



Hiring Manager Satisfaction Benchmark Report

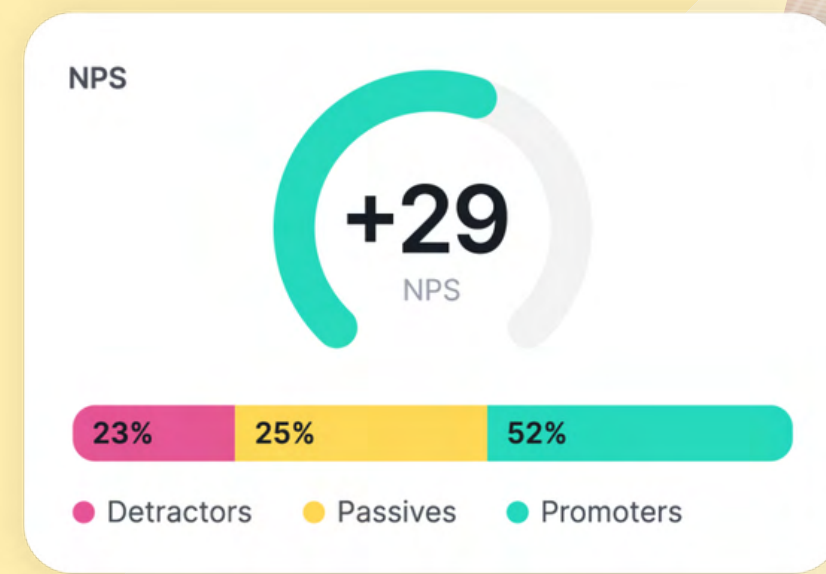


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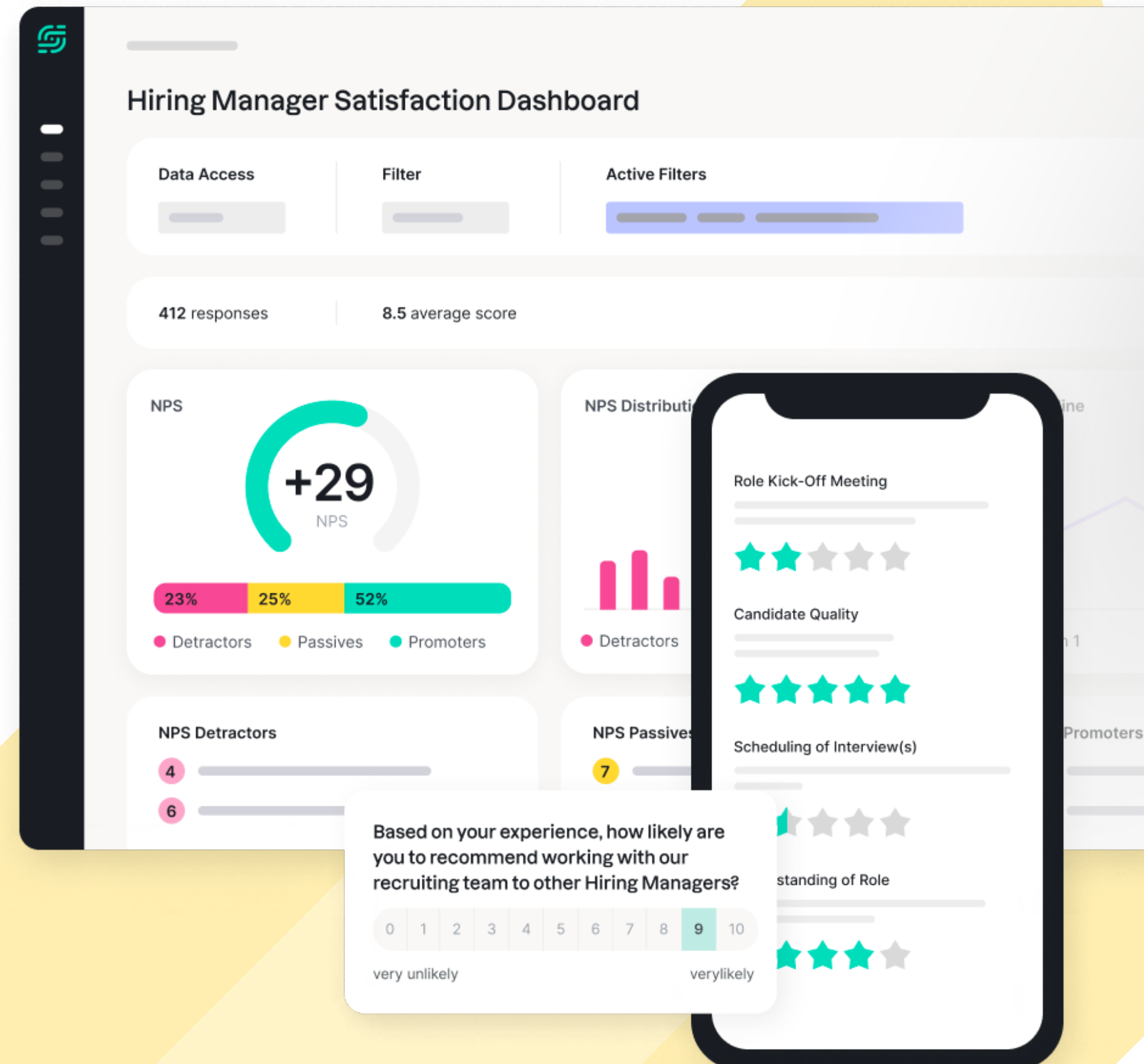
The Context of Hiring Manager Satisfaction

Hiring Managers are the ones who set out the guidelines by which recruiters can help identify star candidates, and directly play a large part in interviewing and assessing candidates. An excellent hiring process should aim to provide Hiring Managers with a variety of high-quality candidates, while also making sure that they are actively involved in the selection, filtering, and vetting of candidates.

One of **the hallmarks of a successful recruitment process** are Hiring Managers who are satisfied with the quality of the process, the quality of candidates, and the cooperation with the recruiters. Tracking Hiring Manager Satisfaction is a good way to understand how pleased they are, and helps with identifying potential areas of improvement.

