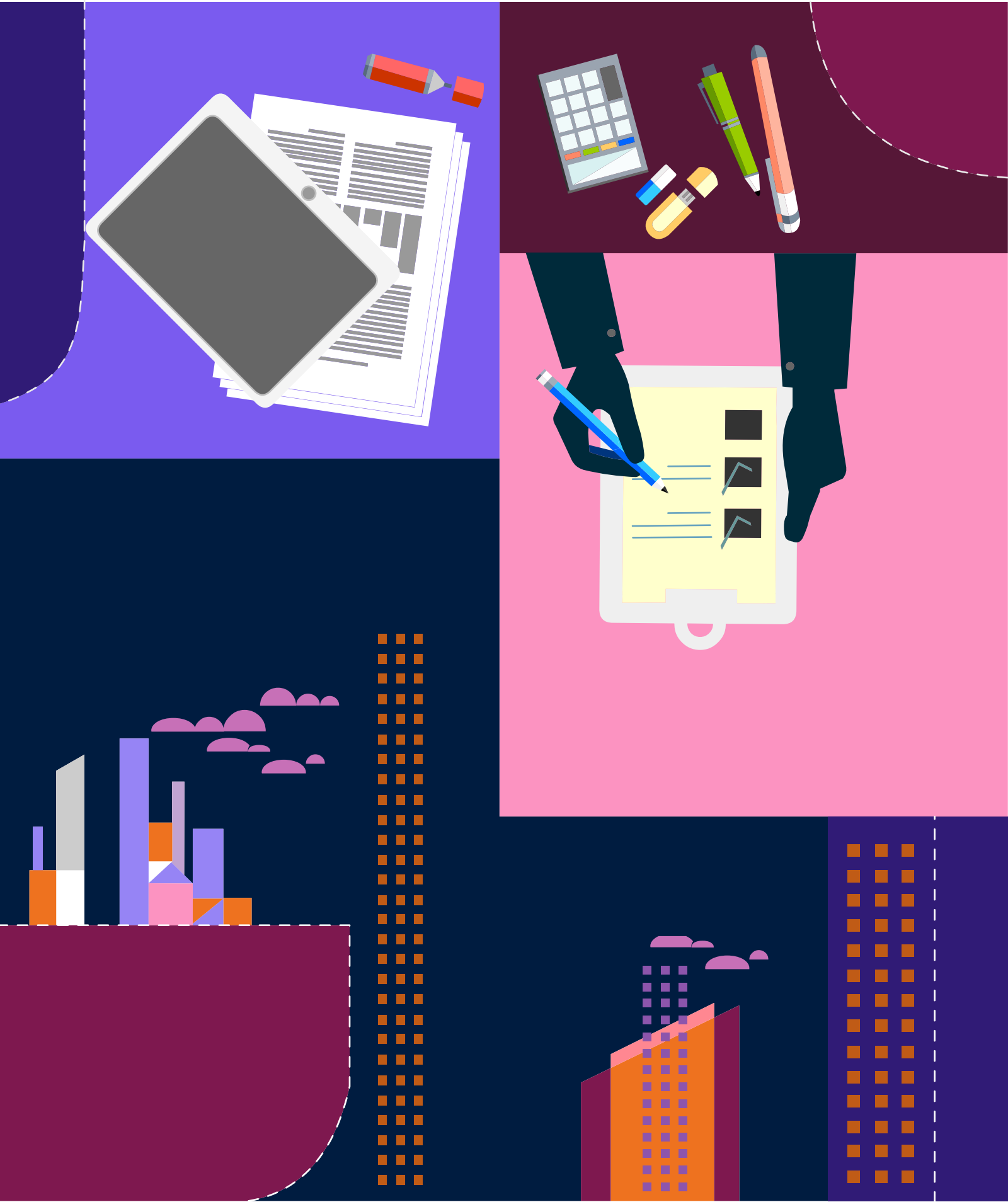
In today's dynamic and ever-evolving job market, the pursuit of a fulfilling career has become a journey of both excitement and challenge. As the landscape of employment transforms, the search for the perfect job has taken on new dimensions, compelling both jobseekers and employers to adapt and redefine their strategies. This report delves into the intricate facets of the contemporary job search experience, shedding light on the essentials for workers navigating this competitive terrain.

From seeking a harmonious balance between personal aspirations and professional requirements to the unceasing pursuit of flexibility and disparities in compensation, we explore the nuances that shape candidates' decisions as we confront pertinent questions surrounding the experiences of both knowledge workers and light-skilled workers.

Furthermore, we explore how trends such as ghosting impact the interaction between jobseekers and employers and uncover the complexities of fostering enduring relationships between organisations and their employees. We also explore the hurdles faced by organisations in hiring the right talent and examine the post-hiring landscape.

As we unravel the diverse dimensions of the modern job search experience, this report offers invaluable insights to jobseekers and employers alike. By embracing the lessons and recommendations within, stakeholders can optimise the job search process, create more effective talent attraction and retention strategies, and cultivate an environment that fosters professional growth and fulfilment.

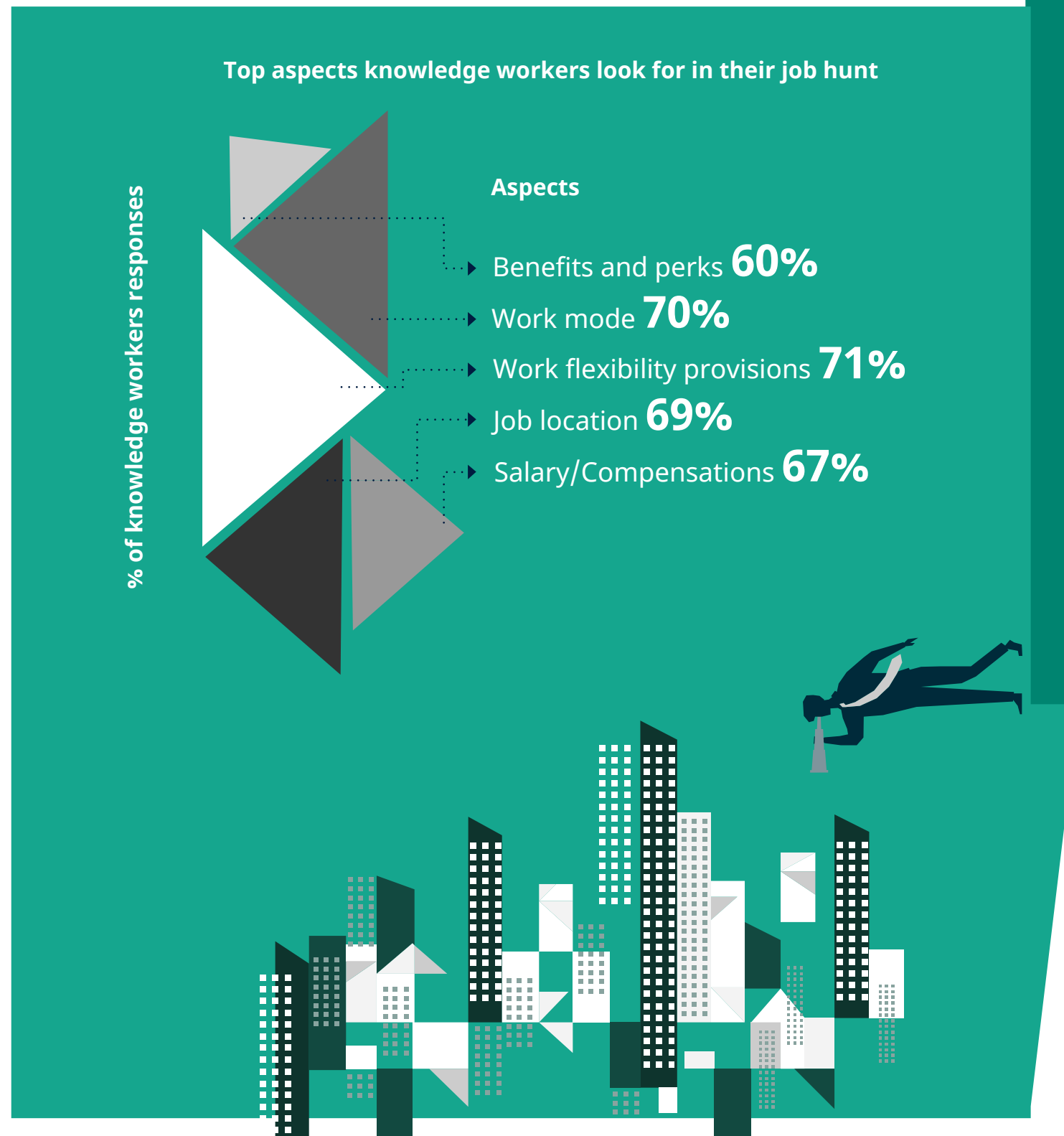
The journey ahead is one of transformation and growth, and this report serves as a guiding beacon, illuminating the path towards a harmonious and successful partnership between jobseekers and organisations.



A Perfect Fit: Elements
Workers Prioritise in Job
Searches

What do workers seek in their career pursuit

And are organisations prioritising the same when it comes to talent attraction?



Top aspects light-skilled workers look for in their job hunt

Aspects

- Benefits and perks **47%**
- Better than sustenance level compensation **82%**
- Physical safety at work **73%**
- Work with minimal physical and mental stresses **49%**
- Job security **71%**

% of light-skilled workers responses

Knowledge workers prioritise work flexibility (71%) over compensation (67%). Work mode (70%) and job location (69%) also happen to be one of the top things they are particular about in their job search.

82% of the light-skilled workers, on the other hand, are on the lookout for fair compensation that is enough for them to sustain their daily lives. Given the nature of their jobs, a significant proportion also seek physical safety (73%) and minimal physiological and psychological stresses at work (49%). Light-skilled workers prioritise work where they've ensured job security (71%) as well.

Note :The percentages add up to more than 100 since each respondent is allowed multiple responses

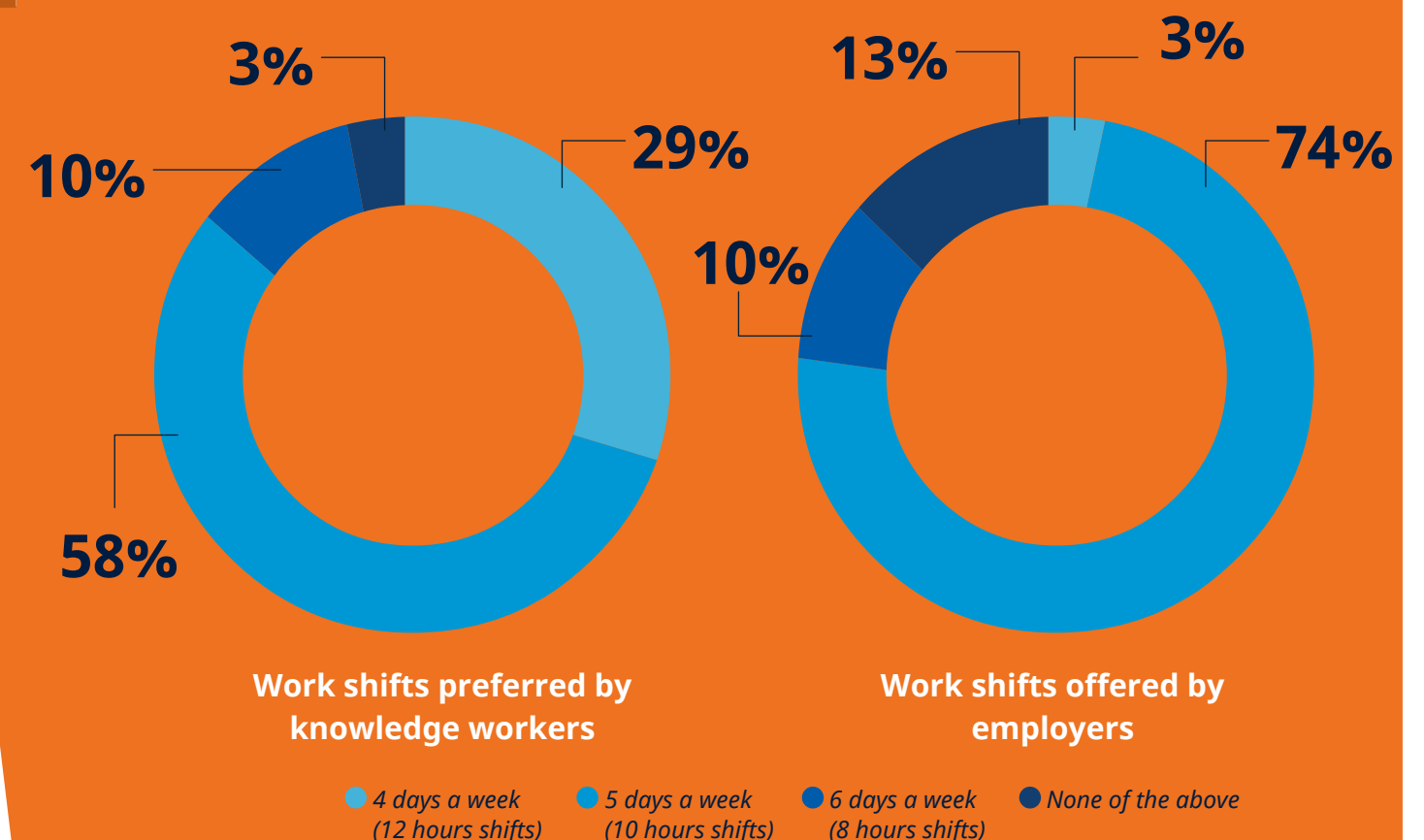
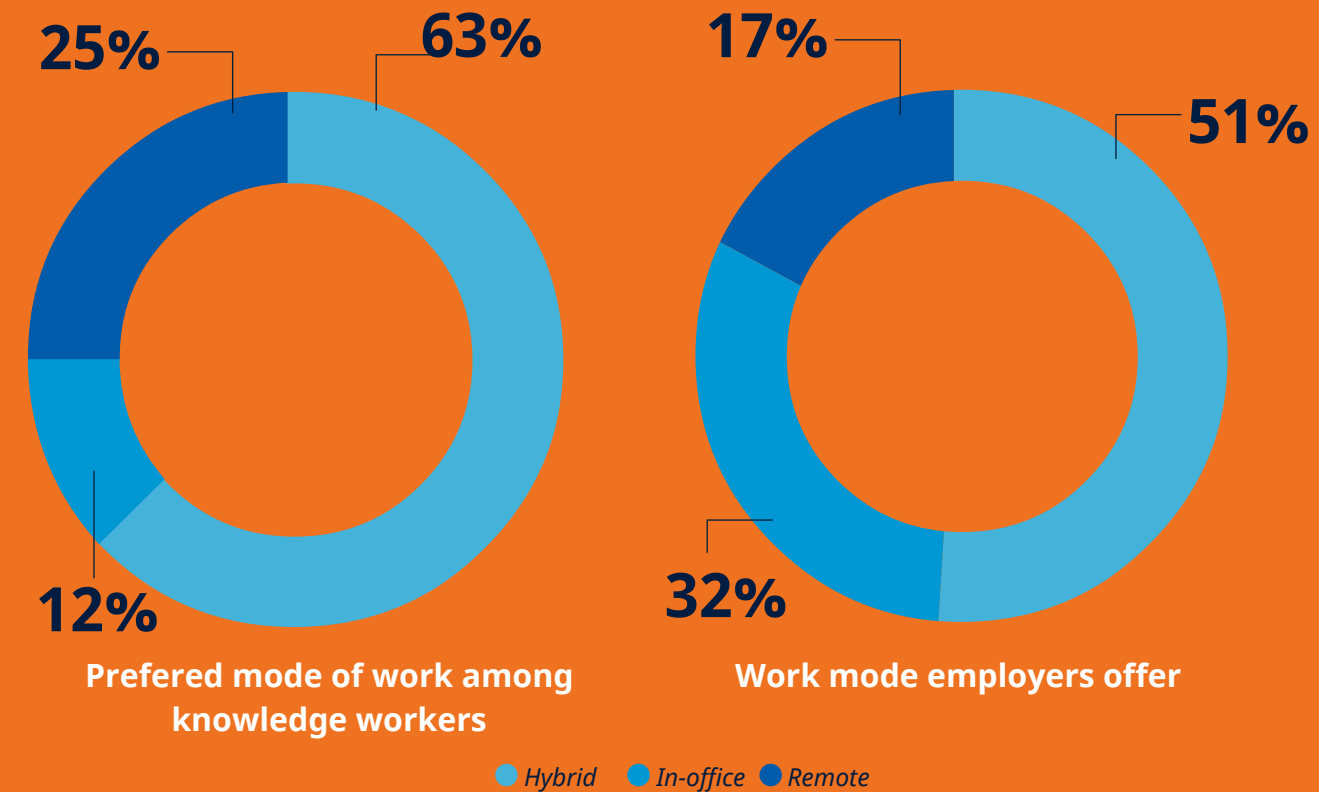


Are knowledge workers being provided with flexibility?

