Job applicant trends in light of COVID-19

April 2020

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A transition from F2F to WFH service jobs

- We see a spike in applications to Work from Home (WFH) service jobs where applicants are looking for less physical contact, the flexibility to WFH and a shorter commute.
- The applicant pool of WFH service jobs are changing with a stream of applicants from F2F type of service jobs (mainly Food & Beverage) opening up an opportunity to match these talents to available jobs.
- Support is needed for this growing applicant pool to help match traditionally F2F service workers with existing opportunities in WFH service jobs.
- Many applicants are failing basic system diagnostic checks in their WFH applications indicating they lack the proper hardware equipment to be able to take on these WFH service jobs.
- Companies looking to hire to WFH jobs can benefit from looking at personality traits beneficial in WFH type of jobs which include higher demand on autonomy and ownership.
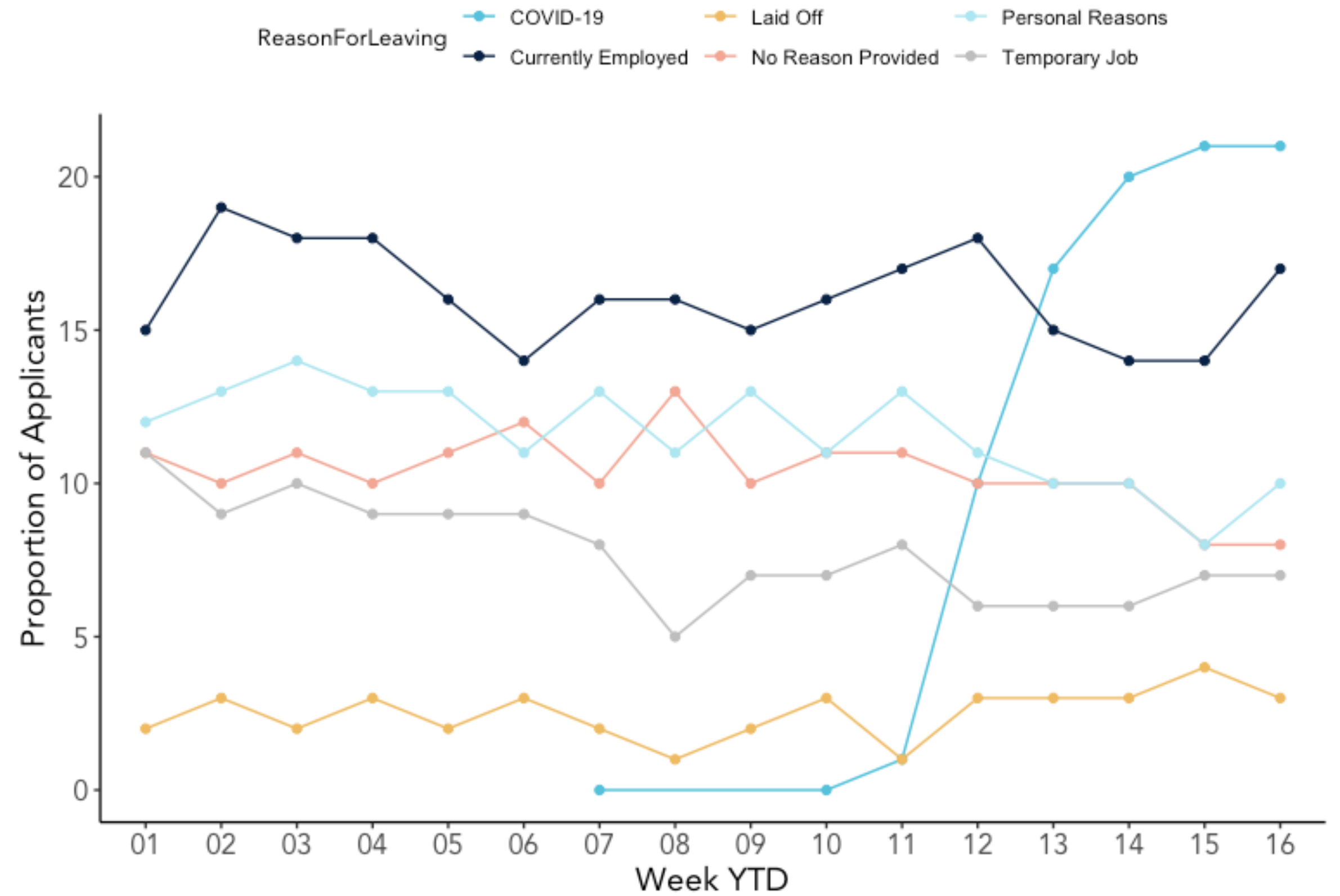
Global coverage
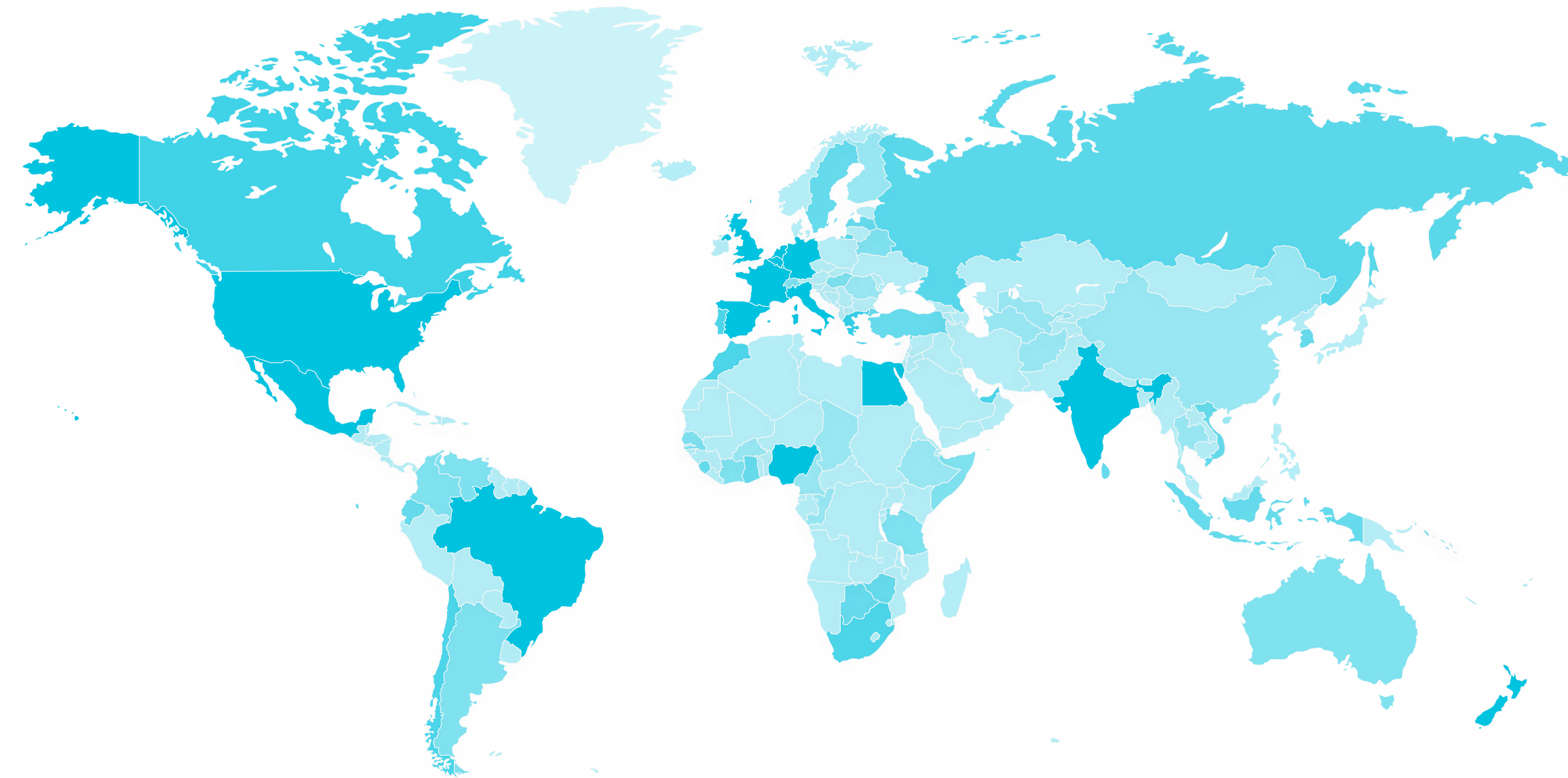
Low | High