Having a low Hiring Manager Satisfaction is a warning sign that your recruitment team is not making optimal placements. On the other hand, having a high Hiring Manager Satisfaction is a signal that your team is performing well.

Satisfied Hiring Managers are more aligned with recruiters, resulting in increased efficiency, better quality candidates with higher retention rates and lowered risk of expensive bad hires. They also **greatly benefit Candidate Experience** and provide the team with **valuable feedback** that can be used to boost performance, while dissatisfied Hiring Managers do the opposite, raising the risk of a bad hire, worsening Candidate Experience and lowering hiring efficiency.



The Relevance of Benchmarks & NPS

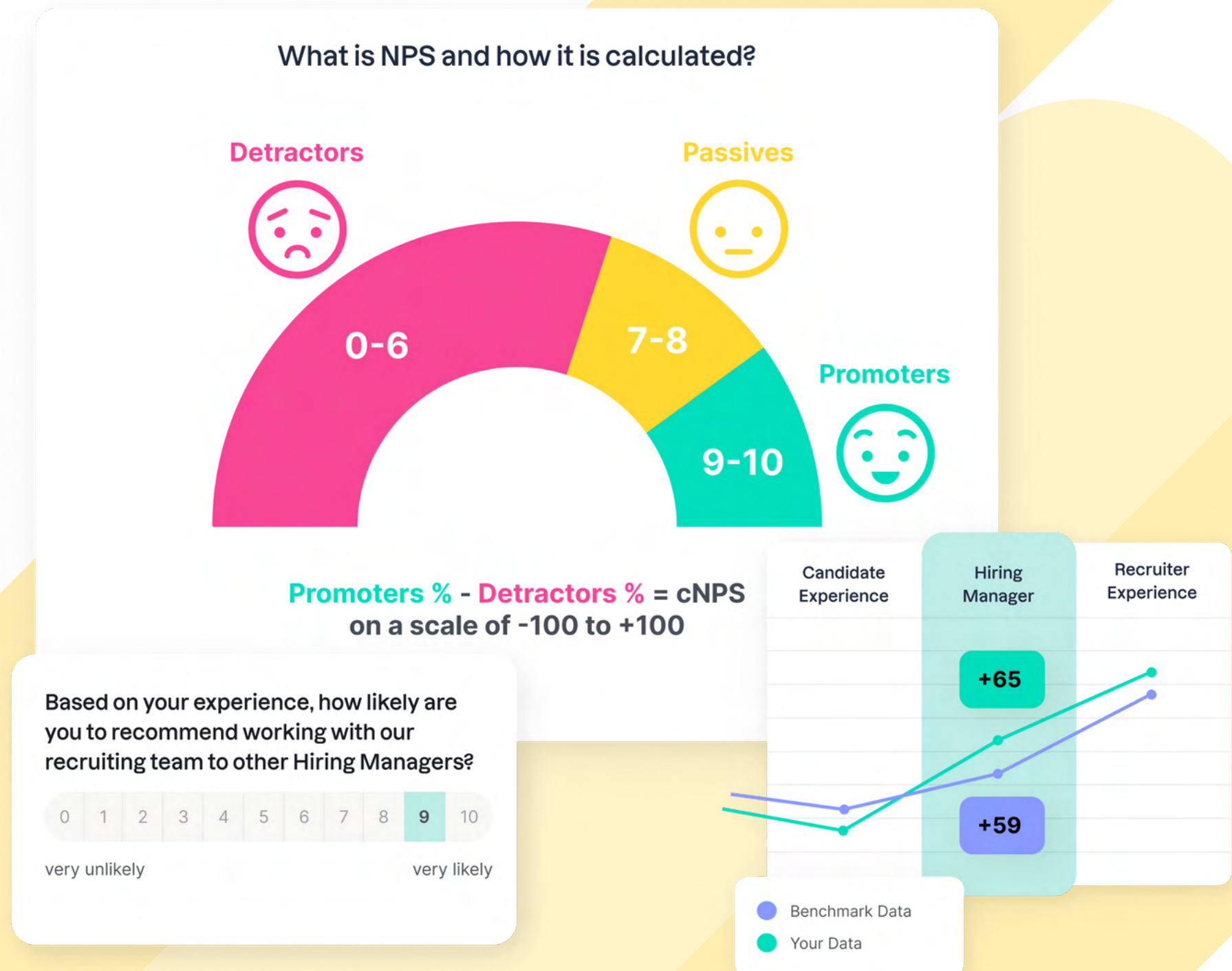
Before we jump into the numbers, there's an important question we need to answer. Why are benchmarks important?

Naturally, we're reminded of Lord Kelvin's classic maxim: "If you can not measure it, you can not improve it". The first step of improving your Hiring Manager Satisfaction is measuring it in a reliable and consistent manner. The second step is having accurate benchmarks to inform you of how your peers and competitors are performing.

Hiring Manager Satisfaction has many relevant metrics, but NPS is the most **universally relevant and important metric** when it comes to understanding the cooperation between Hiring Managers and recruiters. NPS stands for **Net Promoter Score**. NPS is a calculation of how many respondents are promoters of your organization within their social circles. We've adapted the concept to Hiring Manager Satisfaction, asking respondents "Based on your experience, how likely are you to recommend working with our Recruiting team to other Hiring Managers?".

A high NPS indicates that Hiring Managers are happy with the team. Conversely, a low NPS means they are not, and would not recommend it to other Hiring Managers. A Hiring Manager **NPS of +10** may initially seem like a good result, but seems quite different when the relevant benchmark is at **+35 NPS**.

Either you realize that you're behind on the benchmark, and need to invest in the partnership between the recruiters and Hiring Managers to catch up, or you realize that you're ahead of the benchmark, highlighting your competitive advantage.