Most knowledge workers seek hybrid work, and want to work up to a maximum of 5 days a week

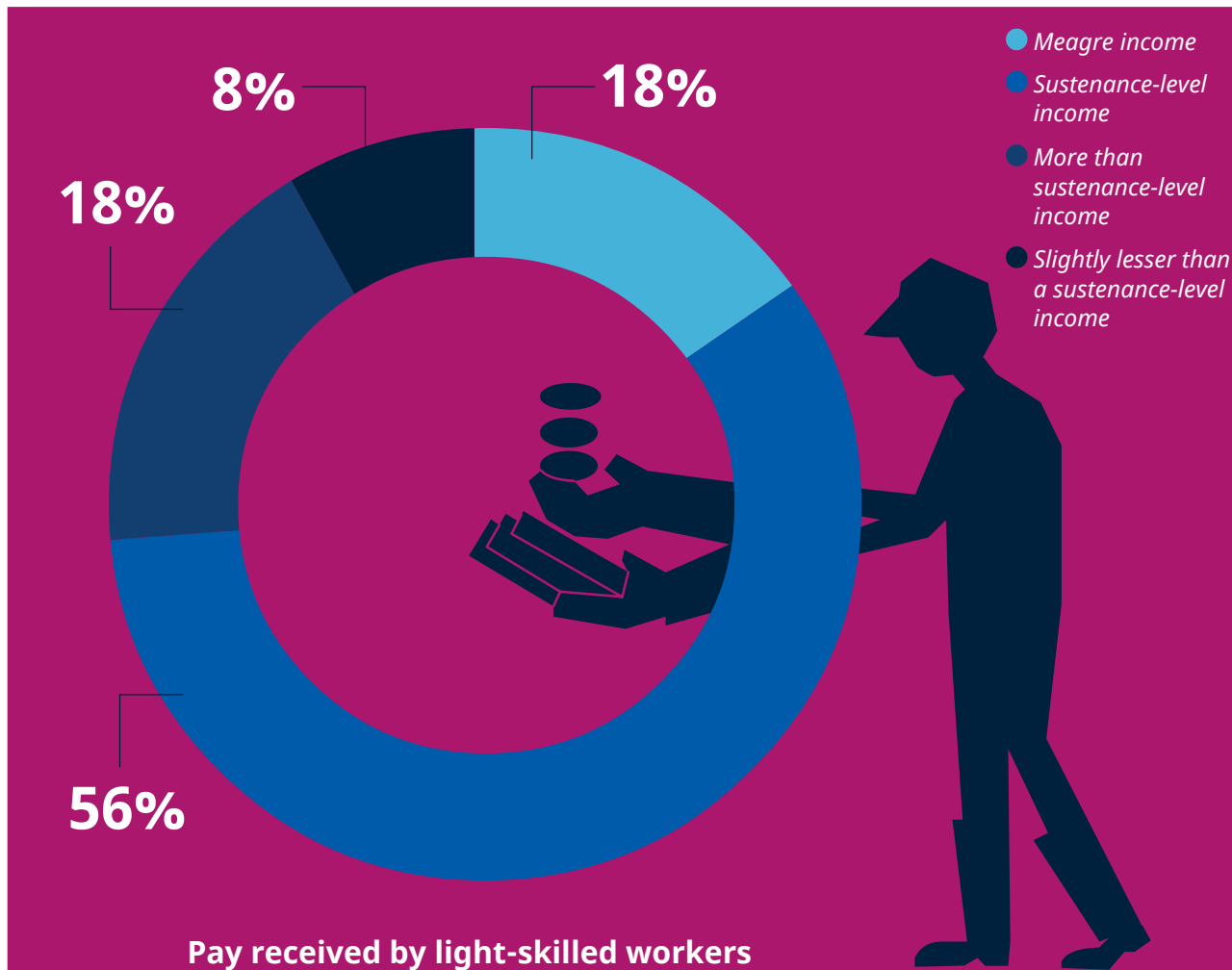
63% the knowledge workers prefer a hybrid mode of work and more than half of employers (51%) claim to provide it. Larger organisations seem to provide more flexibility, as 81% of medium-sized organisations offer hybrid work mode and 75% of large-sized organisations offer remote work. For smaller organisations, this could be a wake-up for them to provide for more flexibility.

Work shift preference appears to be in line with what is being provided by organisations. 58% of the knowledge workers want to work 5 days a week (10-hour shifts) and 74% of organisations are providing it. This gives employees a breather and allows them to have a healthy work-life balance. Interestingly, it was also observed that more GenZ (ages less than 26 years old) knowledge workers (42%) preferred working 6 days a week (8-hour shifts).

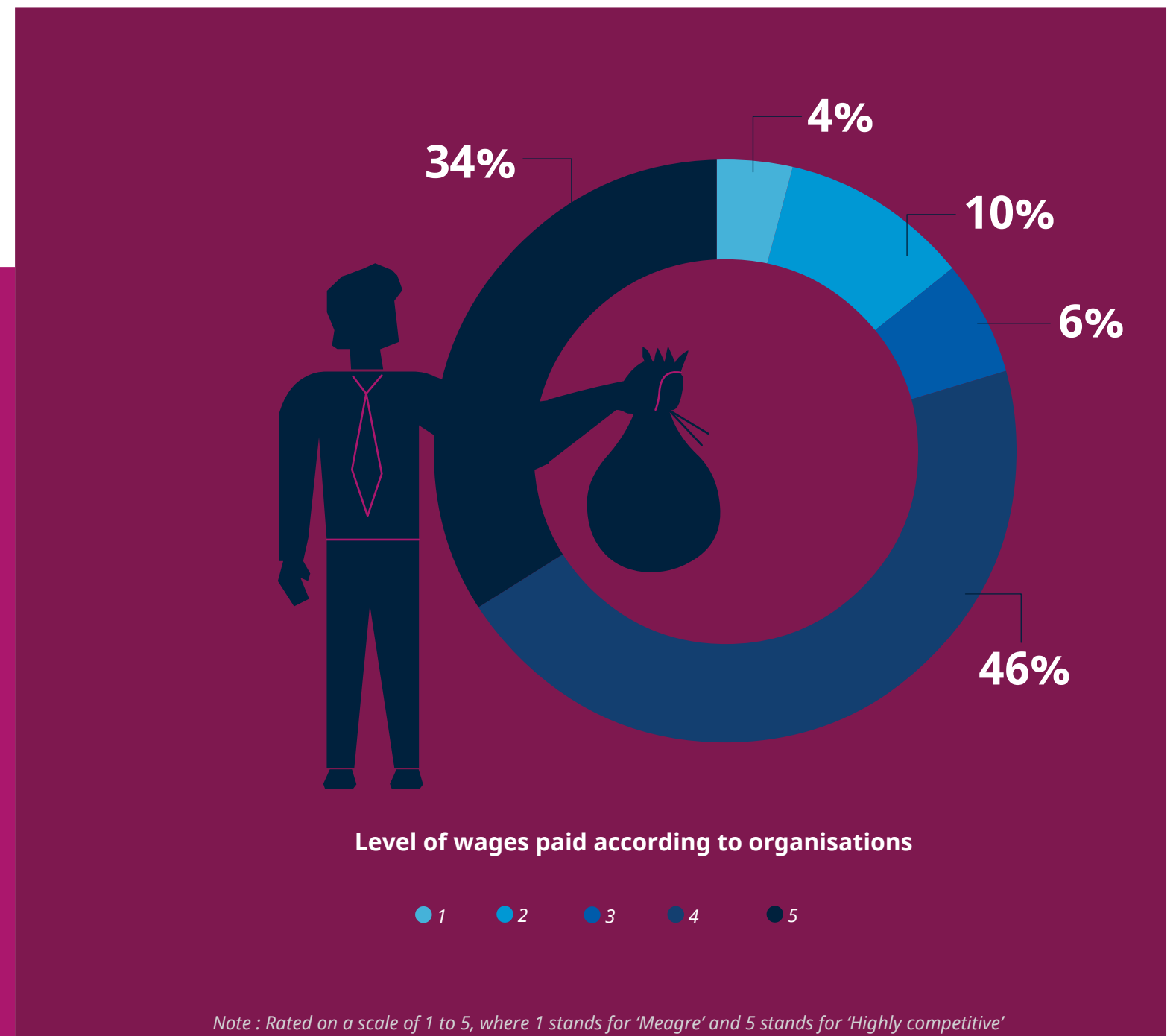


A perception-gap in the paycheck question

Employed/previously employed claim finances as the top most reason



56% light-skilled workers claim that they receive a sustenance-level income and 18% receive more than a sustenance-level income. On the other hand, the rest do not receive salaries that are adequate for them to get by their daily needs. 8% of them receive less than sustenance-level income and 18% receive meagre wages. Across age groups, more GenZ workers (ages less than 26 years old) do not get adequate pay and receive meagre income, as suggested by 39% of them. Salaries seem to be an apparent concern for the light-skilled workforce. At most, they have the luxury of receiving barely enough to sustain their livelihood. It justifies their search for jobs seeking better pay to improve their quality of life.



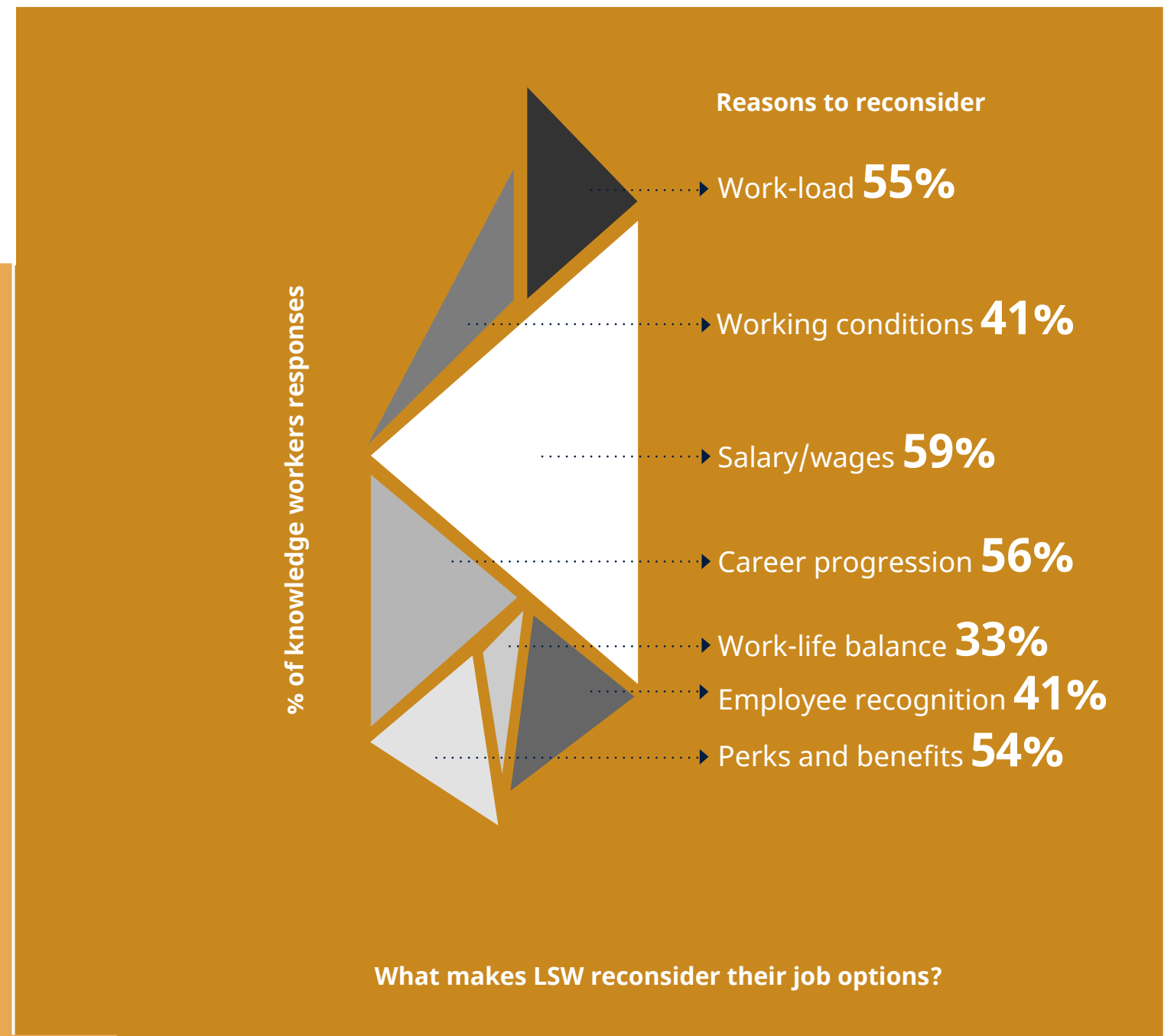
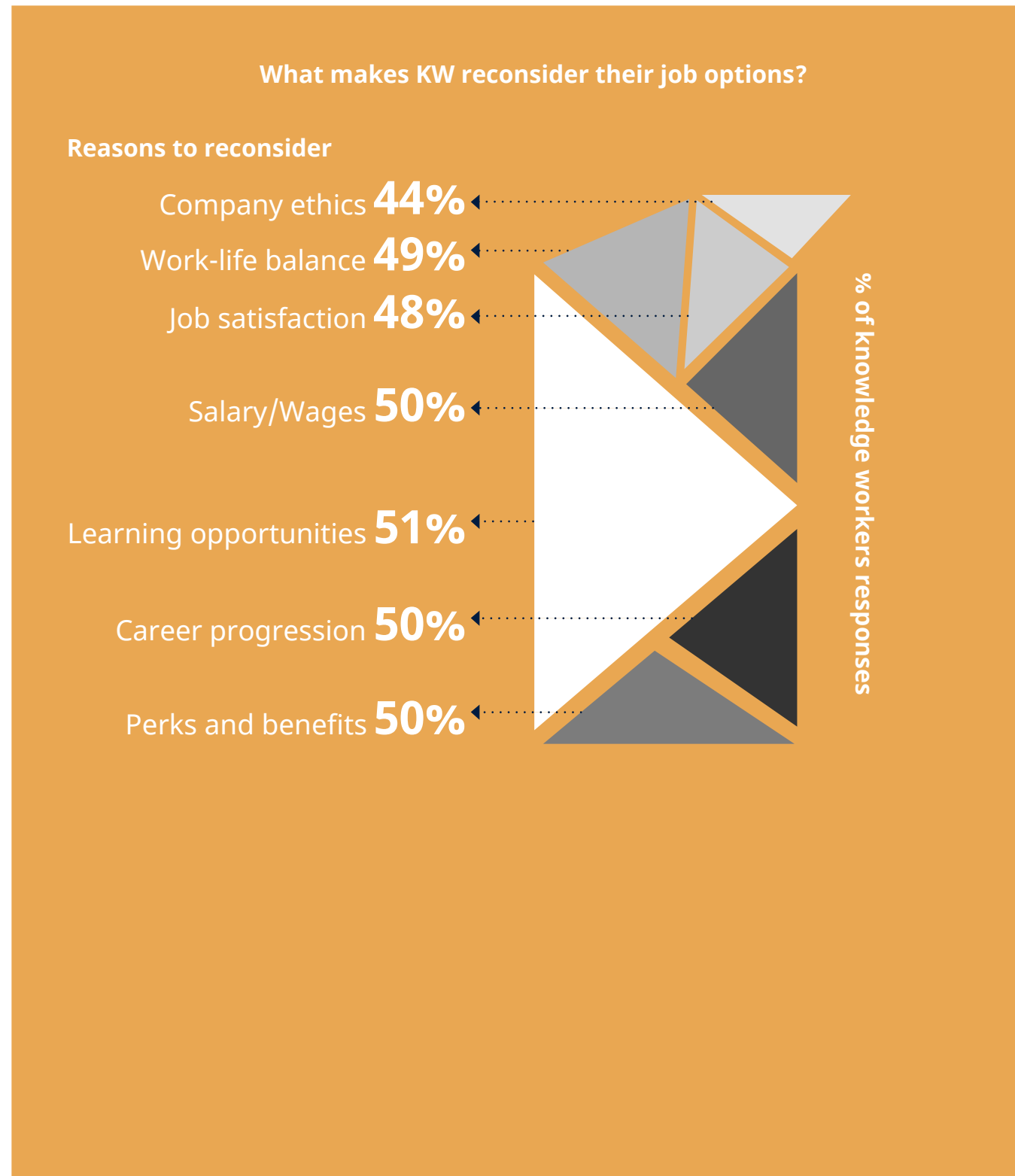
Note : Rated on a scale of 1 to 5, where 1 stands for 'Meagre' and 5 stands for 'Highly competitive'

