Recruiting Effectiveness Diagnostic (RED)
Gartner’s Employee Diagnostic Suite

**Employee Start Date**

- Recruiting Effectiveness Diagnostic
- Onboarding Experience Monitor
- Departure View

**Survey Timing**

- 30-90 days into role
- 6 months into role
- At resignation

**Audience**

- New Hires, Internal Transfers, and Hiring Managers
- New Hires and Internal Transfers
- Departing Employees

**Survey Content**

- Employment Value Proposition
- Job Satisfaction
- Net Promoter Score
- Hiring Process
- Onboarding Experience
- Reasons for Leaving
- Quality of Hire
- Productivity
- Features of Future Job

**All Diagnostics include…**

- Dynamic dashboard with real-time reporting
- Benchmark comparison
- Advisory support to analyze and take action on results
Roadmap

Survey Content

Reporting

Getting Started
Current State of Recruiting

Pressure for Talent Acquisition to source, attract and hire right talent

- 49% of S&P 100 job postings were for 39 roles
- Time-to-Fill roles has increased to 87 days (2021) compared to 51 days (2015)
- Traditional ATS metrics such as Time-to-Fill only tell one story about the hiring experience

Candidates still unhappy with hiring experience

- 51% of new employees were highly satisfied with their candidate experience
- 50%+ candidates discontinue an application due to a negative experience
- 59% of recent hires agree that their organization seemed well-prepared for their onboarding

Hiring the wrong candidate can lead to quick turnover

1 in 5 new hires turn into regretted hiring decisions

Nearly 1/3 of new hires look for a new job within the first 6 months of their employment
What is RED?

Recruiting Effectiveness Diagnostic helps organizations understand:

- **Quality of Hire**
- **Recruiting Process Effectiveness**
- **Employee Value Proposition**

“New hires are dissatisfied with their hiring experience because of the recruiter’s communication”

“The percent of managers indicating they are satisfied with their new hire has decreased from Q2 to Q3”

“Compensation, work-life harmonization, and development opportunities are the top EVP attributes in Q4”
How RED works

Unique paired design helps you capture feedback from two parties through one deployment

**Audience**
Online surveys sent to both new hires and hiring managers

**Deployment Design**
- Invitation emails deploy 30-60 days after the employee’s start date

**Survey Design**
- Surveys include 16-20 questions with follow up branching questions

Survey data from two parties collected on a single Gartner dashboard
### Key Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
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<tbody>
<tr>
<td>Vetted Set of Questions</td>
<td>A curated list of questions helps you gain valuable insight on the drivers of attraction, quality of hire, and overall satisfaction of the hiring processes.</td>
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<tr>
<td>Benchmarking</td>
<td>Global, industry, and demographic benchmarks provide context to provide a deeper analysis of your results.</td>
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<tr>
<td>Robust Reporting</td>
<td>Segmentation and time trending analysis give you a deeper understanding.</td>
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<tr>
<td>Action Planning</td>
<td>Gartner’s research and advisory services are available to help you develop an action plan.</td>
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Standard Questions

Quality of Hire

**Hiring Manager**
* Satisfaction with hiring decision
  If given the option, would you hire this employee again?

**New Hire**
* New Hire Fit
  If given the option, would you accept this job again

Recruiting Process Effectiveness

**Hiring Manager**
* Experience working with recruiting team
  Partnership | Efficiency | Communication | Onboarding

**New Hire**
* Experience with hiring process
  Communication | Application | Assessment | Interview | Job Offer | Onboarding

Employment Brand

**New Hire**
* Candidate Attraction Drivers
  Please select the most important reasons you accepted this job offer.
Reporting: Results Summary

- Access aggregate data from New Hire and Hiring Manager surveys on the online dashboard in real time
- View standard RED questions in comparison to Gartner Benchmark data
- Segment data by demographic filters to review data by Country, Business Unit, etc.
- Export your results into a PowerPoint, PDF
Reporting: Favorability

- Quickly assess areas where your New Hires and Hiring Managers are satisfied or dissatisfied with the hiring process
- Review rating scale questions in comparison to Gartner benchmark
- Export your results into a PowerPoint, PDF
Reporting: Trends

- Plot data over a period of time (Year, Quarter, Month)
- Review trends in a heatmap view to assess when employees are satisfied or dissatisfied with parts of the hiring process
- Visualize trends on a line graph in comparison to Gartner benchmark
- Export your results into a PowerPoint, PDF or Excel
Roadmap

Survey Content  Reporting  Getting Started
**Launch Process**

**Plan**
- **1-2 weeks**
  - Complete the launch workbook to personalize your survey.
  - Select survey deployment method.

**Build**
- **1-2 weeks**
  - Gartner builds a test version of your survey.
  - Review, edit, and approve the test survey.

**Test**
- **2-4 weeks**
  - Gartner sets up test distribution, deploys mock new hire and hiring manager emails to team.
  - Gartner trains your team on distribution process.
  - Partner with Gartner to test sFTP file feed (if necessary).

**Deploy**
- **1-2 weeks**
  - Communicate survey to HR team and confirm final launch details.
  - Upload participants into Pulse system.
  - Monitor the send of surveys to employees.

**Analyze**
- **Ongoing**
  - Track data at least quarterly with real-time survey results published on your Pulse dashboard.
  - Schedule regular results calls with your Gartner survey contact.
We Support Ongoing Analysis & Action Planning

1. We help you analyze and interpret your results to identify strengths and opportunities.

   If given the option, would you hire this employee again?

   What is the reason for your dissatisfaction?

   "Hiring Managers indicate their new employee is a poor fit for the team and organization. In an era where candidates have a multitude of job opportunities at their fingertips, sourcing quality candidates can pose a greater challenge."

   Gartner Advisor

2. We help you take action on the results through our extensive cannon of:

   Research

   Case Examples

   Tools
How Do I Get Started?

As you plan the launch of your survey think through the items below…

- **Survey Languages**
  Pick from 27 languages. Select as many languages as you need for your employees.

- **Configurable Questions**
  Add up to 5 questions across diagnostic in addition to the standard survey

- **Demographic Filters**
  Select demographics you want as available filters in your dashboard.

- **Invitation Timing**
  Determine when participants will receive their invitation.
  - Example: 45 days after Start Date

- **Deployment Method**
  **Unique Link** – via two options
  - Manual data upload
  - sFTP Automated file transfer
Deployment Methods

Unique Link

- Participants receive unique survey links via email, reminder emails automatically sent to unfinished participants
- Demographic information is prepopulated for a shorter survey
- Completion rates for new hire and hiring manager can be tracked

1. **Manual Data Upload**

   HR adds participant details into the distribution through Excel upload or single participant entry

2. **sFTP File Feed**

   Automate data transfers from your HRIS to the survey platform through a sFTP dropsite

Sample Upload File

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<tr>
<th>New Hire</th>
<th>Hiring Manager</th>
<th>Demographics</th>
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</thead>
<tbody>
<tr>
<td><strong>Name</strong></td>
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<td><strong>ID</strong></td>
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<tr>
<td>Robert Jones</td>
<td><a href="mailto:rj@test.com">rj@test.com</a></td>
<td>123</td>
</tr>
<tr>
<td>Joe Stone</td>
<td><a href="mailto:js@test.com">js@test.com</a></td>
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Contact Us:
RED.support@gartner.com