Hiring Manager NPS

HIGHLIGHTS

- Only 25% of teams are recommended by almost all Hiring Managers
- Just over half of Hiring Managers recommend the lowest-performing group

Starting off with the Hiring Manager NPS, we can see that Hiring Managers report a wide range of responses, but are largely positive. In sharp contrast to our Candidate Experience Benchmark Report, we see that the lowest quartile starts at **+6** and goes up to **+33**. The middle 50% of companies range between **+34 NPS** to **+78 NPS**, with the top 25% landing between **+79** and **+87 NPS**. The median is a high **+69 NPS**.

Overall, these responses are positive, but their spread points out an important fact. Truly excellent recruitment teams are highly recommended by almost every single Hiring Manager they work with, while the ones in the lowest quartile are recommended by slightly over half.

Companies in the bottom percentile, which have teams who are recommended by around 50% of their Hiring Managers, have a large amount of room for improvement compared to the best performing companies.

These results also show that top performing companies have a large competitive advantage, and that their Hiring Managers are much more satisfied with the outcome of the recruitment process than their competitors.

Hiring Manager NPS by Quartile



WHAT ARE QUARTILES?

In statistics, a quartile is a segment comprising one quarter (25%) of your data. In total, there are 4 quartiles, two above the median and two below the median.

NPS by Region

HIGHLIGHTS

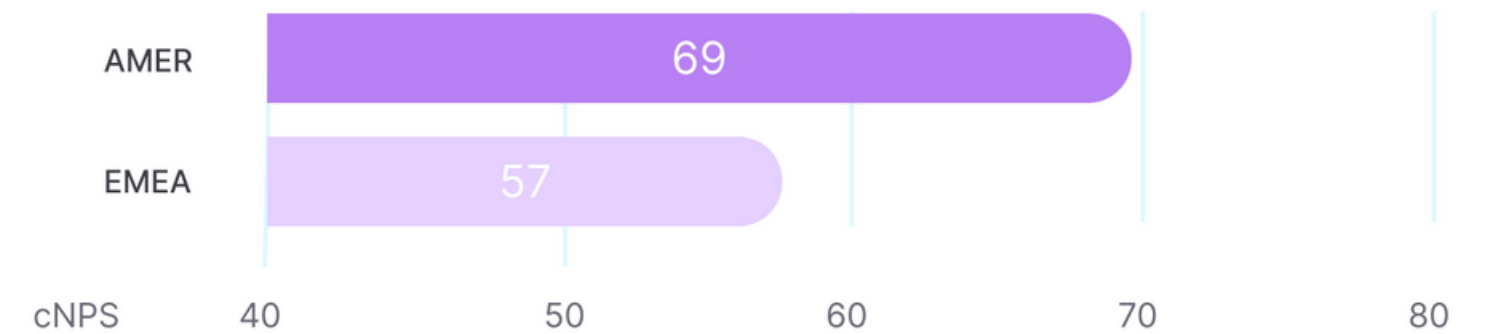
- Companies in the Americas have a consistently higher NPS than EMEA
- This may be affected by cultural norms and differences, and doesn't necessarily mean that Hiring Managers are more satisfied in the Americas

Next, let's take a look at the figures according to region. Due to similar results, we've bundled the UK in the EMEA region, and focused on comparing EMEA to the Americas region, which includes both North and South America.

In general, Hiring Manager Satisfaction scores are higher in the Americas than in EMEA. Hiring Manager NPS in the EMEA region is at **+57**, compared to **+69** in the Americas region.

This doesn't necessarily mean that Hiring Manager Satisfaction is inherently better in the Americas, but can also be explained by cultural differences. We found a similar trend in NPS for Candidate Experience, with the Americas scoring higher than EMEA in every way. These trends should be taken into consideration when analyzing your own results.

Hiring Manager NPS by Region



NPS by Company Size

HIGHLIGHTS

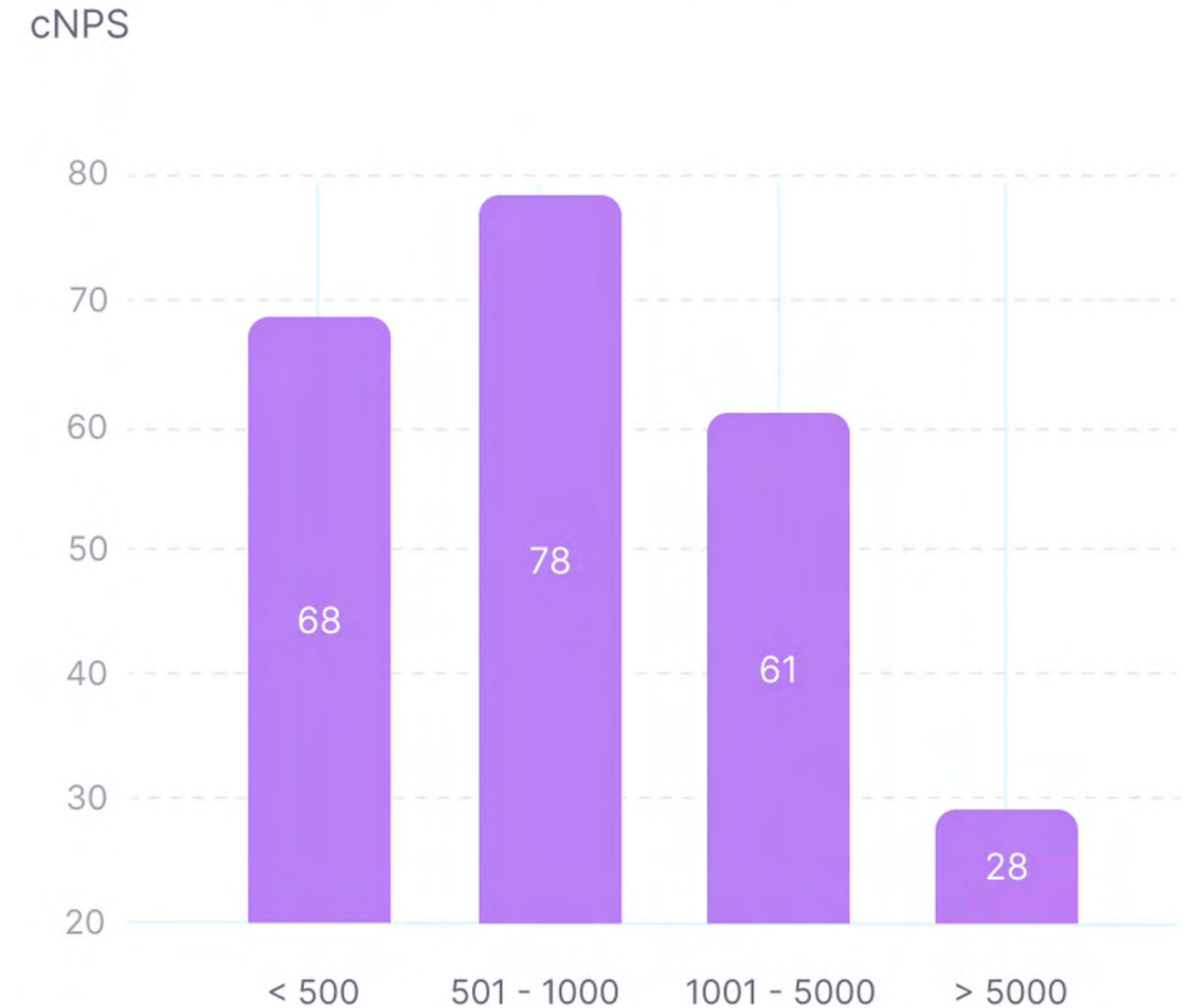
- Medium (501-1000 FTE) companies report the best Hiring Manager NPS, followed by Small (<500 FTE) companies.
- Enterprise (5000+ FTE) companies stand out as having a uniquely low Hiring Manager NPS