On the flip side, over 1/3rd of the employers (34%) claim to provide 'highly competitive' wages to the light-skilled workers and almost half of them (46%) claim that they provide 'competitive' wages. Moderate to meagre levels of wages is claimed to be provisioned by only 20% of the employers. So, it can be said that although organisations believe to be providing market-standard salaries, light-skilled workers seem to be dissatisfied with it.

Note : Rated on a scale of 1 to 5, where 1 stands for 'Meagre' and 5 stands for 'Highly competitive'

Building retention strategies that influence employee longevity

Employed/previously employed claim finances to the top most reason

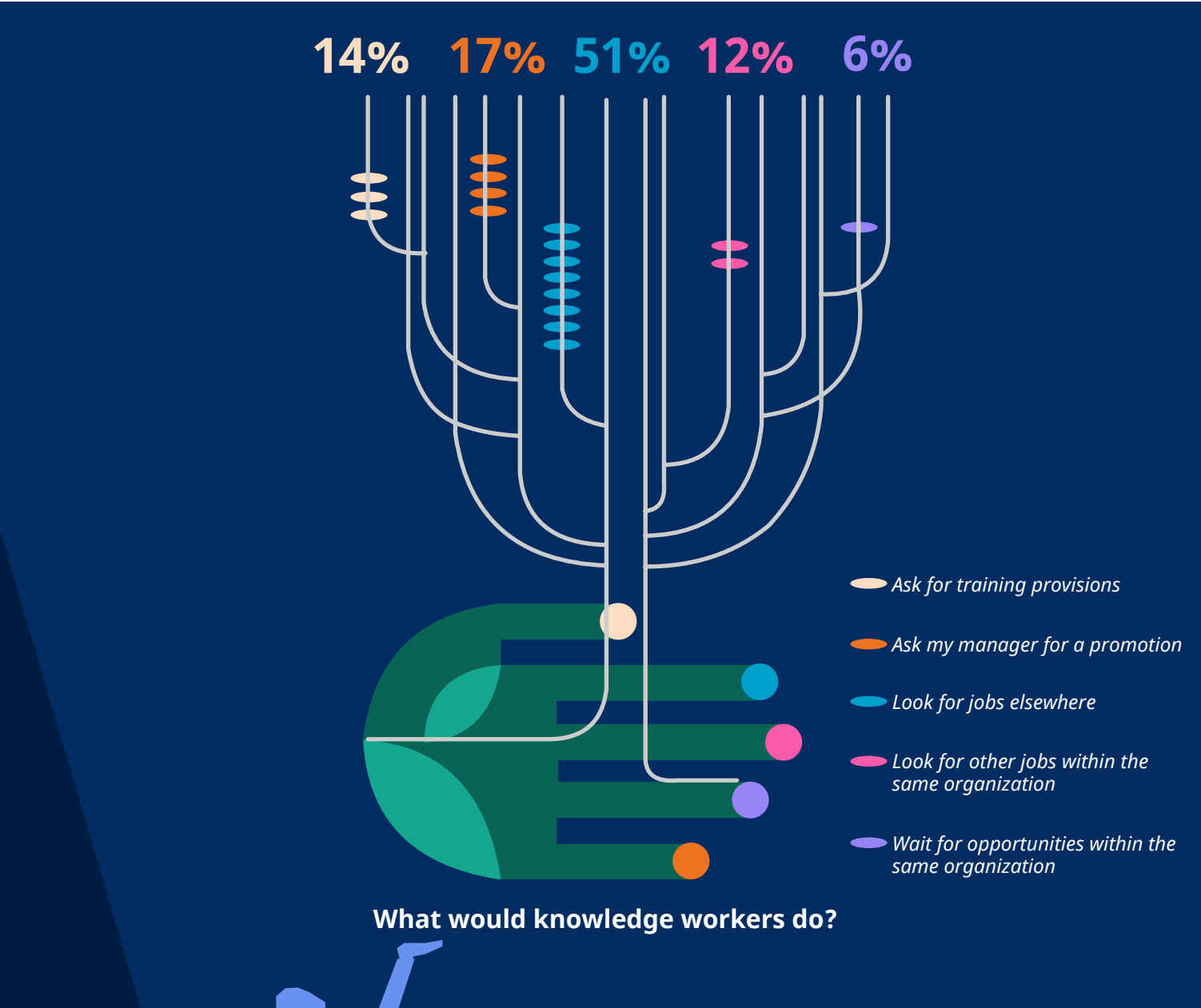
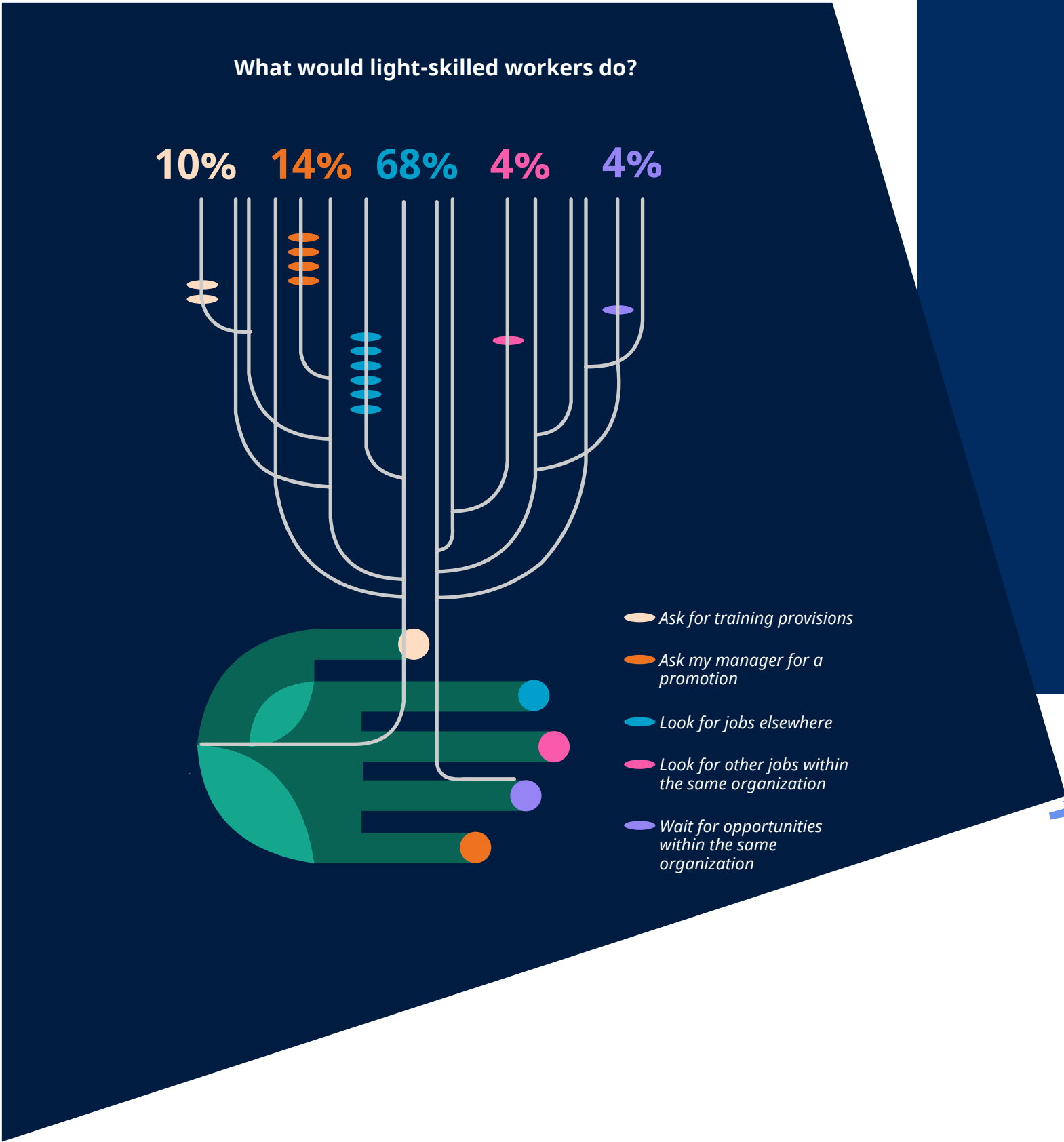


When asked why they look for jobs in other organisations, both knowledge (50%) and light-skilled workers (59%) cited salaries to be one of their prime reason. Learning and development opportunities is the foremost reason for knowledge workers (51%) to seek job opportunities elsewhere. So, if adequately compensated along with good career progression and perks and benefits, 50% of the knowledge workers could probably stay at their current jobs. The expectations of the light-skilled workers isn't too far from this. 56% and 54% of the light-skilled workers are also drawn towards career progression and perks and benefits, respectively.

Note : The percentages add up to more than 100 since each respondent is allowed multiple responses

Effect of halted career progression

How would workers approach delayed/lack of progress at work?



