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## High-Tech Connections Combined with High-Touch Experiences are the Best Blend for Jobseekers, Finds New Report from ManpowerGroup Solutions

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- **Workers say social media ads, smartphone apps, virtual job fairs and employer webchats or skills assessments are key to finding opportunities online**
- **Yet despite growing confidence in tech-driven hiring tools, 26% of candidates still select in-person interviews as their number one choice to interact with a new employer**

MILWAUKEE, July 26, 2018 /PRNewswire/ -- Technology can provide a better experience for today's jobseekers, provided it is tailored to candidates and combined with an in-person approach, finds new research from ManpowerGroup Solutions (NYSE:MAN). Global talent shortages have reached a 12-year high, with [45% of employers struggling to fill open positions](#). Skilled workers are in the driver's seat and employers need to work hard to find and attract candidates. To understand the experience people want when applying for new roles, ManpowerGroup surveyed 18,000 individuals aged 18-65 from 24 countries.

"We asked what candidates want from their job search and they told us they expect to find a job in the same way they consume other services, with a personalized, yet tech-centered approach," said Kate Donovan, Senior Vice President of ManpowerGroup Solutions and Global RPO President. "People are searching for jobs on multiple channels. To attract the very best candidates, employers should use algorithms and contextual re-targeting, which means using a candidate's browsing history and correlating this to career interests. A customized strategy is the only way to go, blending great technology and great personal experiences. This is what creates a stand out candidate experience."

The best organizations are using predictive algorithms to serve ads based on a user's browsing history and articles read. Personalizing ads to fit an individual's skills and interests leads to greater efficiency and accuracy. The report finds delivering a personalized and tailored message is key: 26% of candidates say in-person interviews are their number one choice of interaction with a new employer. When culture and purpose are key priorities for candidates in choosing their next role, the face-to-face meeting is as valuable as ever.

Visit <https://www.manpowergroupsolutions.com/candidatepreferences> for detailed information on candidate preferences or to download the report, *Siri™, Find Me a New Job. Why Employers Should Adopt A High-Touch/High-Tech Approach to the Job Search*

### About ManpowerGroup Solutions

ManpowerGroup Solutions provides clients with outsourcing services related to human resources functions, primarily in the areas of large-scale recruiting and workforce-intensive initiatives that are outcome-based, thereby sharing in the risk and reward with our clients. Our solutions offerings include TAPFIN-Managed Service Provider, Strategic Workforce Consulting, Borderless Talent Solutions, Talent Based Outsourcing and Recruitment Process Outsourcing, where we are one of the largest providers of permanent and contingent recruitment in the world. ManpowerGroup Solutions is part of the ManpowerGroup family of companies, which also includes Manpower, Experis, and Right Management. More information at [www.manpowergroupsolutions.com](http://www.manpowergroupsolutions.com).

### About ManpowerGroup

ManpowerGroup® (NYSE: MAN), the leading global workforce solutions company, helps organizations transform in a fast-changing world of work by sourcing, assessing, developing and managing the talent that enables them to win. We develop innovative solutions for hundreds of thousands of organizations every year, providing them with skilled talent while finding meaningful, sustainable employment for millions of people across a wide range of industries and skills. Our expert family of brands – Manpower®, Experis®, Right Management® and ManpowerGroup® Solutions – creates substantially more value for candidates and clients across 80 countries and territories and has done so for 70 years. In 2018, ManpowerGroup was named one of the World's Most Ethical Companies for the ninth year and one of Fortune's Most Admired Companies for the sixteenth year, confirming our position as the most trusted and admired brand in the industry. See how ManpowerGroup is powering the future of work: [www.manpowergroup.com](http://www.manpowergroup.com)



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