

PHASE 4: TRACKING

Building a strong EVP requires organizations to continuously monitor the efficiency of the recruiting process as well as the perception of the employment brand

Sample Recruiting Metrics Related to EVP

Quality of Hire

- New Hire Performance

Recruiting Process Effectiveness

- Attraction Effectiveness
- Selection Effectiveness
- Onboarding Effectiveness

Sourcing Analytics

- Employee Referral Rates
- Sourcing Channel Effectiveness
- Quality of Slate

Candidate Conversion

- Top Candidate Conversion Rate
- Candidate Conversion Factors



Check out the Recruiting Effectiveness section for the definitions of these and other metrics.