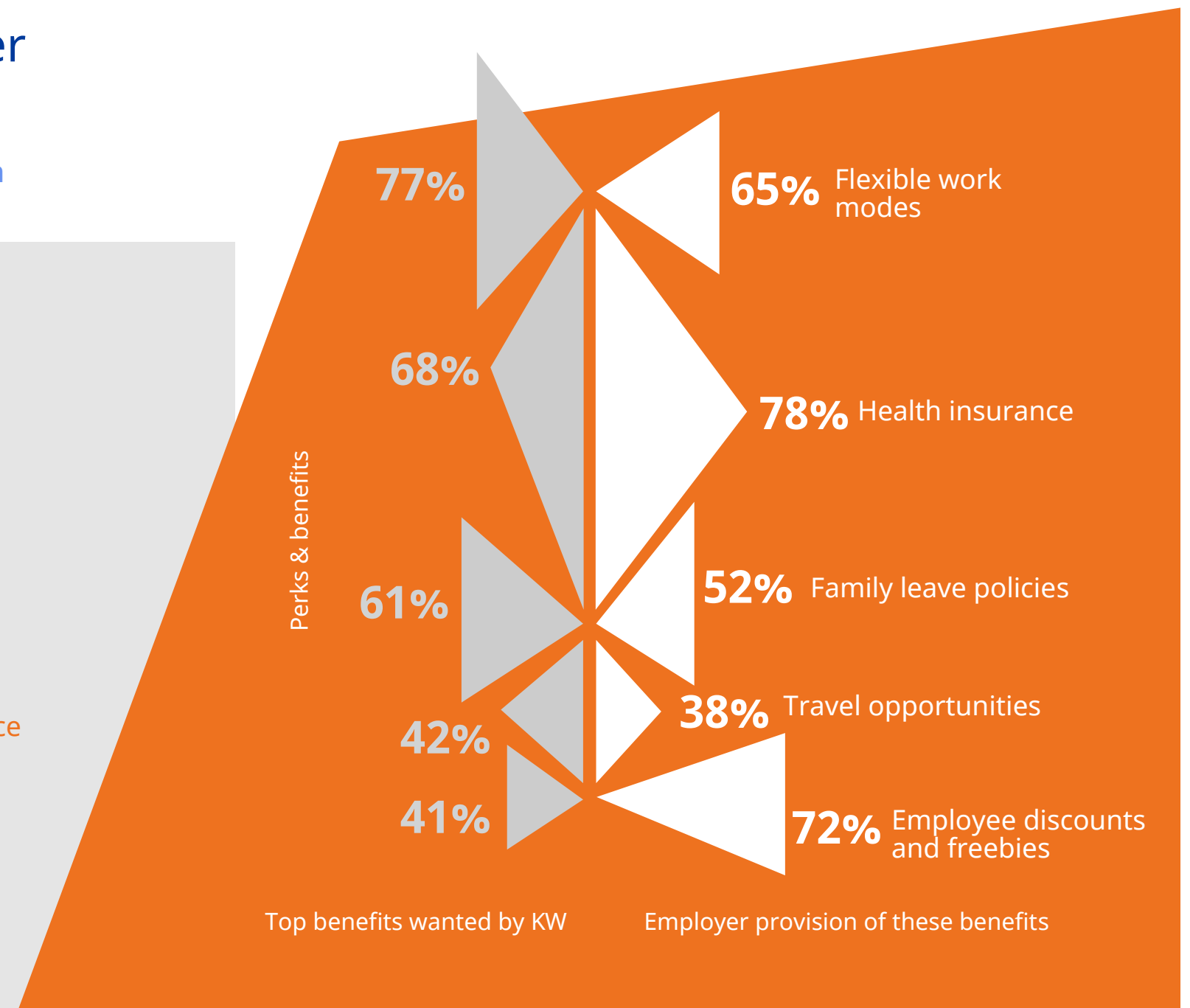
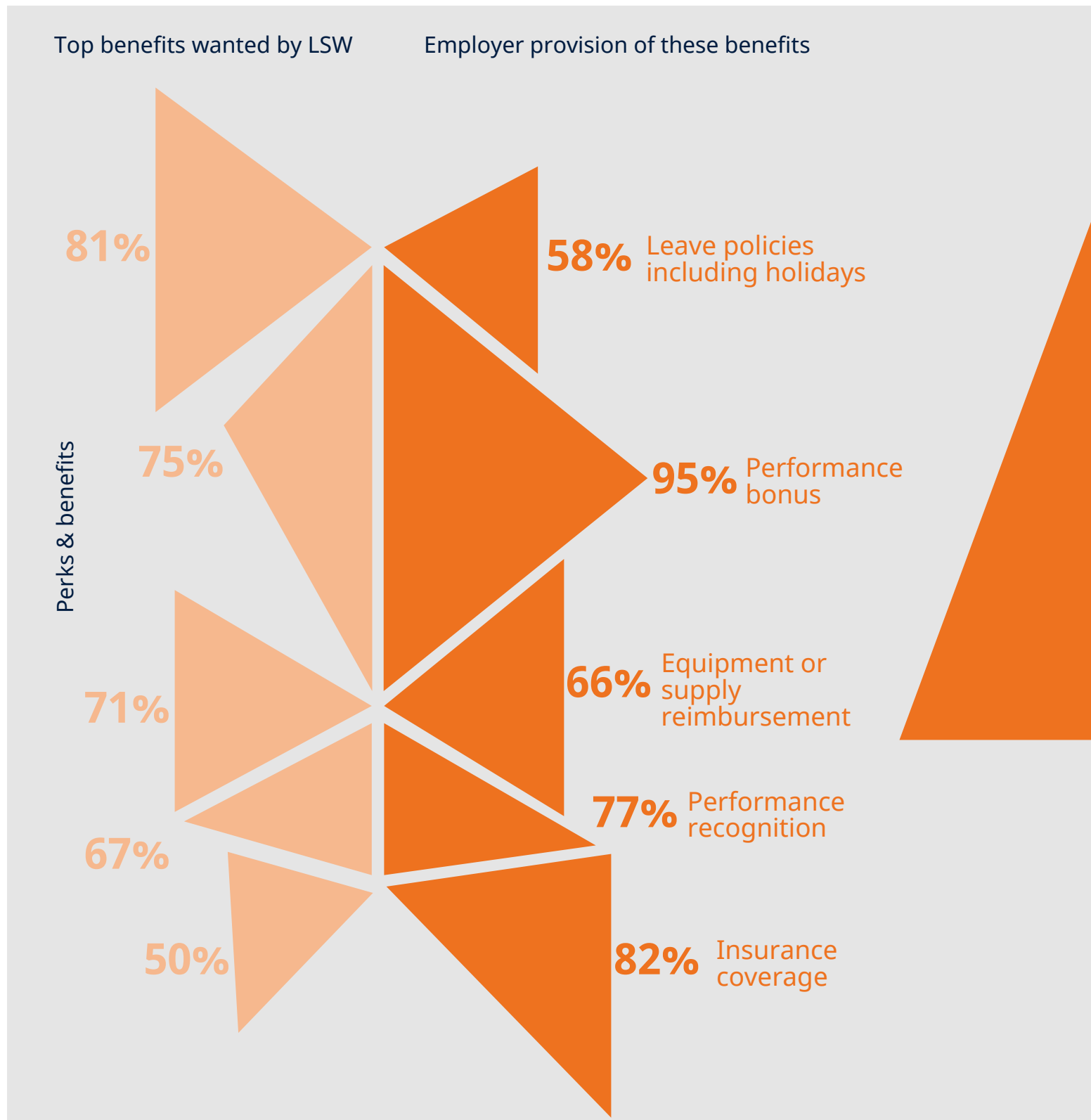
What would the knowledge and light-skilled workers do if they feel their career isn't progressing at the extent and pace they expected it to?

68% of the light-skilled workers and 51% of the knowledge workers would look for job opportunities elsewhere. The next best option, according to them, is to either ask their managers for a promotion or to be trained.

This sentiment is widely seen in the millennial employees (ages 27-42) of the light-skilled (79%) and the knowledge workforce (68%) as they would look for a job elsewhere. Likewise, almost three-quarters of the graduate employees across both knowledge and light-skilled workforce would also do the same.

Providing employee benefits could bolster talent attraction and retention

Workers aspire for comprehensive benefits beyond compensation



Employee perks and benefits not only attract talent but also retain them.

So, what are the top perks and benefits that employees would like to receive from organisations?

Most light-skilled workers would like to have leave policies including holidays (81%), followed by performance bonus (75%), equipment or supply reimbursement (71%), and performance recognition (67%).

As for knowledge workers, 77% would like flexible work mode followed by health insurance (68%) and family leave policies (61%).

Note : The percentages add up to more than 100 since each respondent is allowed multiple responses

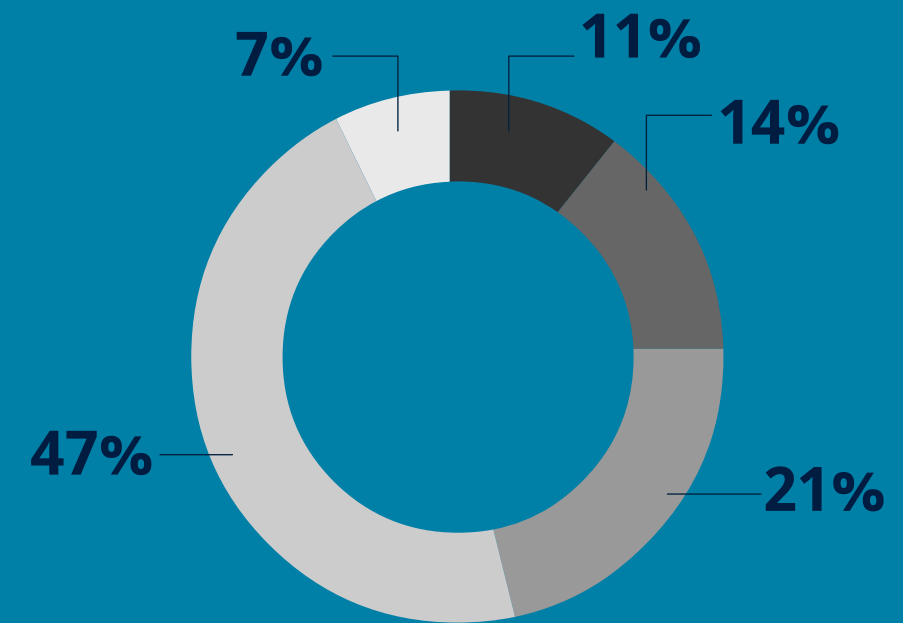


The power of perception

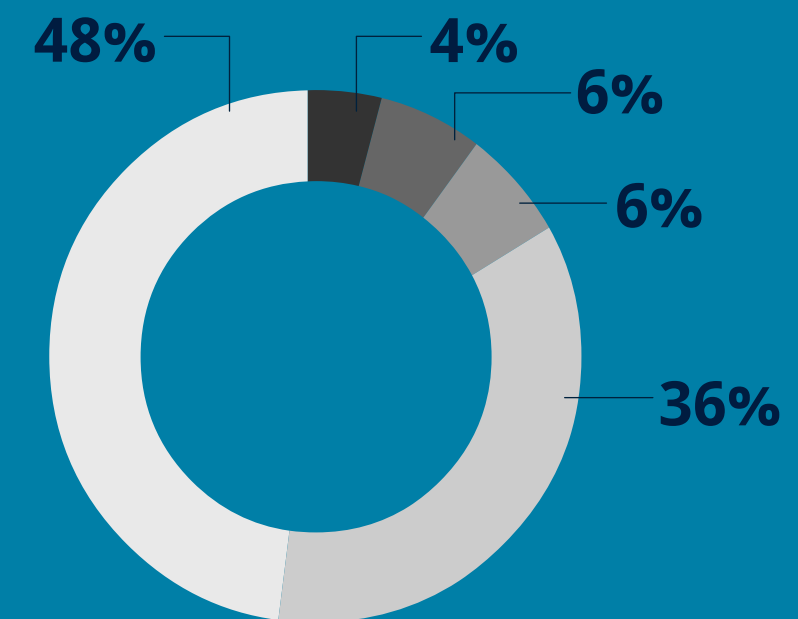
Employer branding more important to attract knowledge workers than light-skilled workers

A company's brand value is invariably important among workers. However, the extent to which one would consider a company's reputation and popularity varies across the type of job and career trajectory it offers. It appears that the knowledge workers take into consideration a company's brand more than the light-skilled workers.

48% of the knowledge workers 'very highly' consider a company's reputation and popularity and 36% of them 'highly' consider it. On the flip side, 7% of the light-skilled workers 'very highly' consider a company's reputation and popularity and 47% of them 'highly' consider it.



To what extent do light-skilled workers consider company reputation and popularity



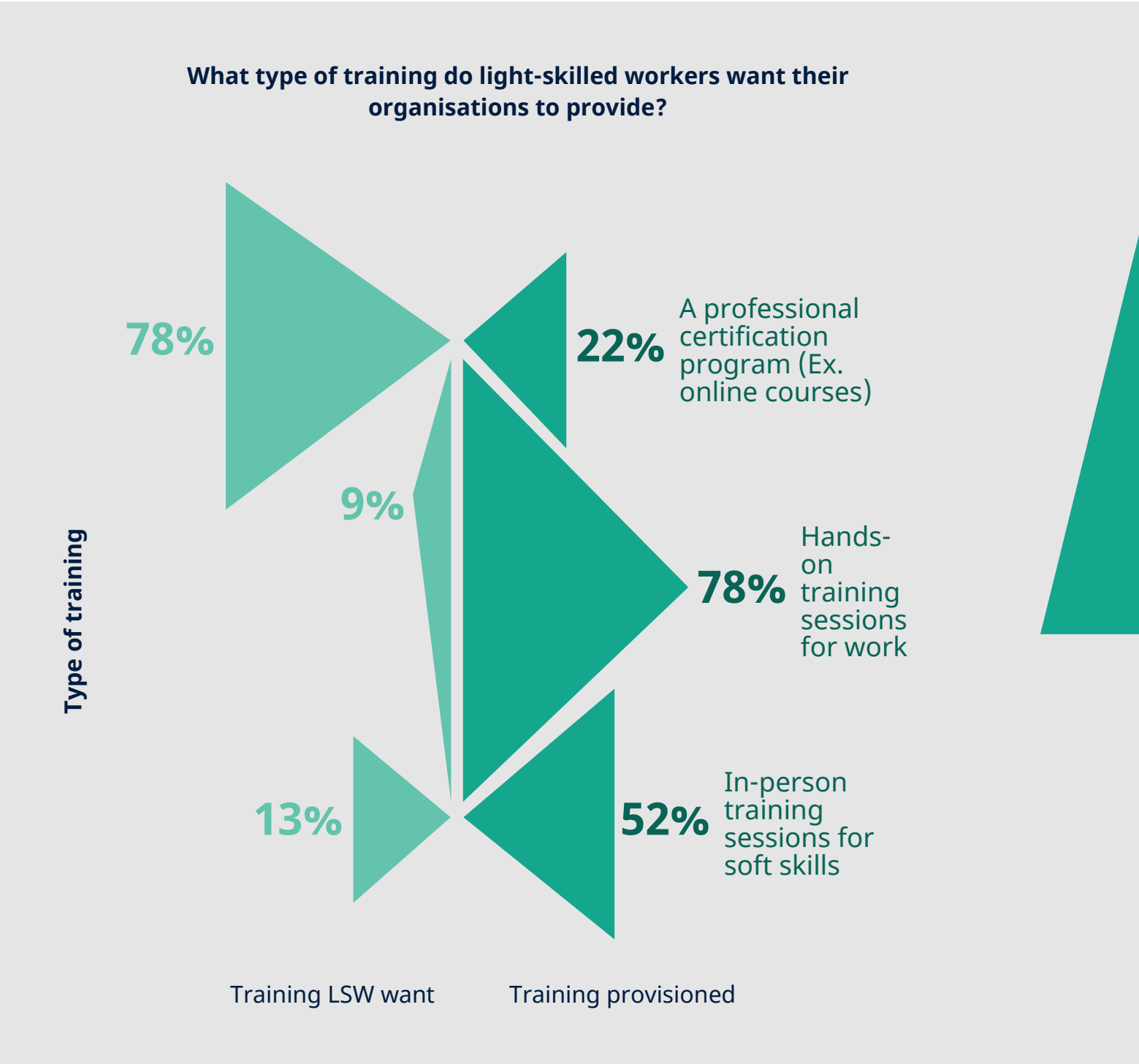
To what extent do knowledge workers consider company reputation and popularity

1 2 3 4 5

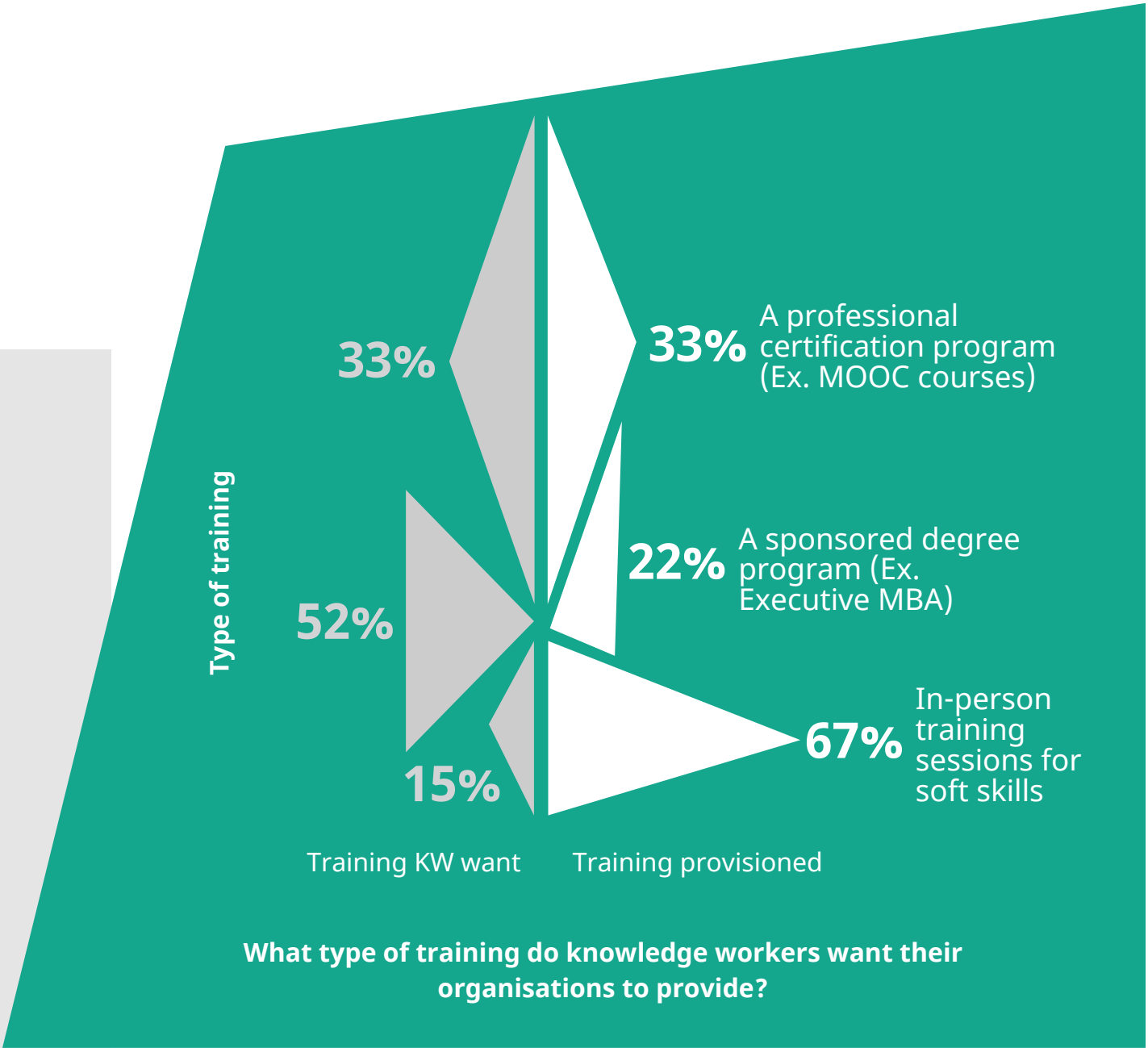
Note : Rated on a scale of 1 to 5, where '1' stands for 'No consideration at all', and '5' stands for 'Very highly'.