Let's dive deeper into the relationship between NPS and company size. We identified four main categories of company size, based on the amount of full-time employees that each company has. These are Small, (<500 employees), Medium, (501-1000 employees), Large, (1001-5000 employees), and Enterprise (>5000 employees).

Our analysis revealed that Medium companies had the best Hiring Manager NPS, at **+78**, followed by Small companies (**+68**), Large companies (**+61**), and Enterprise (**+28**).

What stands out the most is the large drop in Hiring Manager NPS between Large and Enterprise companies, which is a difference of **33 NPS**. This is a sharp drop, and indicates that Enterprise companies are strongly underperforming when compared to other types of companies.

Hiring Manager NPS by Company Size



Theme Ratings by Quartile

Next, we'll discuss the different themes that Hiring Managers were surveyed on and the ratings that they gave to each type of question, which we've grouped together under themes. When a Hiring Manager fills out a survey, they will answer several questions, which are then categorized into various themes.

For the purposes of this Benchmark Report, we've decided to focus on the themes of "Recruiting Process", "Recruiter", "Candidates", and "Role Kick-Off Meeting". The full descriptions of what these themes are composed of, and what questions feed into them, is available in the Appendix.

Diving deeper into the data, we see that all the theme ratings sit in roughly the same area, ranging from **7.0** to **9.9**.

WHAT ARE THEME RATINGS?

- Theme Ratings describe categories of questions asked to Hiring Managers, grouped together based on their main topic and theme. They allow us to group the ratings and answers given by Hiring Managers into consistent themes for analysis.
- A full list of the relevant questions is available in the Appendix, which you can find at the end of the report, or by [clicking here](#).

Hiring Manager Theme Ratings by Quartile

Block Title	Min Rating	Low Percentile	Median Rating	Upper Percentile	Max Rating
RECRUITING PROCESS	7.3	8.5	9.1	9.4	9.6
RECRUITER	7.4	8.7	9.2	9.4	9.9
CANDIDATES	7.0	8.1	8.5	9.0	9.6
ROLE KICK-OFF MEETING	7.1	8.8	9.1	9.4	9.8

Theme Ratings by Quartile

HIGHLIGHTS

- The Candidates Theme ratings are equally spread across quartiles. This theme also shows the lowest satisfaction and greatest potential for improvement.
- The top 25% of companies in the Recruiting Process Theme have hit a ceiling, while the other quartiles still show much room for improvement.
- The Recruiter theme has the highest median rating of all themes, indicating the highest satisfaction.
- The Role Kick-Off Meeting Theme is rated comparatively well, but varies highly in the bottom 25% of companies.

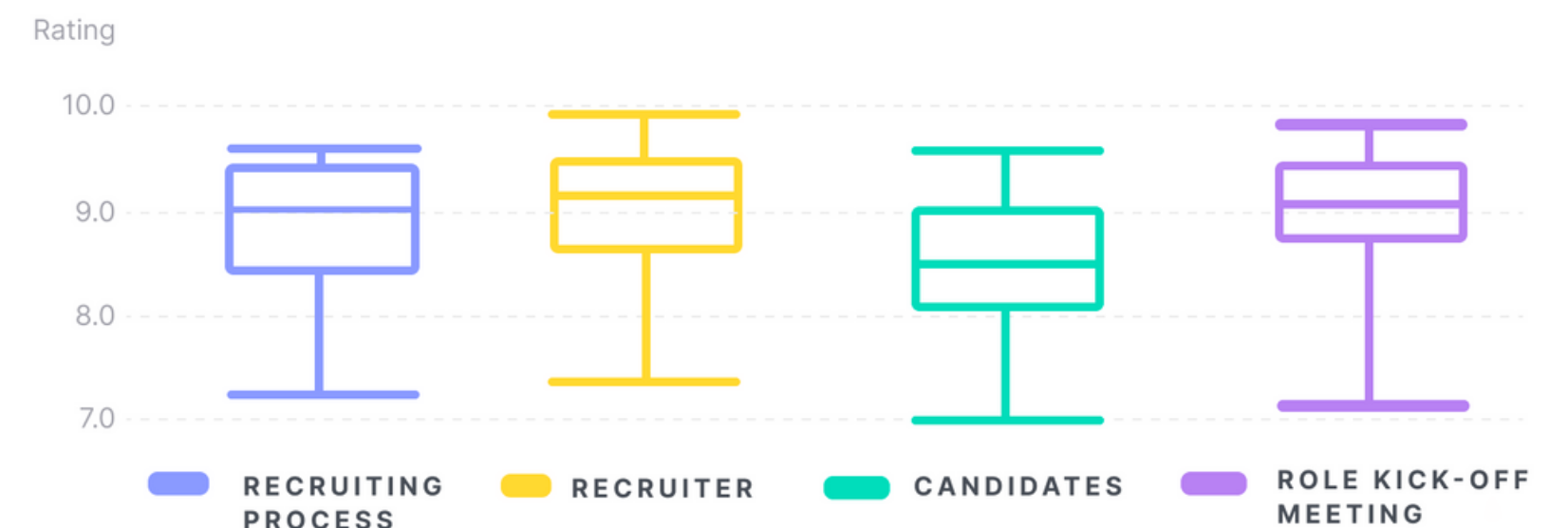
We can see that the Recruiting Process Theme has a very small range in the upper percentile, which shows us that the top 25% of companies all land between **9.4** and **9.6**. The middle 50% range from **8.5** to **9.4**, with the bottom 25% spanning **7.3** to **8.5**. This shows that top-performing companies have hit a ceiling, but the wider ranges in the lower quartiles signify that there's still much room for improvement for many companies.