Applicant density by country

A spike in job applicants due to COVID-19

- Since March the number of applicants looking for a new job due to COVID-19 is spiking.
- In light of the unprecedented unemployment rates companies that are still hiring will be faced with increased volumes of applicants and an opportunity to attract new type of talents.


Reasons for Leaving Current Job by Application Week in 2020

ReasonForLeaving — COVID-19 — Laid Off — Personal Reasons — Currently Employed — No Reason Provided — Temporary Job

Source: Harver data

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# Applicants are looking for flexibility and limited physical contact

- But what type of jobs are applicants looking for today?
- When asked about important factors when looking for a job more than half report limited physical contact to be an important factor.
- Having the possibility to WFH as well as having a shorter commute was also frequently mentioned as important factors.
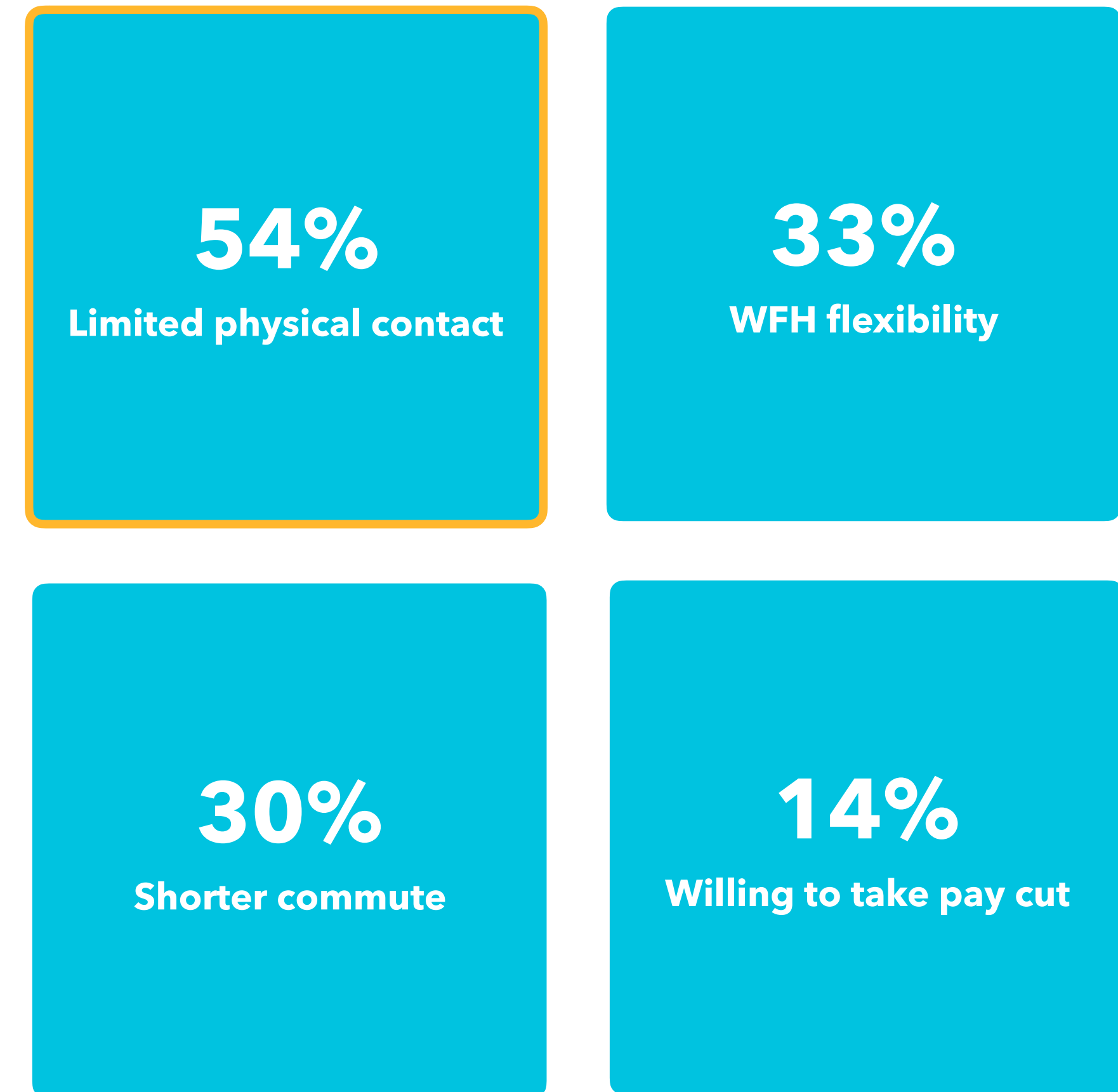
54%
Limited physical contact

33%
WFH flexibility

30%
Shorter commute

14%
Willing to take pay cut

Source: The survey was conducted by Harver on March 28, 2020 via Dynata. The sample consists of 1,000 respondents working across all industries in all 50 states in the US.