Unleashing potential through learning and development

Light-skilled workers want certification programs whereas knowledge workers seek sponsored degree programs



Note : The percentages add up to more than 100 since each respondent is allowed multiple responses

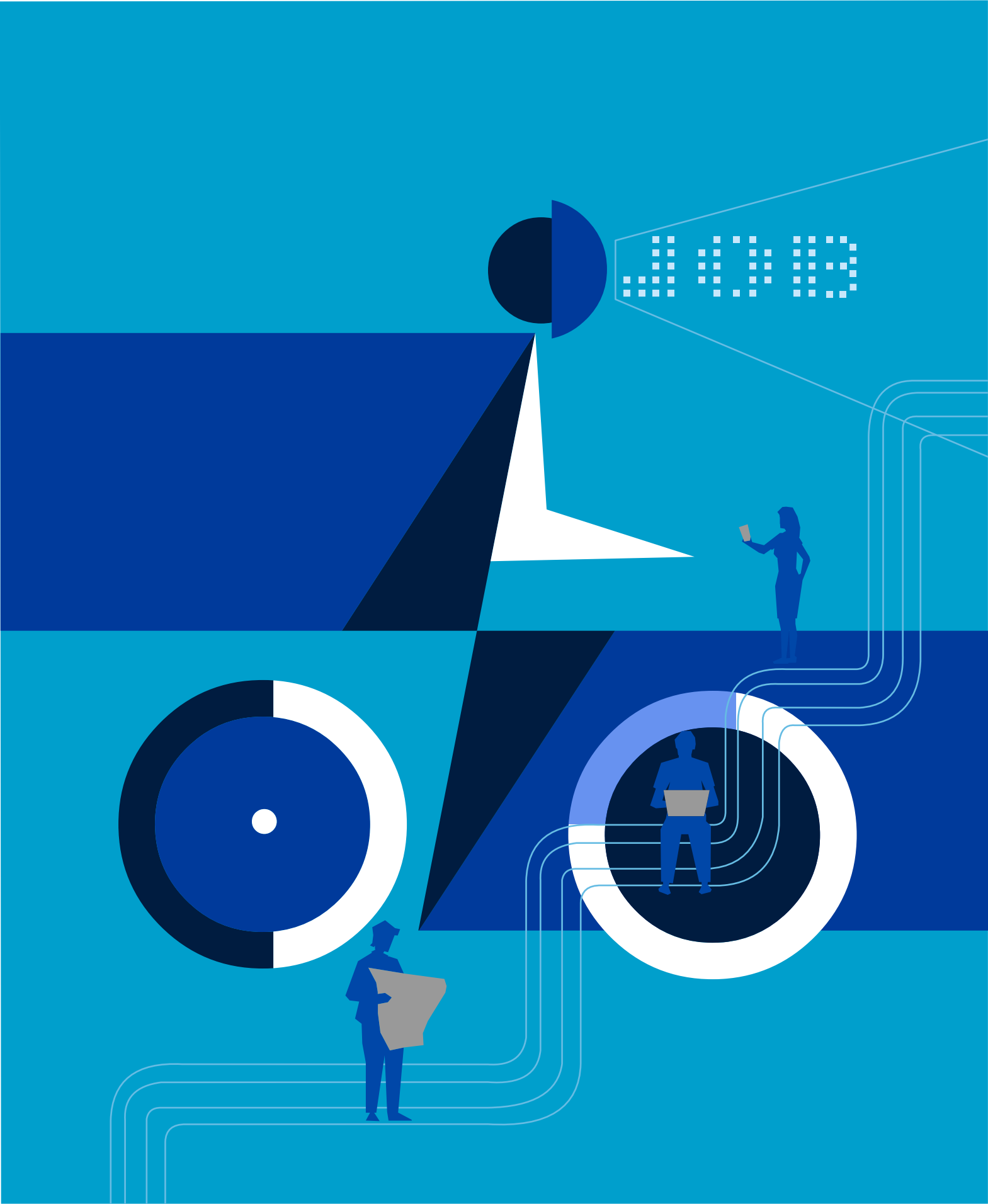


Learning and development opportunities are highly sought-after by both, the knowledge and the light-skilled workers. Therefore, they want to be trained on various discourses to catalyse their growth.

78% of the light-skilled workers want their organisations to provide professional certification programs such as online courses. However, only 22% of the employers are providing for it.

On the other hand, 52% of the knowledge workers want their organisations to provide them with sponsored degree programs; however, only 22% of the employers claim to be providing it.

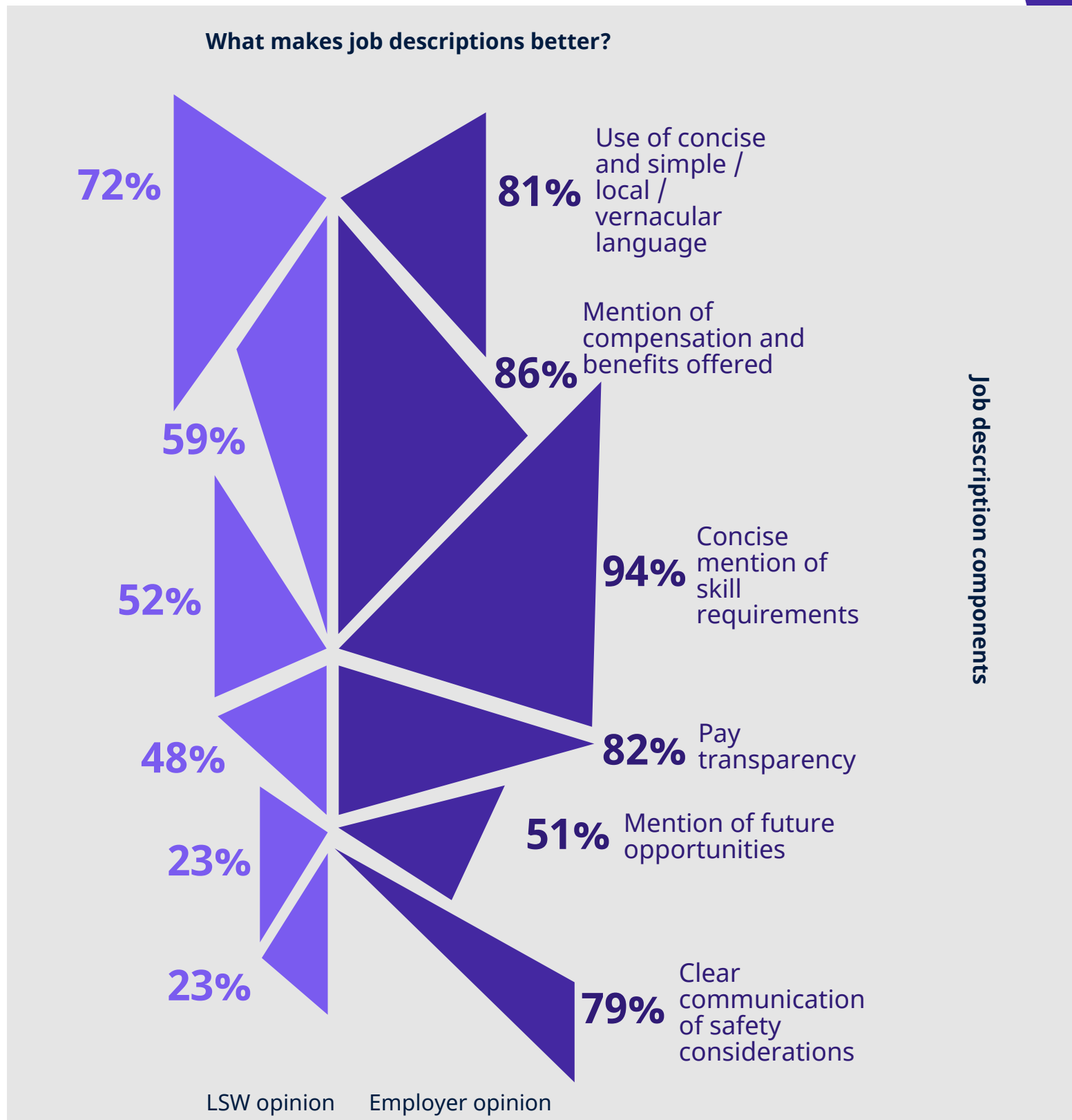
This stark contrast in demand and supply indicates that organisations need to step up their training provisions to fulfil the needs and demands of their workforce.



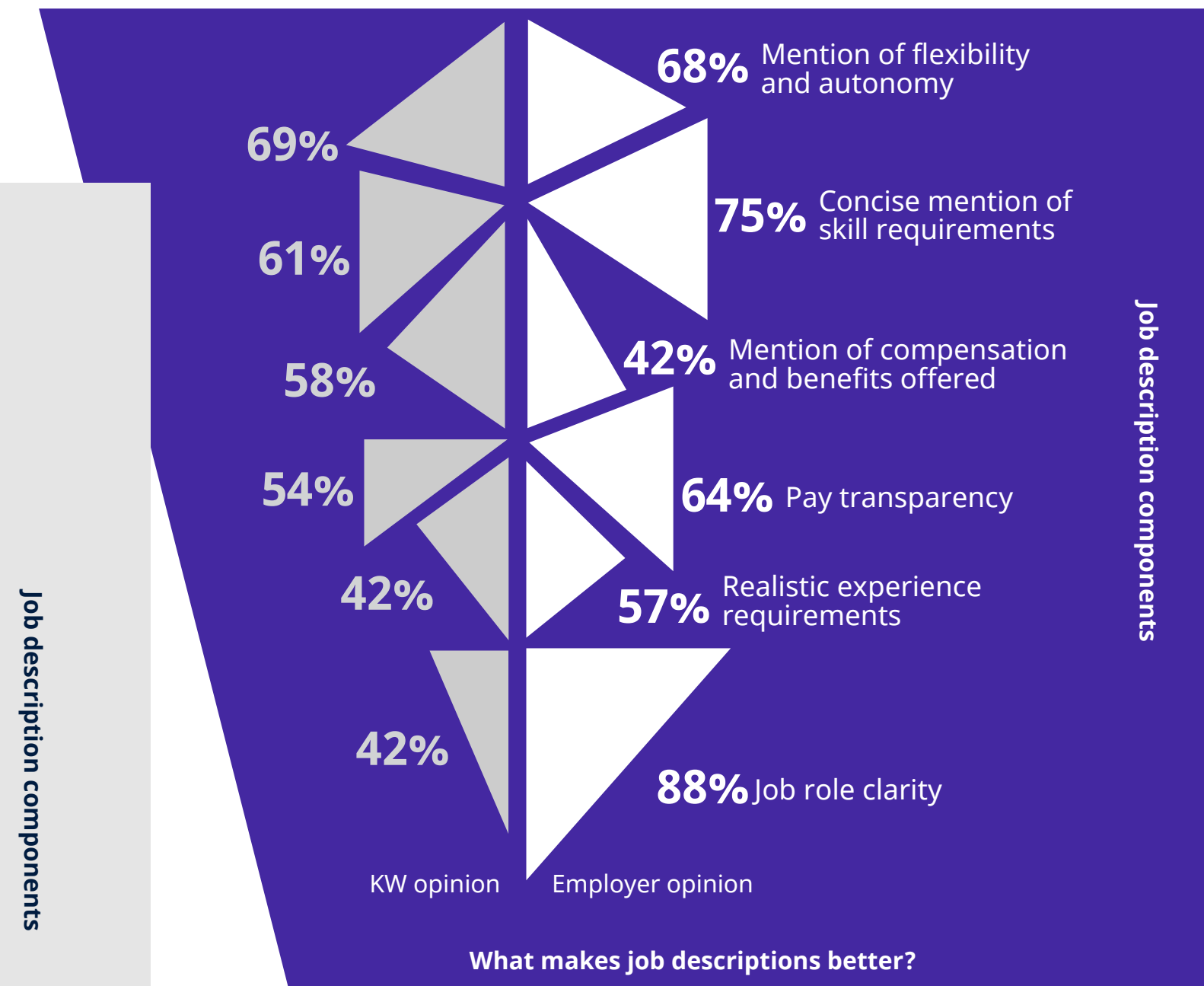
Enhancing the
job search experience
for candidates

The anatomy of a perfect job description

What components should be there in a good job description?