The top 25% of companies in the Recruiter Theme land between **9.4** and **9.9**, the highest figures out of the dataset. It also has the highest minimum rating of all themes, as well as the highest median, indicating that Hiring Managers are highly satisfied with their recruiters, although the bottom 25% still have lots of room for improvement.

The Candidates Theme has the most equal spread, with the bottom 25% of companies ranging from **7.0** to **8.1**, the middle 50% sitting between **8.1** and **9.0**, and the top 25% hitting **9.0** to **9.6**. It also has the lowest median, at **8.5**, indicating that Hiring Managers are relatively less satisfied with their Candidates than they are with the other themes. The bottom 25% of companies have the lowest ratings in this theme, and the most room for improvement overall.

The Role Kick-Off Meeting has the widest spread overall, ranging from **7.1** to **9.8**. While most companies have comparatively high scores for this theme, the bottom quartile has a very large spread, from **7.1** to **8.8**. This shows us that Hiring Managers in the bottom 25% can highly vary in their satisfaction scores, but that the middle 50% are rating their kick-off meetings relatively well compared to the other themes.

Hiring Manager Theme Ratings



Theme Ratings by Region

HIGHLIGHTS

- The Candidates theme has the lowest ratings for both regions
- Similar to NPS, the Americas consistently score higher than EMEA in all themes
- The smallest difference in ratings between regions was found in the Role Kick-Off Meeting theme

Moving on, we can also break down each theme by Region, similarly to how we broke down NPS. Looking at the results, we can see that the pattern found in NPS is repeated across every theme.

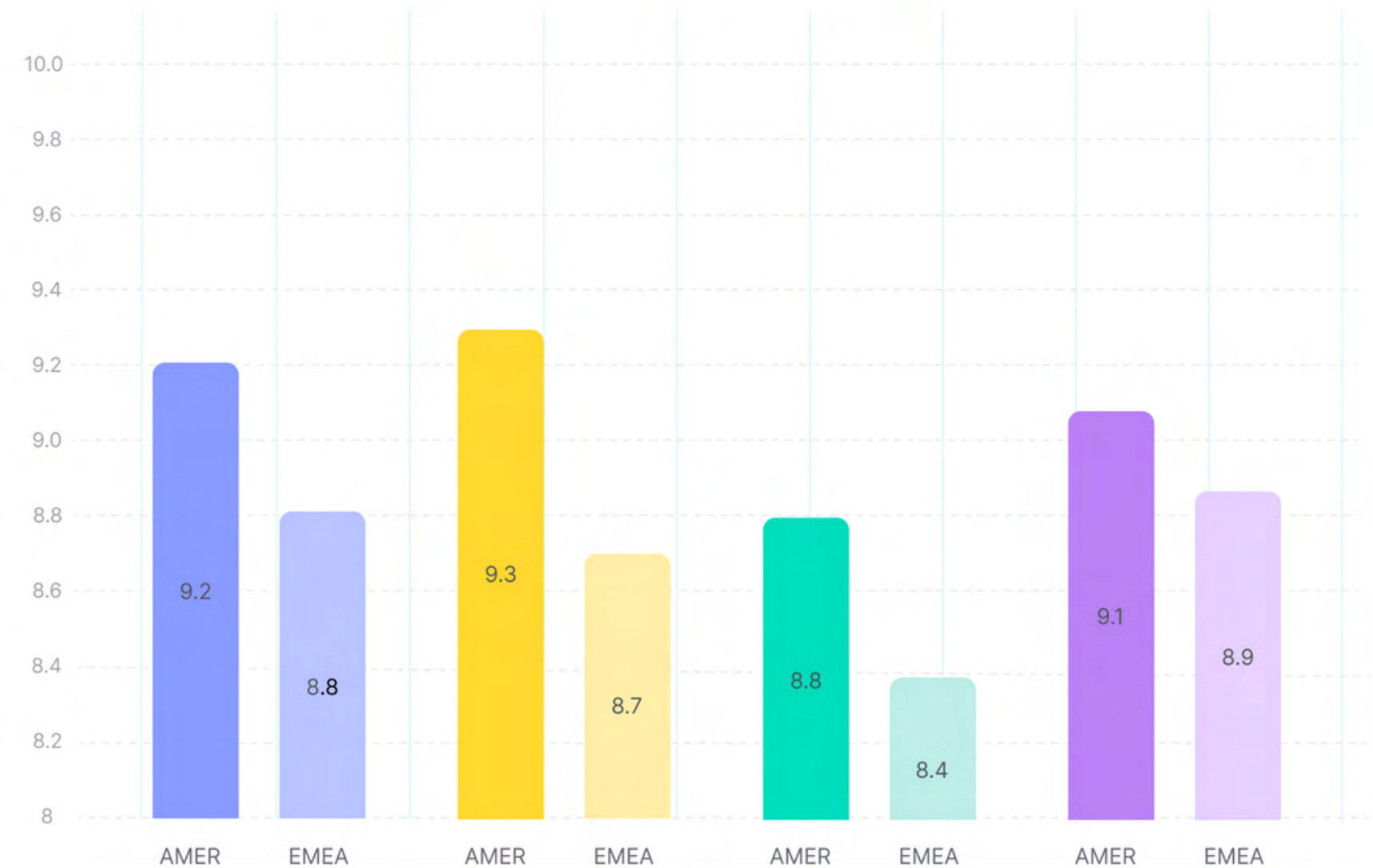
Hiring Managers in the Americas are responding to surveys with higher scores across all themes, as well as a higher overall NPS. The largest differences are found under the Recruiter Theme (**8.7 vs. 9.3**). The Recruiting Process (**8.8 vs. 9.2**) and Candidate (**8.4 vs. 8.8**) themes are equally far apart. The smallest differences are found under the Role Kick-Off Meeting theme (**8.9 vs. 9.1**).

