

# Market Burst

## Top trends in talent

1. Employers are still bringing on new talent
2. A new composition of the talent market
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4. Onboarding goes virtual
5. Skilling for the future


December 2020

## Employers are still bringing on new talent

Despite an unprecedented year, organisations remain bullish, continuing to hire talent for critical roles and ramp production as the economy stabilises.

Data from Pontoon's MSP and RXO programs confirms evidence of strong hiring despite pandemic uncertainty. While permanent hiring has remained marginally consistent throughout the year, contingent hiring has increased by 10% since the peak of the COVID-19 pandemic.

Organisations are turning to temporary contract labour to bring on workers as they rebuild and ramp toward pre-pandemic conditions.

A photograph of two women in an office setting, both wearing face masks. The woman on the left is wearing a blue face mask and a green sleeveless top. The woman on the right is wearing a black face mask, glasses, and a tan blazer over a yellow top. They are standing near a desk with a laptop and a whiteboard in the background.

**75%** of organisations are currently hiring and another **10%** plan to hire before the end of 2020

Contingent hiring at Pontoon has increased by **10%** since the peak of the pandemic

## A new composition of the talent market

The talent drought that was created over the last decade has shifted immensely over the course of 2020 due to the ongoing pandemic.

While some experts are saying there is a talent surplus, others suggest that current available talent needs to upskill in order to compete for available jobs. Nearly half of employers indicate their requirements and hiring criteria has remained unchanged while another 30% indicate that their rigor has increased during this time

**40%** of surveyed employers feel the number of available candidates has increased

“As the U.S. continues to grapple with economic fall-out and uncertainty from the COVID-19 pandemic...employers are thinking about the future and approaching talent management and acquisition in thoughtful ways,”  
– Laurie Chamberlin, President of the Adecco Group's Professional Recruitment and Solutions



## Interviews remain high despite remote hiring practices

Pontoon data shows that interview numbers have remained nearly identical in 2020 when compared to 2019, despite many employers shifting to technology supported interviewing. As organisations switched to remote working, hiring did not slow down for many roles, especially those that support essential work like consumer products, and manufacturing.

[Read: Tips for Hiring in a Remote World](#)

In many cases, adding these technologies was already on our customers' roadmaps - the pandemic expedited the plans and required these techs to be brought on immediately.

To support seamless remote interviewing and hiring, Pontoon implemented many interviewing technologies for our customers that were hiring both contingent and permanent hiring. Technologies that enable remote interviewing include:

- HireVue – video interviewing
- Evie – an interviewing scheduling bot
- Fullslate – a self-scheduling interview tool

## Onboarding goes virtual

This year, organisations have quickly adapted in-person hiring practices to virtual operations. One process that needed a significant overhaul was onboarding. At the start of the year, 94% of organisations did not have the right technology to remotely onboard talent properly.

With 100% of our customers and partners shifting large portions of their workforces to remote operations, Pontoon launched Pontoon ON— a solution for fast and transparent new hire onboarding designed for a remote world.

[Case Study: Pontoon ON](#)

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## Skilling for the future

The importance of upskilling and reskilling for future roles has been a consistent theme over the past few years. Enabling workforces to enhance their individual hard skills, soft skills, and digital abilities will be crucial for organisations to grow and transform.

To do this, leaders need to evaluate their current workforce to determine where individuals perform well and where there are opportunities to upskill. While soft skills and hard skills are both critically important, business leaders and workers have differing opinions on where to start. For example, 47% of workers perceive hard skills as a top priority, compared to 38% of leaders. In contrast, soft skills are more important to 39% of workers and 40% of leaders.

Digital skills remain consistently important among both business leaders and workers at 56% and 54%, respectively.

Soft skills are more important to **39%** of workers and **40%** of leaders