Note : The percentages add up to more than 100 since each respondent is allowed multiple responses



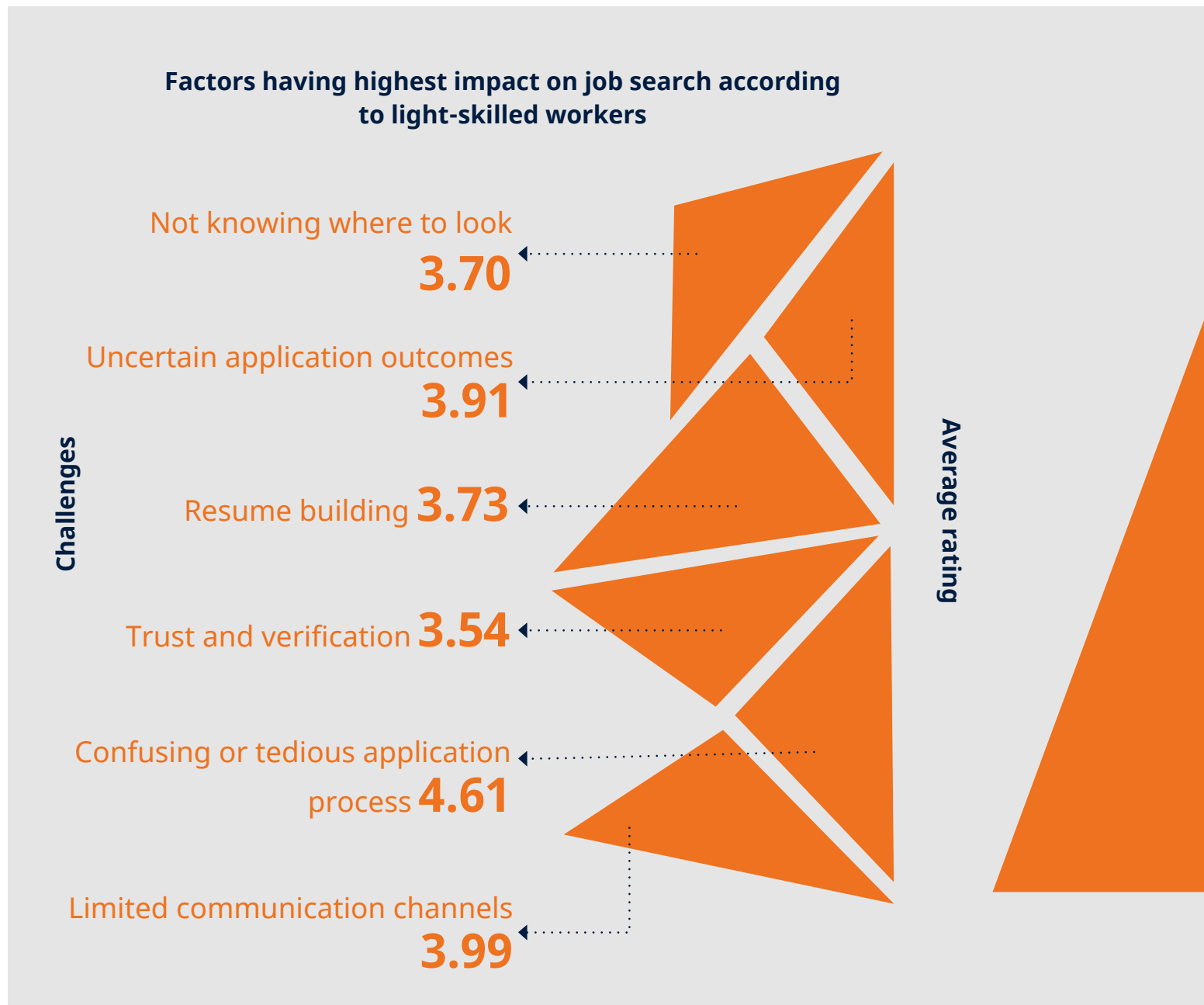
Effective job descriptions can help candidates find the right fit for themselves and help the organisation be productive. So, what can the employers do to enhance candidates' job search experience?

According to 72% of the light-skilled workers, the use of simple language in their job descriptions immensely helps them. Also, clear mention of compensations and benefits (59%) and pay transparency (48%) make job descriptions better. Most employers as well share similar views on this.

For knowledge workers, in addition to the mention of compensation and benefits (58%) and pay transparency (54%), they'd, most importantly, want job descriptions to clearly mention the flexibility and autonomy offered to them (69%).

Challenges experienced in job hunt

Light-skilled workers want simpler application processes whereas knowledge workers want a bias-free candidate shortlisting



The biggest challenge that light-skilled workers face is in dealing with confusing and tedious application processes (rated 4.61 on 5). Additionally, having limited communication channels (rated 3.99 on 5), and uncertain application outcomes (rated 3.91 on 5) also make it a difficult experience for them.

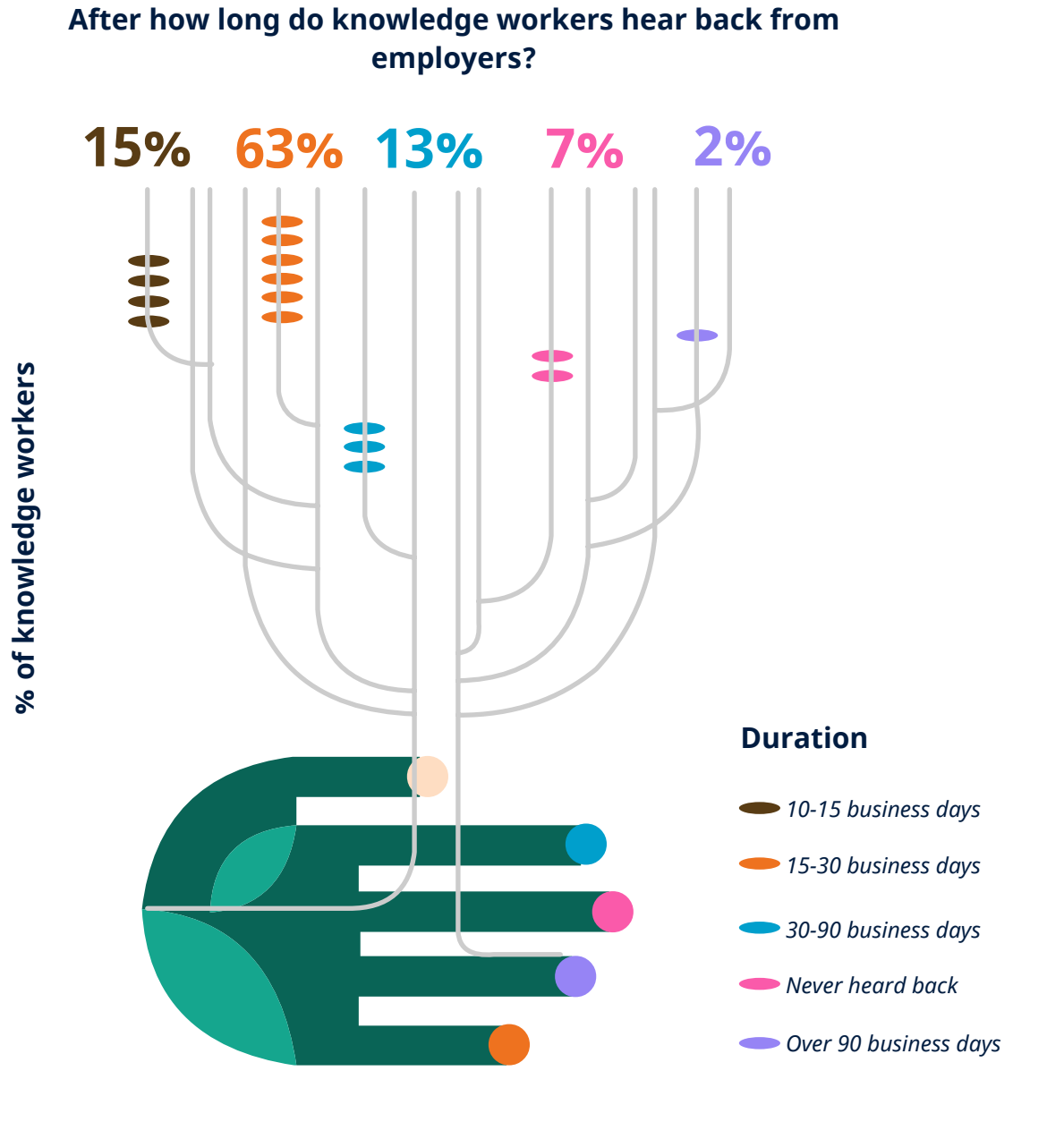
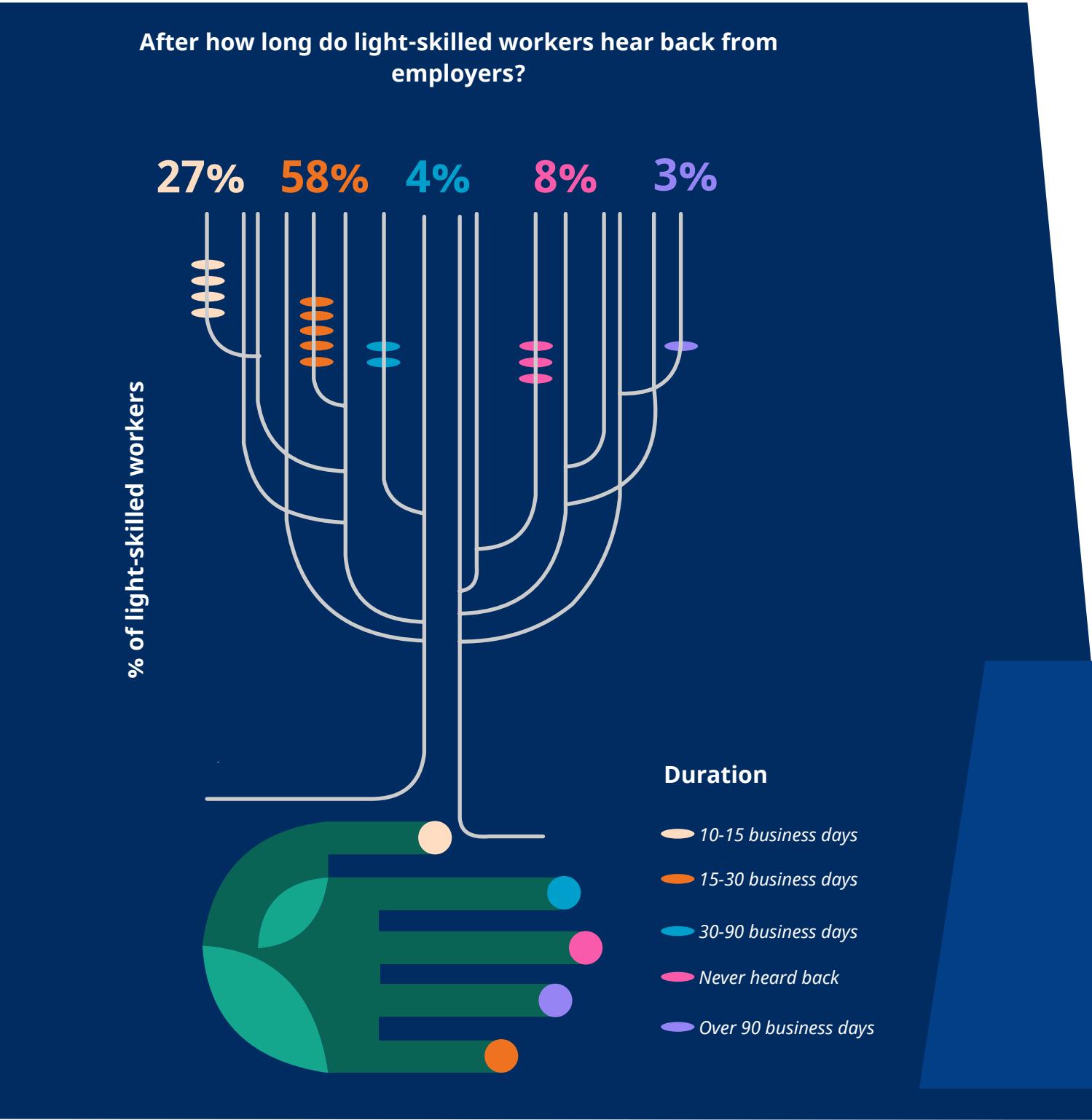


For knowledge workers, rejection due to bias, personal preferences, or cultural fit (rated 4.53 on 5) pose as the biggest challenge in their job hunt. This is followed by the uncertainty of application outcomes (rated 4.30 on 5), which is similar to the opinion of the light-skilled workers.

Note : Rated on a scale of 1 to 5, where '1' stands for 'No impact at all', and '5' stands for 'High impact'

Do employers take considerable time to get back to candidates?

Uncertainty in application outcomes prevalent in the current hiring scenario

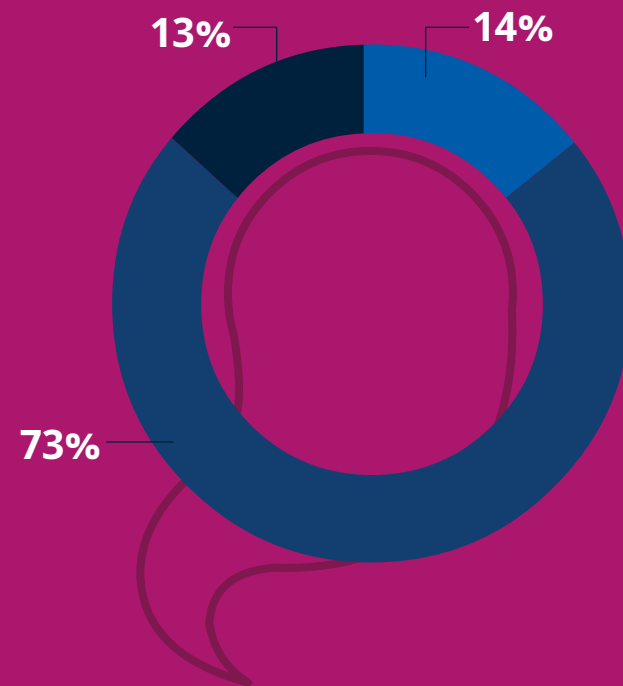


The majority of light-skilled workers (58%) hear back from employers after 15-30 business days when applying for a job. Considerably fewer of them (27%) hear back within 10-15 business days. A similar trend persists among knowledge workers as well. 63% of them hear back within 15-30 business days and only 15% hear back from employers within 10-15 business days. Ideally, a more prompt response from the employers eliminates the uncertainty that applicants feel when applying for a new job. Clarity on their job status could potentially save time and benefit both parties.

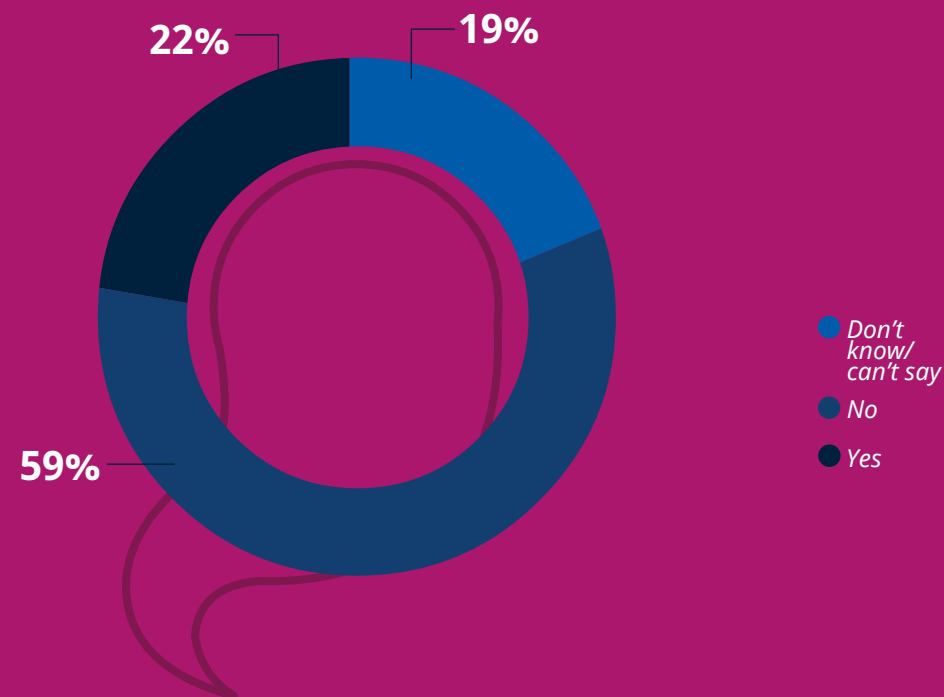
On the bright side, only a significantly less proportion of employees have never heard back at all, indicating that follow-ups are received eventually.