The same trends persist between regions, with both NPS and theme ratings scoring consistently higher in the Americas than in EMEA. However, since all other trends are consistently reflected here, it is important to take this difference in both ratings and NPS into consideration when comparing benchmarks across regions.

It also provides useful context for analyzing your own figures, depending on where your company is based.

Theme Ratings by Region

RECRUITING PROCESS RECRUITER CANDIDATES ROLE KICK-OFF MEETING



Theme Ratings by Company Size

HIGHLIGHTS

- Similar to NPS, the highest ratings were found in Medium-sized companies
- Enterprise companies scored the lowest in all theme ratings, with the biggest gap being in the Recruiting Process theme
- The Candidates theme scored similarly in all company sizes except Medium, which was far above the average

Finally, let's examine Theme Ratings according to company size. These findings are similar to the NPS figures, with Enterprise companies scoring the lowest in all Theme Rating averages, except for Role Kick-Off Meeting where they tie with Small companies, with both scoring **8.7**.

Large companies came next, scoring an **8.3** for the theme and an **8.9** for Recruiter, Recruiting Process, and Role Kick-Off Meeting. Small companies scored an **8.4** for the Candidates theme, an **8.7** for the Role Kick-Off Meeting, and a **9.0** for both the Recruiter and Recruiting Process themes.

Theme Ratings by Company Size

Block Title	<500	501-1000	1001-5000	>5000
RECRUITING PROCESS	9.0	9.2	8.9	8.2
RECRUITER	9.0	9.4	8.9	8.6
CANDIDATES	8.4	9.0	8.3	8.2
ROLE KICK-OFF METTING	8.7	9.4	8.9	8.7

Conclusion

To conclude, the data tells us that Hiring Manager Satisfaction highly depends on a number of factors. We see that Hiring Managers report a wide range of satisfaction levels, with the top 25% of companies having their recruiting teams recommended by almost all Hiring Managers. The bottom 25% are instead recommended by just over half, highlighting a competitive disadvantage.

NPS AND THEME RATING BY REGION

The numbers reveal that the EMEA region has consistently lower NPS and theme ratings when compared to the Americas. This doesn't necessarily mean that Hiring Managers in EMEA are less satisfied, but that there are cultural differences between the two. Both regions scored similarly on the Role Kick-Off Meeting Theme, and both had relatively lower scores for the Candidate Theme. This trend should be taken into consideration when analyzing your own figures.

NPS AND THEME RATINGS BY COMPANY SIZE

Our analysis shows that smaller companies perform better when it comes to Hiring Manager Satisfaction, both in terms of Theme ratings and NPS, but that Medium companies perform the best, especially in the Candidates Theme. Enterprise firms stand out as having particularly poor results, especially in the Recruiting Process Theme, which has the largest amount of potential improvement.

NPS AND THEME RATINGS BY COMPANY SIZE

Our analysis shows that smaller companies perform better when it comes to Hiring Manager Satisfaction, both in terms of ratings and NPS, but that Medium companies perform the best, especially in the Candidates Theme. Enterprise firms stand out as having particularly poor results, especially in the Recruiting Process Theme, which has the largest amount of potential improvement.

THEME RATINGS BY QUARTILE

The Candidates theme has the widest range of ratings and the most even spread between quartiles, but also the lowest median, indicating relatively low satisfaction. The top quartile in the Recruiting Process Theme all score similarly, but have the lowest maximum rating, showing that many companies can still improve their performance. The Recruiter theme has the highest median rating of all themes, indicating the highest levels of satisfaction. The Role Kick-Off Meeting score also has a wide variety of results, showing that many companies would benefit from more comprehensive cooperation between recruiters and Hiring Managers, especially in the initial stages.

Overall, the results are positive, but they also outline numerous areas of improvement for different types of companies. While these benchmarks are useful for comparison reasons, the best way that companies can identify their own blind spots is by measuring their own Hiring Manager Satisfaction.

Appendix: Theme Ratings Methodology

METHODOLOGY

The categories used in Theme Ratings are composed from groups of questions that are organized according to their main topic and theme. This allows us to group the ratings and answers given by Hiring Managers into consistent themes for analysis.

ROLE KICK-OFF MEETING THEME

- Did the recruiter agree on an effective sourcing and recruitment strategy?
- Did you agree on the structure of the interview process?

RECRUITER THEME

- Did the recruiter understand the role well?
- Was the quality of their talent advice high?
- Did they deliver on commitments identified at the start of the process?

CANDIDATES THEME

- Was the recruiter able to build a diverse talent pool?
- Was the recruiter able to find high quality candidates that matched the role?
- Did the candidates have a good understanding of the position and job requirements?

RECRUITMENT PROCESS THEME

- Was the interview scheduling process smooth and efficient?
- Was the recruiter clear in communication, and did they regularly provide you with updates?
- Were you aligned on the offer strategy with the recruiter?
- Was the overall recruitment process quick and efficient?

