

# Candidate Technology Preferences

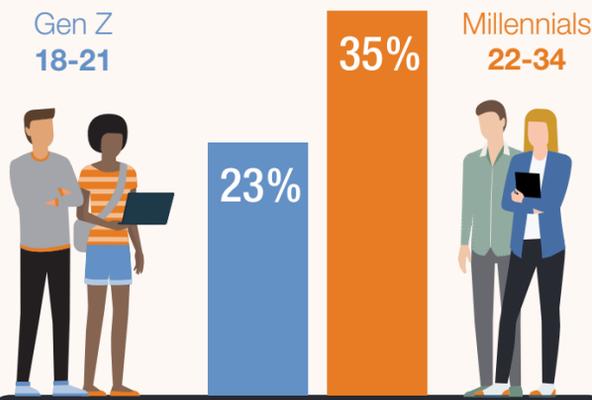
In an era of growing talent shortages, understanding who candidates are, how to attract them and what drives their decision-making is essential to building and sustaining a successful recruiting and retention strategy.



## Colombia Insights

### Early HR Technology Adopters

are unique candidates who have used at least three or more technologies in their job search during the past six months. They tend to be young, urban, highly mobile and students, evenly divided between males and females.



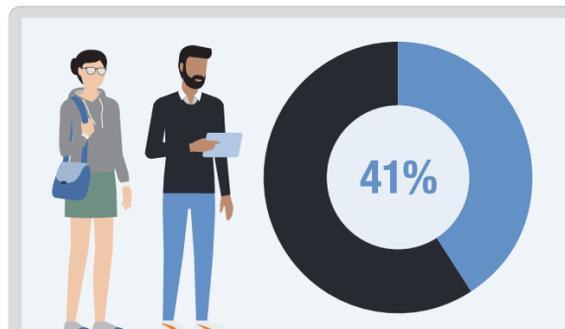
93% of candidates are willing to relocate

### Candidates' Use of HR Technology

Usage varies significantly by market.

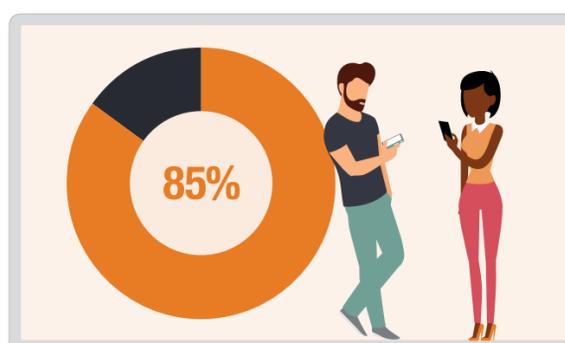


### Social Media Ads are Top Choice for Candidates



41% of candidates have clicked on a job-related social media ad

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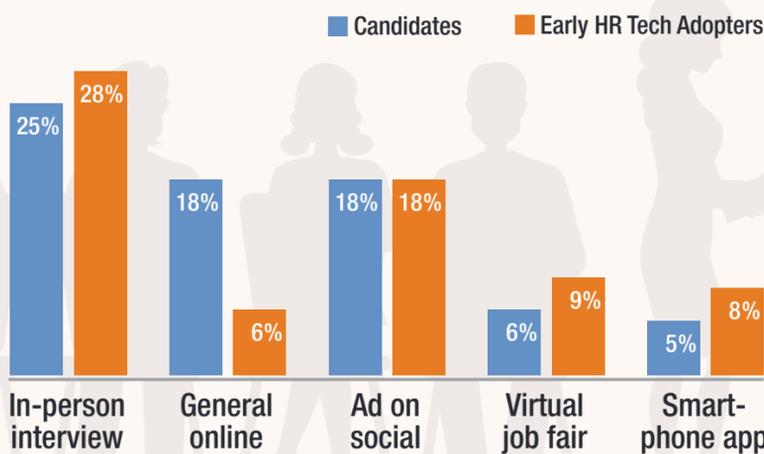


85% of Early HR Tech Adopters click on social media ads

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### Candidates still place high importance on human interaction

and in-person interviews. But attracting and retaining the right talent should not be a battle between human and robot.



### 5 Steps to Selecting and Implementing HR Technology



- 1 Define the problem**  
Once the talent problem is defined, technologies can be evaluated for their effectiveness and cost efficiency.
- 2 Know your audience**  
Match the right technology to the candidates you need.
- 3 Diversify channels**  
Often the best technology strategy is to employ a range of tools and solutions.
- 4 Turn quantity into quality**  
Artificial Intelligence (AI), machine learning, and predictive analytics can help identify qualified candidates and ensure workplace success.
- 5 Incorporate human interaction**  
Technology is the conduit, but delivering a personalized and tailored message is still key.