The Silent Treatment: Understanding Ghosting in the Job Market

The practice of never reaching back, perhaps, isn't as common as it seems

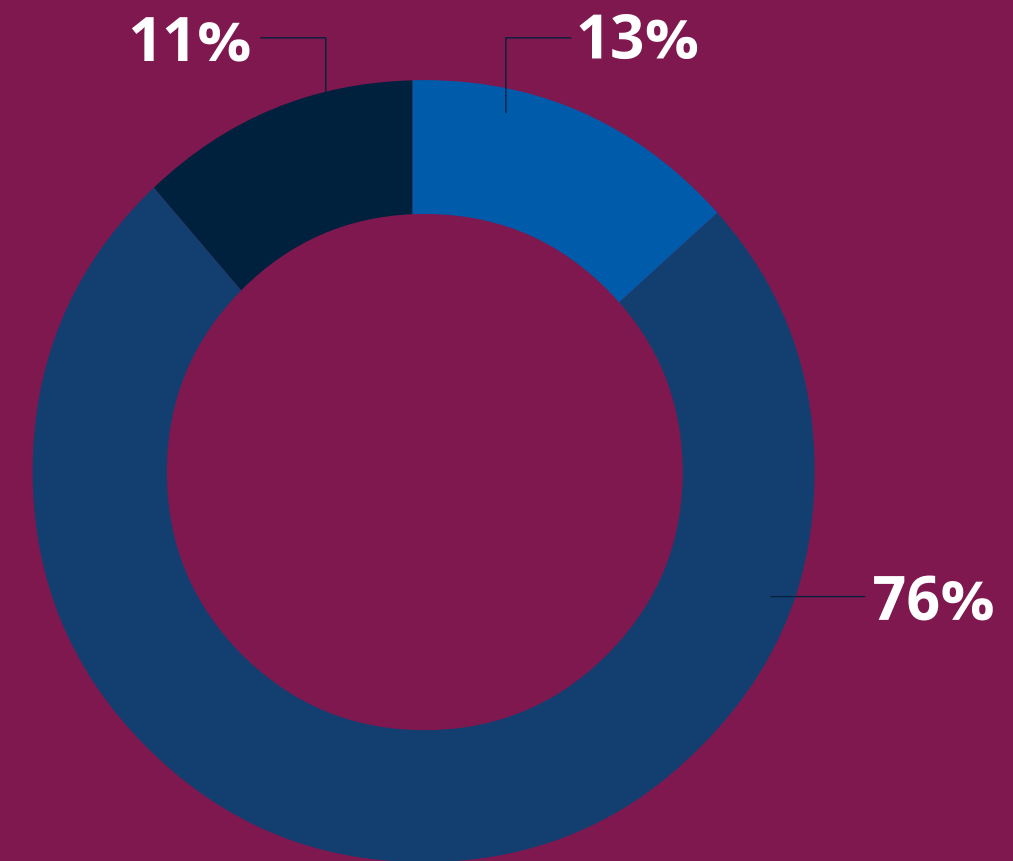


Have light-skilled workers ever been ghosted by employers?



Have knowledge workers ever been ghosted by employers?

Don't know/
can't say
No
Yes



Do employers concur?

Don't know/ can't say No Yes

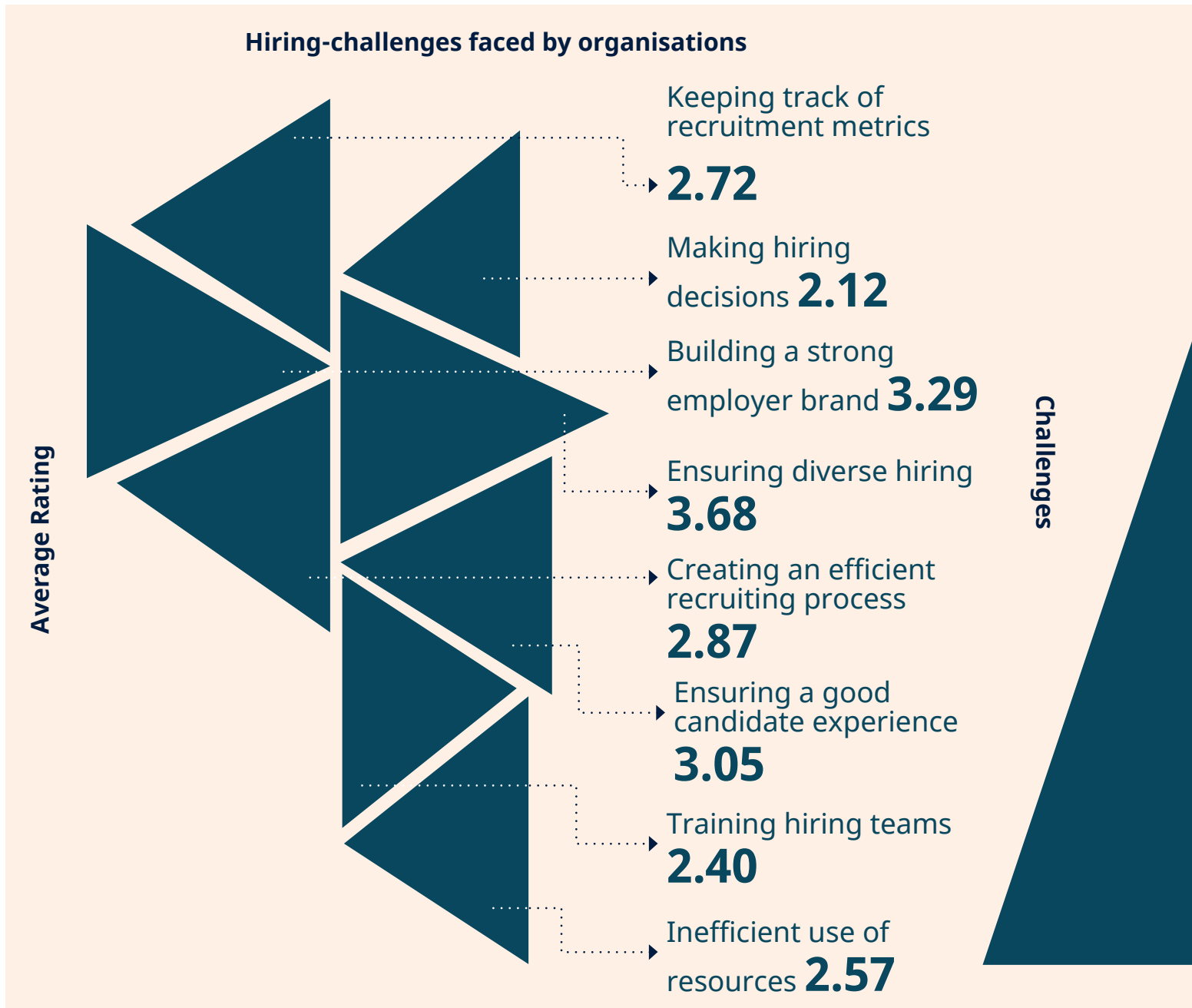
Ghosting is the practice of “ending communication without offering an explanation.” With a gap in the current supply and demand of job roles available for knowledge and light-skilled workers, we could easily assume that the likelihood of employers ghosting the candidates would be fairly common. However, it turns out that is not the case. 59% of the knowledge workforce has never been ghosted, and this proportion appears to be even higher among light-skilled workers (73%). Meanwhile, over 3 in every 4 employers (76%), confirm that they haven't ever ghosted candidates.

Hiring Hurdles: Navigating Challenges in Talent Acquisition

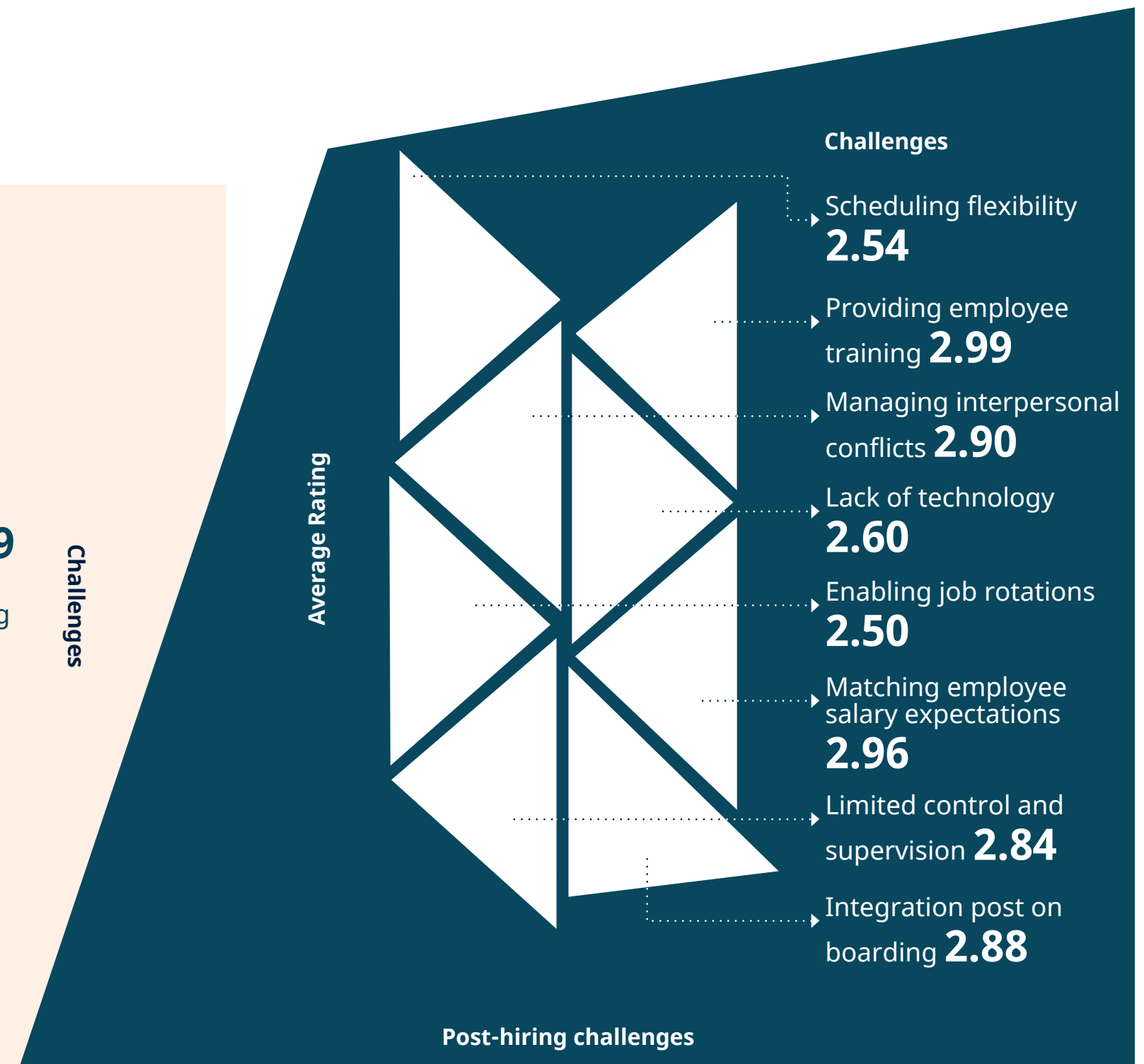


Addressing obstacles during and after hiring

The struggle of employers and the areas organisations must focus on



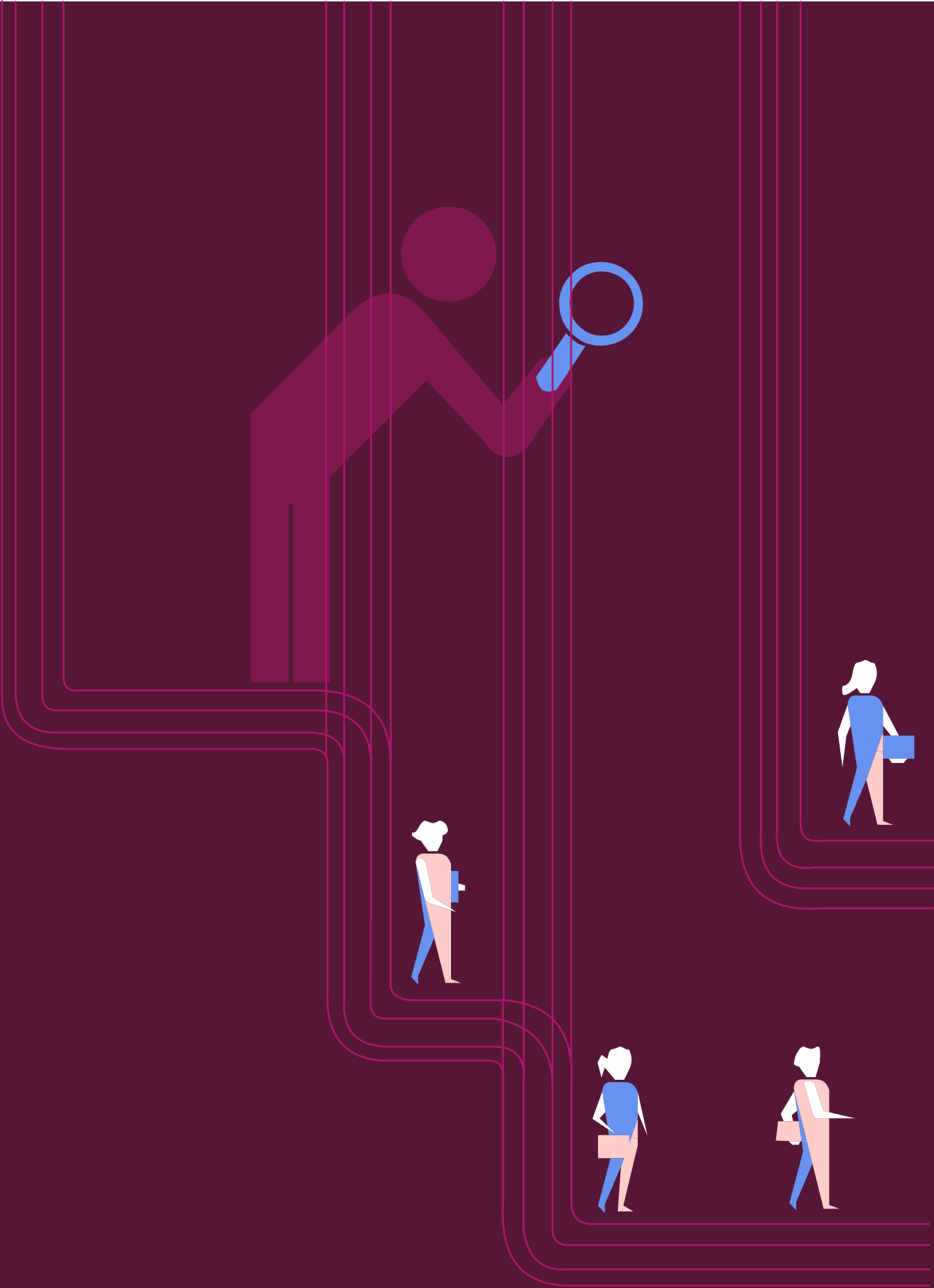
Employers happen to face quite a few challenges while hiring candidates. According to them, they struggle the most with diverse hiring (rated 3.68 on 5). They also struggle to build a strong employer brand to attract talent (rated 3.29 on 5). Ensuring a good candidate experience (rated 3.05 on 5), creating an efficient recruiting process (rated 2.87 on 5), and keeping track of recruitment metrics (rated 2.72 on 5), indicate a strong need for further technological adoption in hiring to make the process seamless.