Candidate Experience Benchmark Report

If you found this report interesting, we recommend checking out our 2022 Candidate Experience Benchmark Report. Candidate Experience and Hiring Manager Satisfaction are intertwined. They both support each other and are the strongest when they're both measured and optimized together.

Our Candidate Experience Benchmark report is the most in-depth breakdown of all Candidate Experience data to date, and features dedicated chapters on:

- NPS breakdowns per touchpoint and stage
- NPS per Company Size
- NPS per Department
- NPS per Region
- NPS per Candidate Source
- A unique Candidate Comment Analysis, which used machine learning to identify what candidates discussed the most in their qualitative comments

You can access the full report here, or by clicking on the image (with no email required!).

[Read full report](#)

Starred

2022 Candidate Experience Benchmark Report

Candidate NPS and the drivers behind it

NPS

+29
NPS

23% 25% 52%

● Detractors ● Passives ● Promoters

What is Starred?

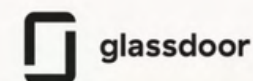
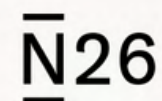
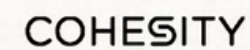
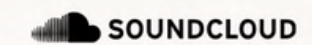
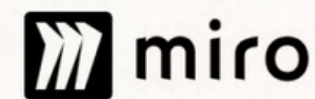
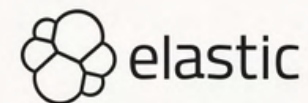
Starred is a Recruitment Analytics platform designed to help recruitment teams to improve their recruitment processes. With Starred, you can automatically gather real-time feedback from all key stakeholders in your recruiting process, including candidates, hiring managers, recruiters, and new hires. This data is then analyzed and presented in a way that is easy to understand, so you can quickly identify areas for improvement and take action to optimize your hiring strategies.

There are no manual steps involved. Feedback is collected automatically and the data transformed into insights on various aspects of your recruitment process, such as your Candidate Experience, Hiring Manager Experience, Quality of Hire, and other elements of your recruitment efforts. This allows you to make data-driven decisions that will help you to attract and retain top talent.

"It's key to link our Candidate Experience strategy to a strong understanding of our hiring managers' needs. Measuring the experience of our business teams with our talent acquisition organization, we gathered very insightful comments and analytics, opening the door to qualitative discussions which led to reinforcing our partnership!"