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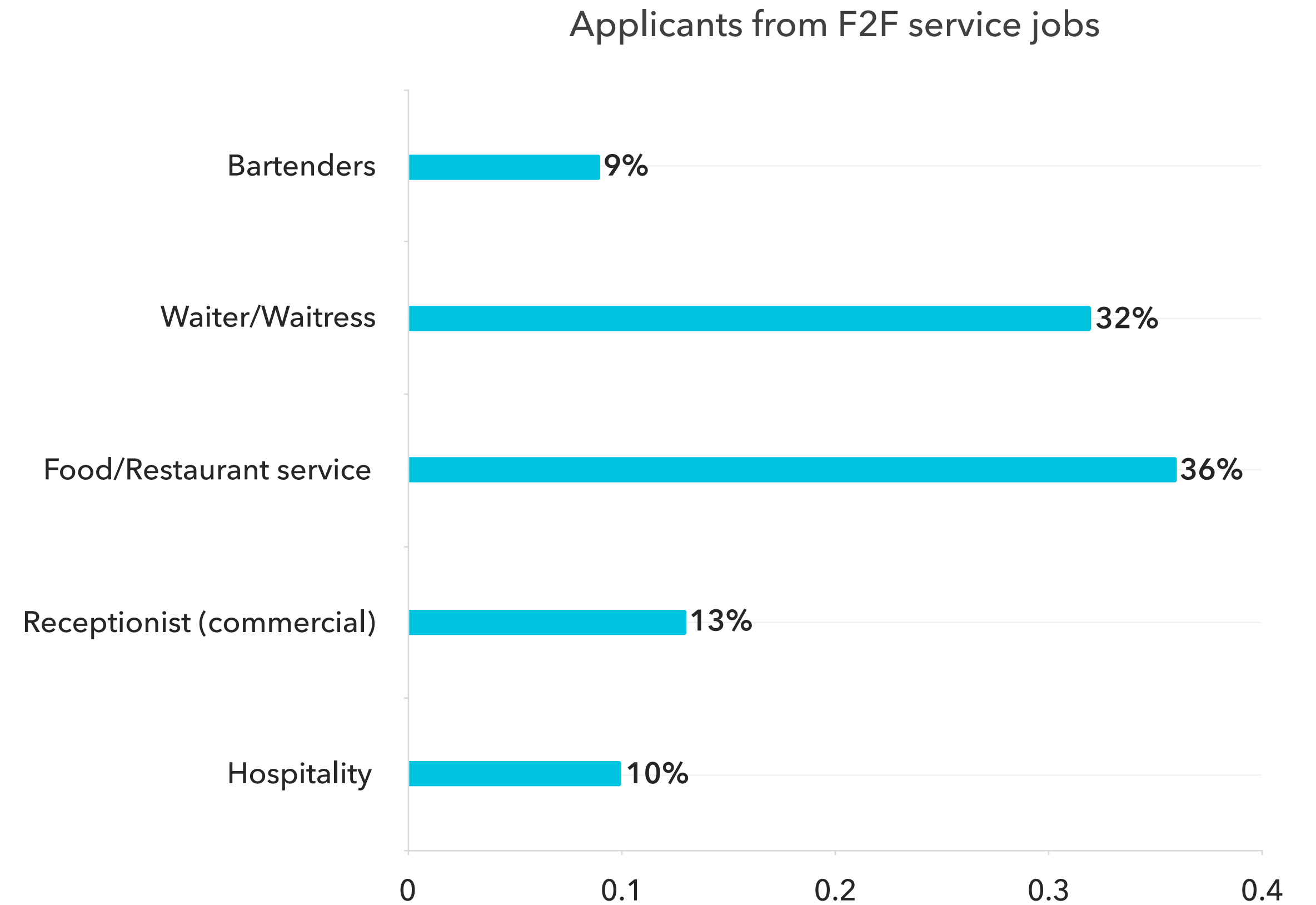# Applicant attitudes are reflected in the type of jobs they are applying for