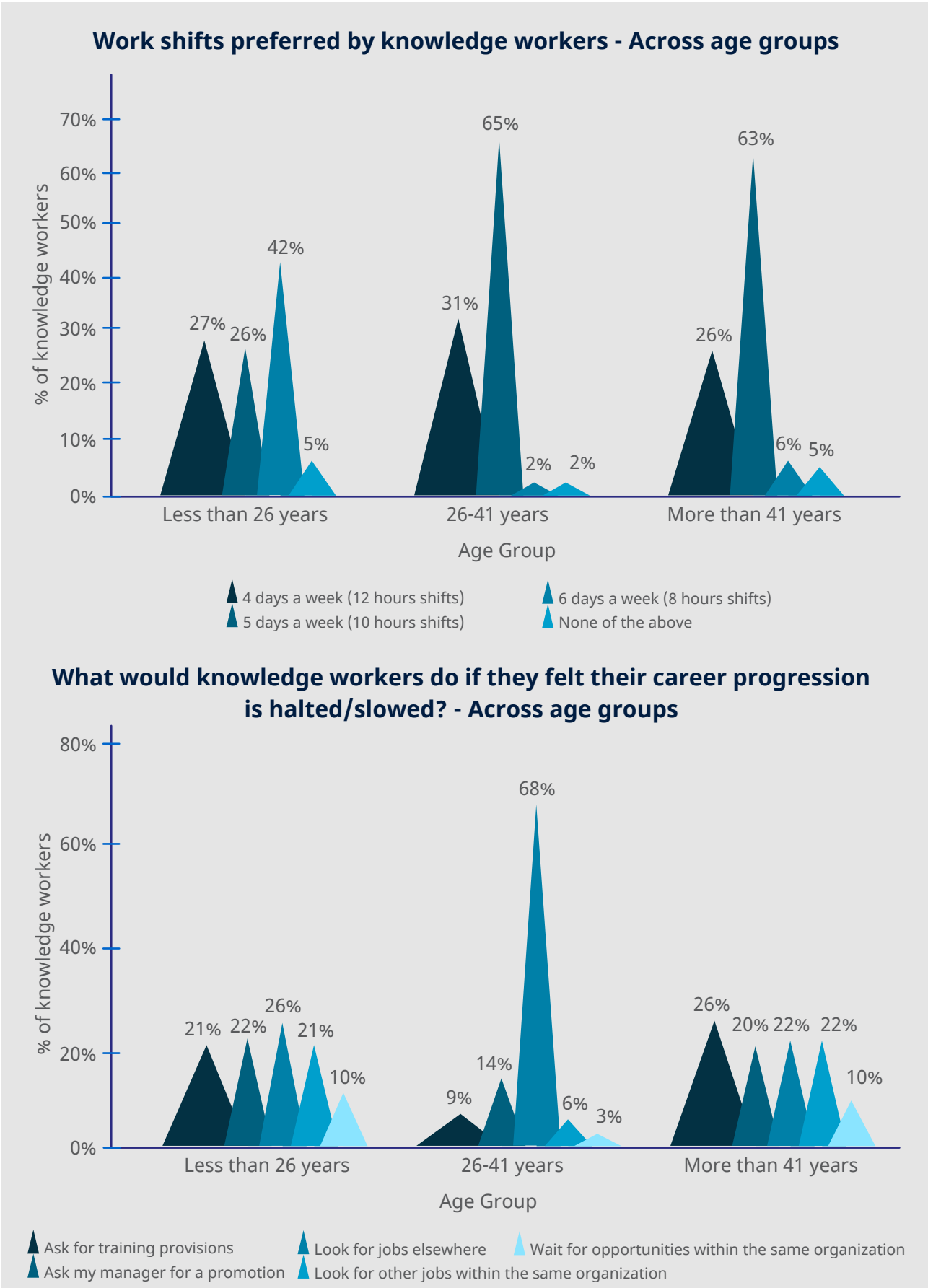
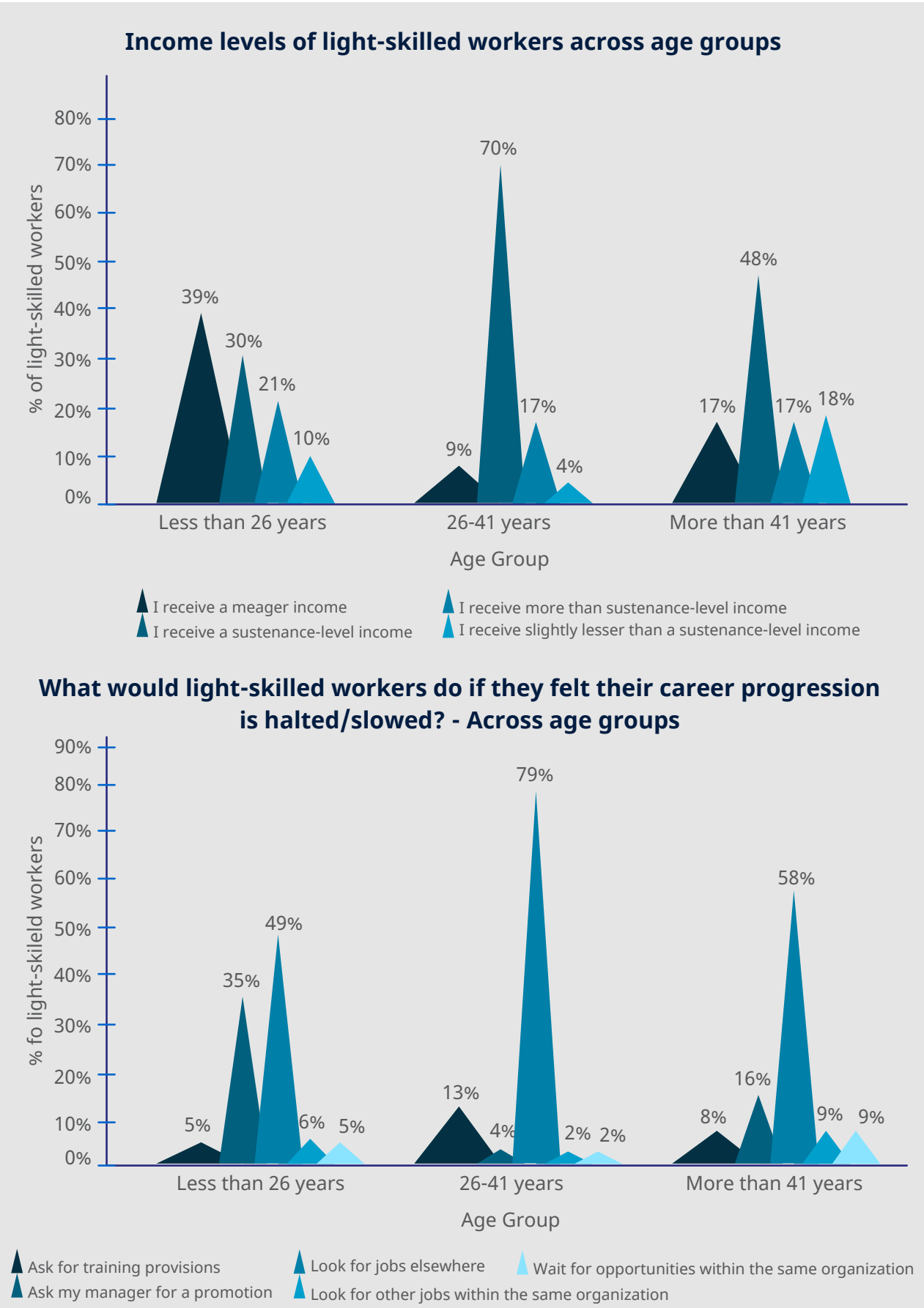
Post-hiring, the three major challenges that employers face are – providing employee training (rated 2.99 on 5), matching employee salary expectations (rated 2.96 on 5) and managing interpersonal conflicts (rated 2.90 on 5). Interestingly, training is extremely desirable to employees, as we have seen before, and it appears to be an area of focus where organisations can improve.

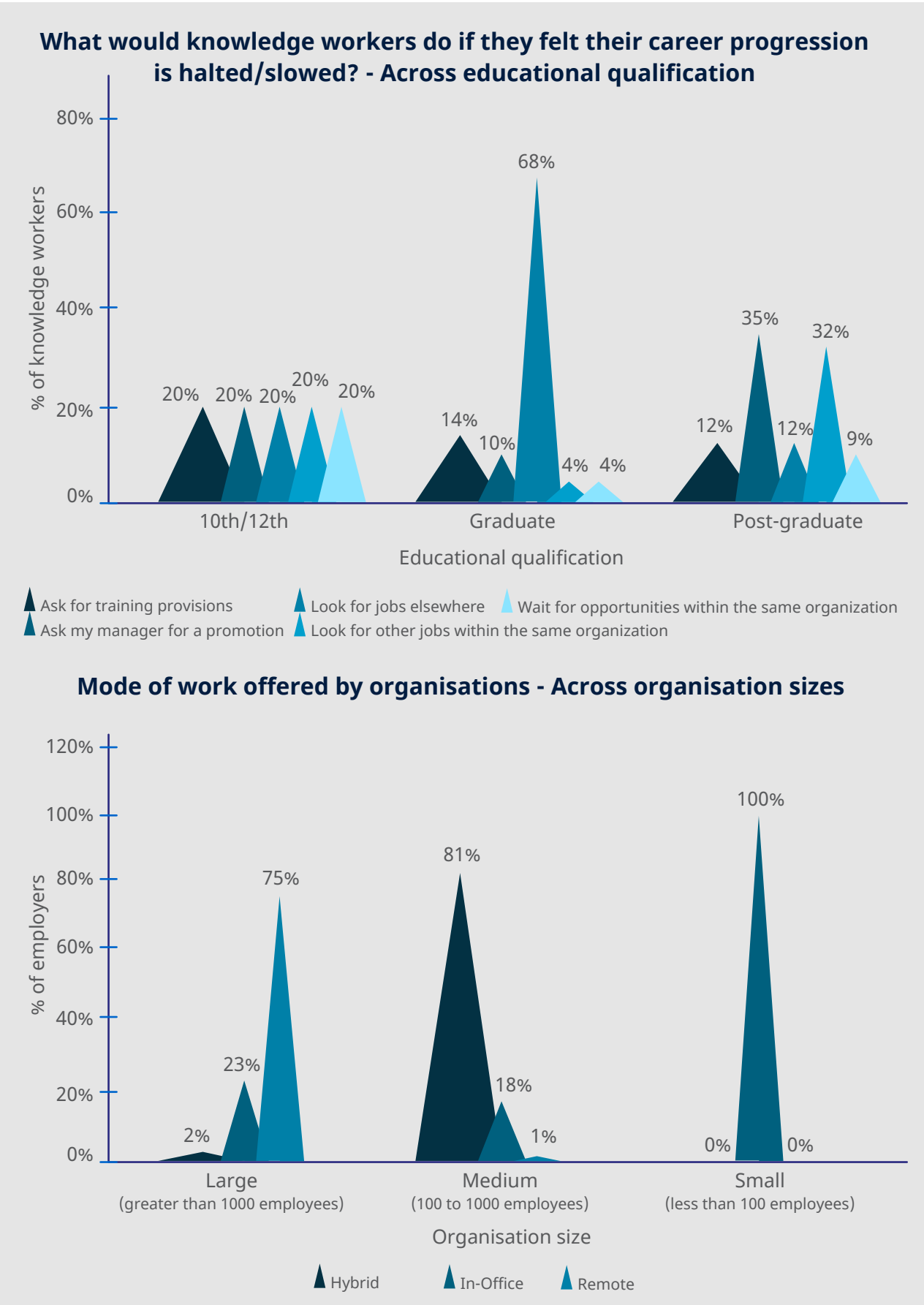
Note : Rated on a scale of 1 to 5, where '1' stands for 'Not significant at all', and '5' stands for 'Extremely significant'

Annexure



Additional charts





Methodology

This survey was conducted by Valuvox on behalf of Indeed among 618 light-skilled workers, 631 knowledge workers and 561 employers in the month of July 2023.

Sample Design

Light-skilled workers

Light-skilled workers		Knowledge workers	
Age group		Age group	
26-41 years	364	26-41 years	391
Less than 26 years	161	Less than 26 years	120
More than 41 years	93	More than 41 years	120
Educational Qualification		Educational Qualification	
10th/12th	255	10th/12th	25
Graduate	320	Graduate	436
Post-graduate	43	Post-graduate	170
Sector		Sector	
Construction	37	Automobile/E-vehicles	25
E-commerce	93	Banking, Financial Services and Insurance	50
Foods and Beverages	74	BPO & IT Enabled Services	57
Gig app	124	Consulting	50
HR Consulting	56	E-commerce	50
Logistics	74	Educational Services	44
Manufacturing	49	Fast Moving Consumer Durables	19
Retail	74	Gig app	33
Services	37	Information Technology and Knowledge Services	63
Years of Experience		Manufacturing	32
No Experience	173	Media & Entertainment	44
0-2 years	285	Power & Energy	38
2-5 years	111	Retail	38
5-10 years	49	Telecommunication	50
City		Years of Experience	
Ahmedabad	62	0-2 years	335
Bangalore	90	10+ years	19
Chandigarh	50	2-5 years	120
Chennai	82	5-10 years	107
Delhi/NCR	81	No Experience	50
Hyderabad	61		
Kolkata	59		
Mumbai	75		
Pune	58		

City		Employer	
Ahmedabad	62	Organization type	
Bangalore	90	Large (greater than 1000 employees)	123
Chandigarh	54	Medium (100 to 1000 employees)	348
Chennai	76	Small (less than 100 employees)	90
Delhi/NCR	75	City	
Hyderabad	64	Ahmedabad	48
Kolkata	60	Bangalore	89
Mumbai	83	Chandigarh	37
Pune	67	Chennai	73
		Delhi/NCR	74
		Hyderabad	57
		Kolkata	45
		Mumbai	80
		Pune	58
		Sector	
		Automobile/E-vehicles	22
		Banking, Financial Services and Insurance	34
		BPO & IT Enabled Services	28
		Construction	34
		Consulting	28
		E-commerce	28
		Educational Services	28
		Fast Moving Consumer Durables	28
		Foods and Beverages	28
		Gig app	28
		HR Consulting	34
		Information Technology and Knowledge Services	39
		Logistics	28
		Manufacturing	22
		Media & Entertainment	34
		Power & Energy	28
		Retail	28
		Services	22
		Telecommunication	40

The Indeed logo is centered on a background of various shades of blue rectangles. The logo itself consists of a white icon of a person with arms raised, followed by the word "indeed" in a lowercase, sans-serif font.

indeed