Natacha Niox-Chateau
Head of Talent Acquisition Excellence

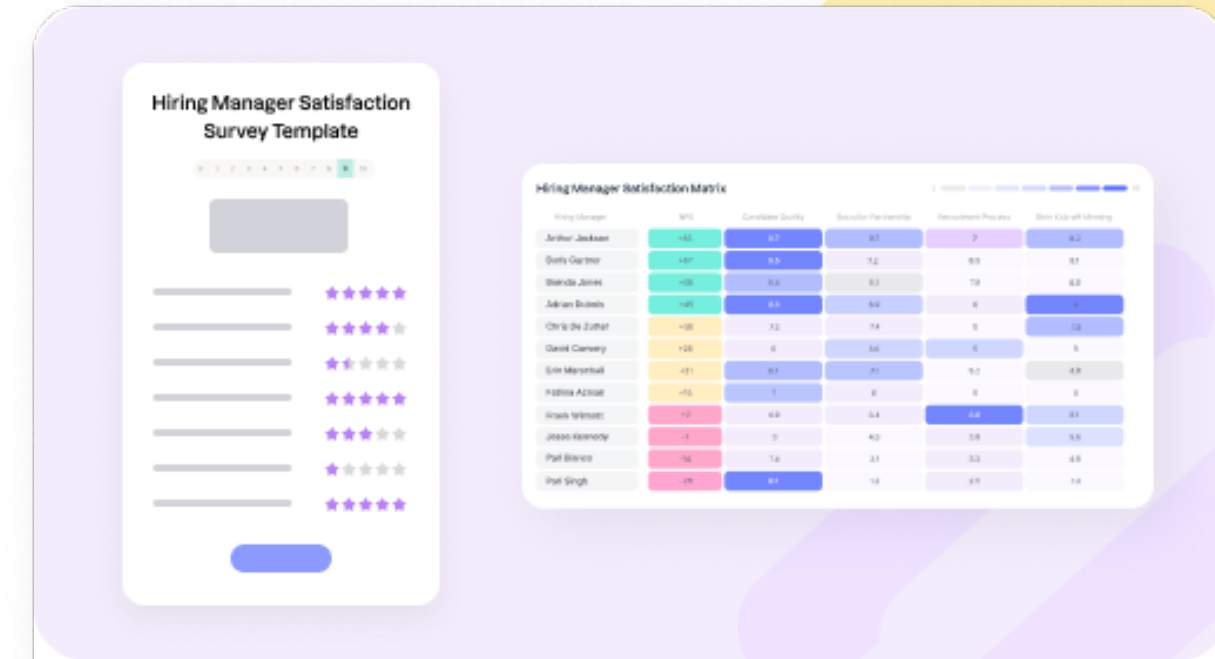


Additional Resources on Hiring Manager Satisfaction



How to Measure Hiring Manager Satisfaction

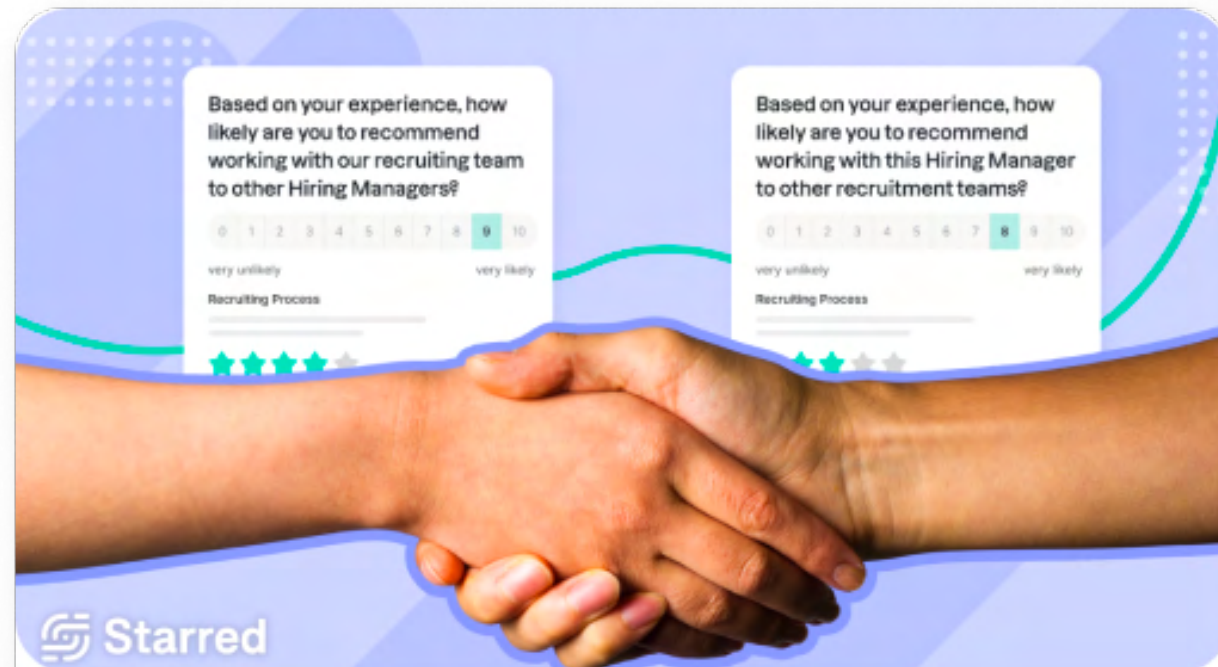
If you enjoyed this report, then you might be interested in measuring your Hiring Manager Satisfaction. We've written an article breaking down the benefits of measuring it, how you can get started, and what the best practices for analyzing your results are.



Hiring Manager Satisfaction Survey Template

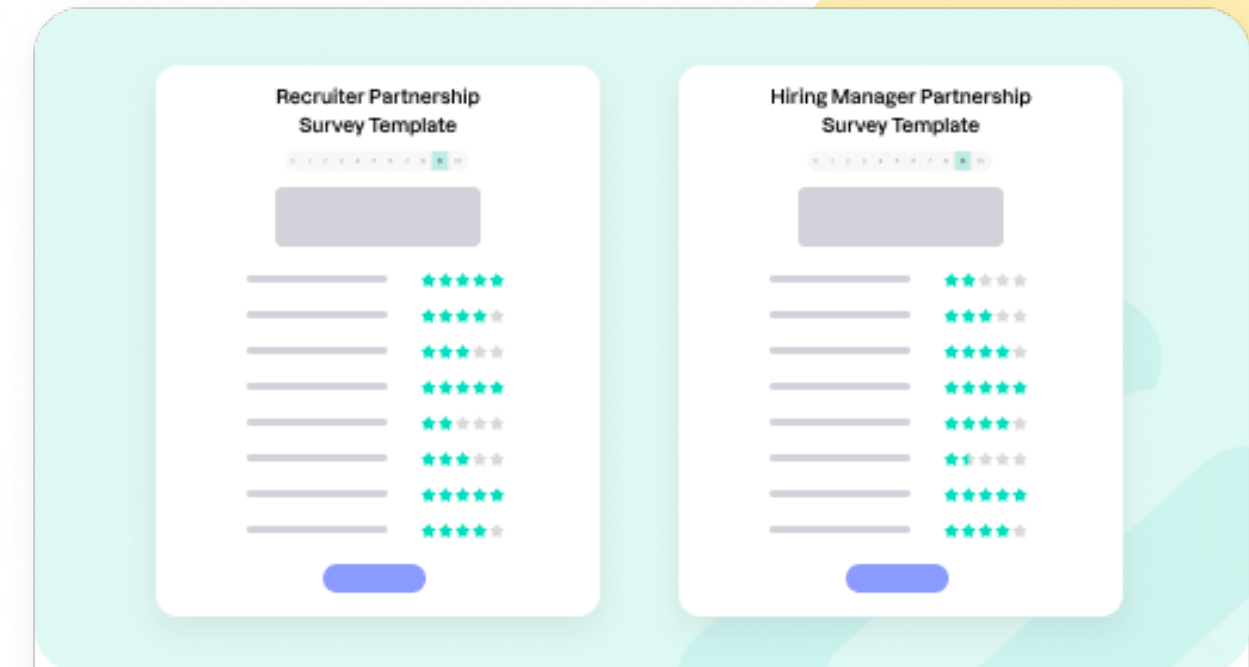
We've created a large library of purpose-built surveys for Hiring Manager Satisfaction, Candidate Experience, Quality of Hire, Recruiter Experience, and more! All of these are completely free to access and use.

Additional Resources on Hiring Manager Satisfaction



How to Build a Strong Hiring Manager-Recruiter Relationship

One of the most important parts of a successful recruiting process is a strong relationship between Recruiters and Hiring Managers. We've also written an article outlining the main steps towards building this relationship.



Recruiter-Hiring Manager Partnership Survey Template

We also offer two free survey templates meant to measure the strength of the Recruiter-Hiring Manager partnership. One is meant specifically for the recruiter, while the other is meant for the Hiring Manager.



A final word from our side. We truly appreciate you reading this report, and we hope you enjoyed it. We trust the information was useful, and that it aids you in strengthening your recruitment process and improving your Hiring Manager Satisfaction in the coming year. We also wanted to thank you for getting this far, and for reading this report in the first place.

We're seeing a large amount of interest in Recruitment Analytics, and we're very happy to see that an increasing amount of companies are continuing to increase their use of feedback from candidates, hiring managers, and recruiters.

If you want to start measuring your Hiring Manager Satisfaction, Candidate Experience, Quality of Hire or Recruiter Experience and uncover hidden insights, feel free to book a discovery call to discuss how you could utilize Starred.

[Book a call](#)