- Applications for positions that are done remotely, such as "WFH service jobs," have spiked since March 1.
- The importance of limited physical contact and the need for WFH flexibility increase the attractiveness of these types of jobs and move applicants in a new direction.
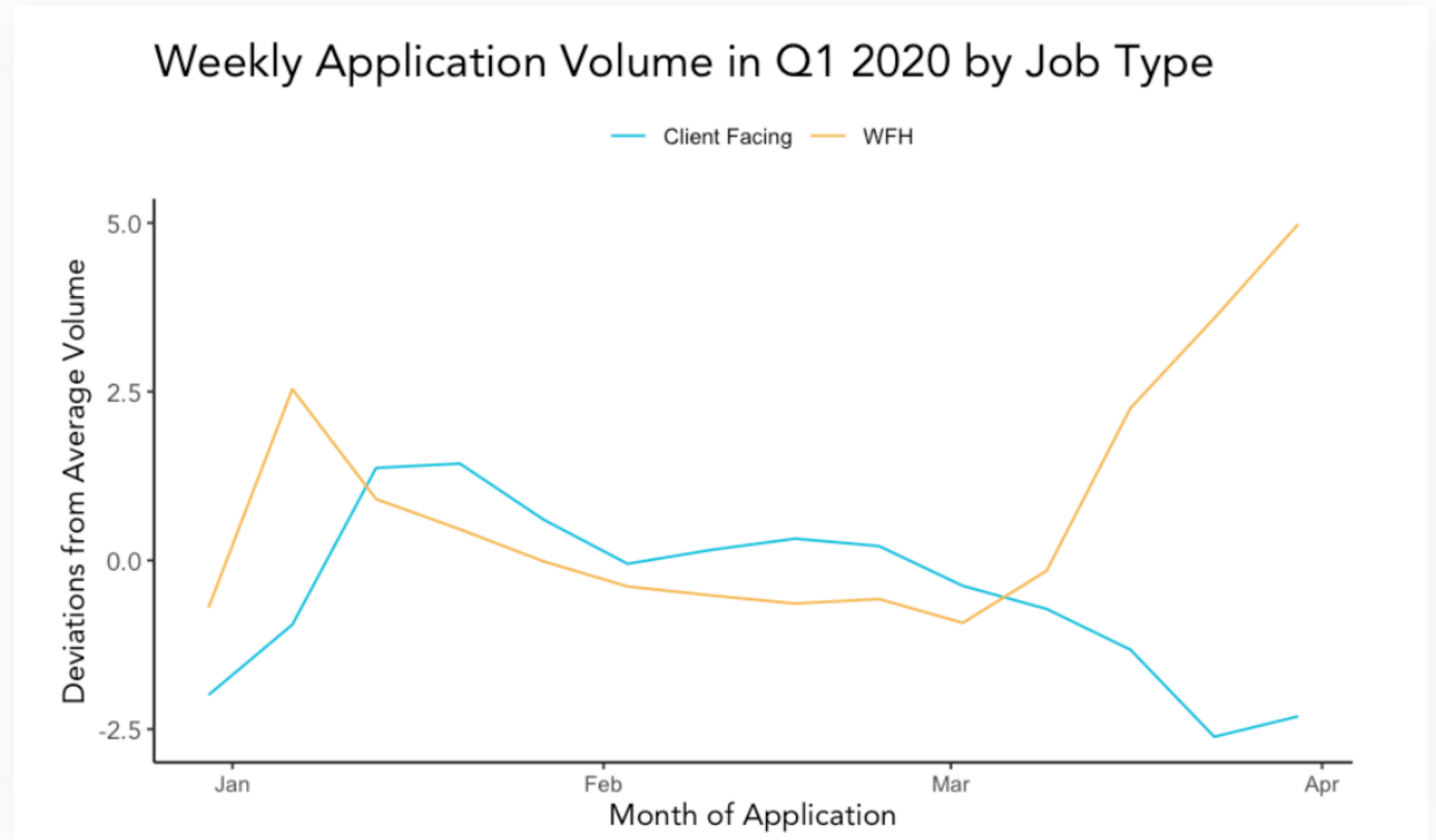
Source: Harver data
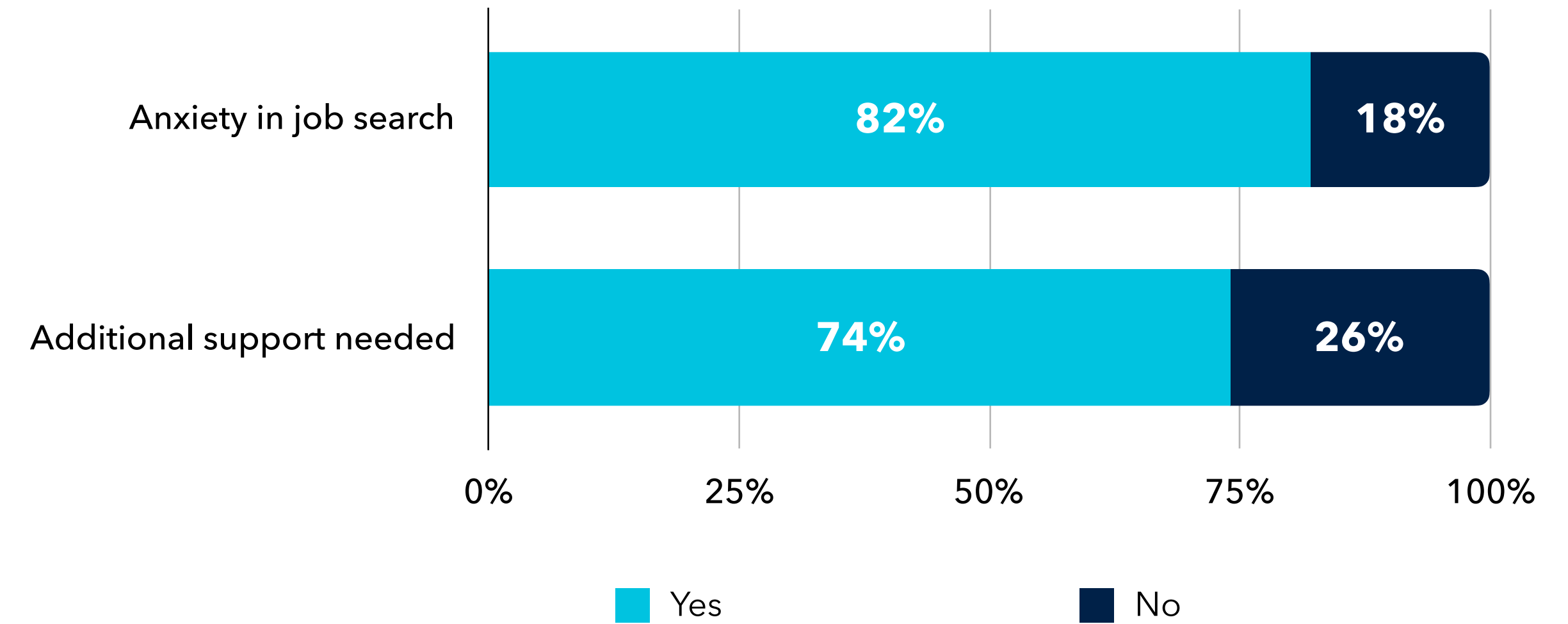
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Broader applicant pool applying to WFH jobs

- People who apply to these WFH service jobs are coming from all types of past jobs and industries.
- ~30% of applicants are coming straight from F2F service jobs and in particular from the Food and Beverage Industry.
- Companies that are hiring for these kinds of WFH positions have a great opportunity to attract talents from this broader applicant pool with a background from a vast variety of industries and experiences.

Applicants from F2F service jobs

Category	Percentage
Bartenders	9%
Waiter/Waitress	32%
Food/Restaurant service	36%
Receptionist (commercial)	13%
Hospitality	10%

Source: Harver data

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Perceived anxiety and need for support

- 82% of applicants report anxiety in their job search and 74% report needing more support applying to jobs in the current crisis.
- The reasons for anxiety and need for additional support can be many in these uncertain times, however, it is worth considering the effect for applicants forced to apply to a totally new type of job due to COVID-19.
- Changing industry and type of job may put people in a new type of job applicant process which they have not experienced before.
- Companies hiring should consider ways to support and guide applicants throughout the application process to ensure they help with this transition.

	Yes	No
Anxiety in job search	82%	18%
Additional support needed	74%	26%

0%　　25%　　50%　　75%　　100%

■ Yes　　■ No

Source: The survey was conducted by Harver on March 28, 2020 via Dynata. The sample consists of 1,000 respondents working across all industries in all 50 states in the US.
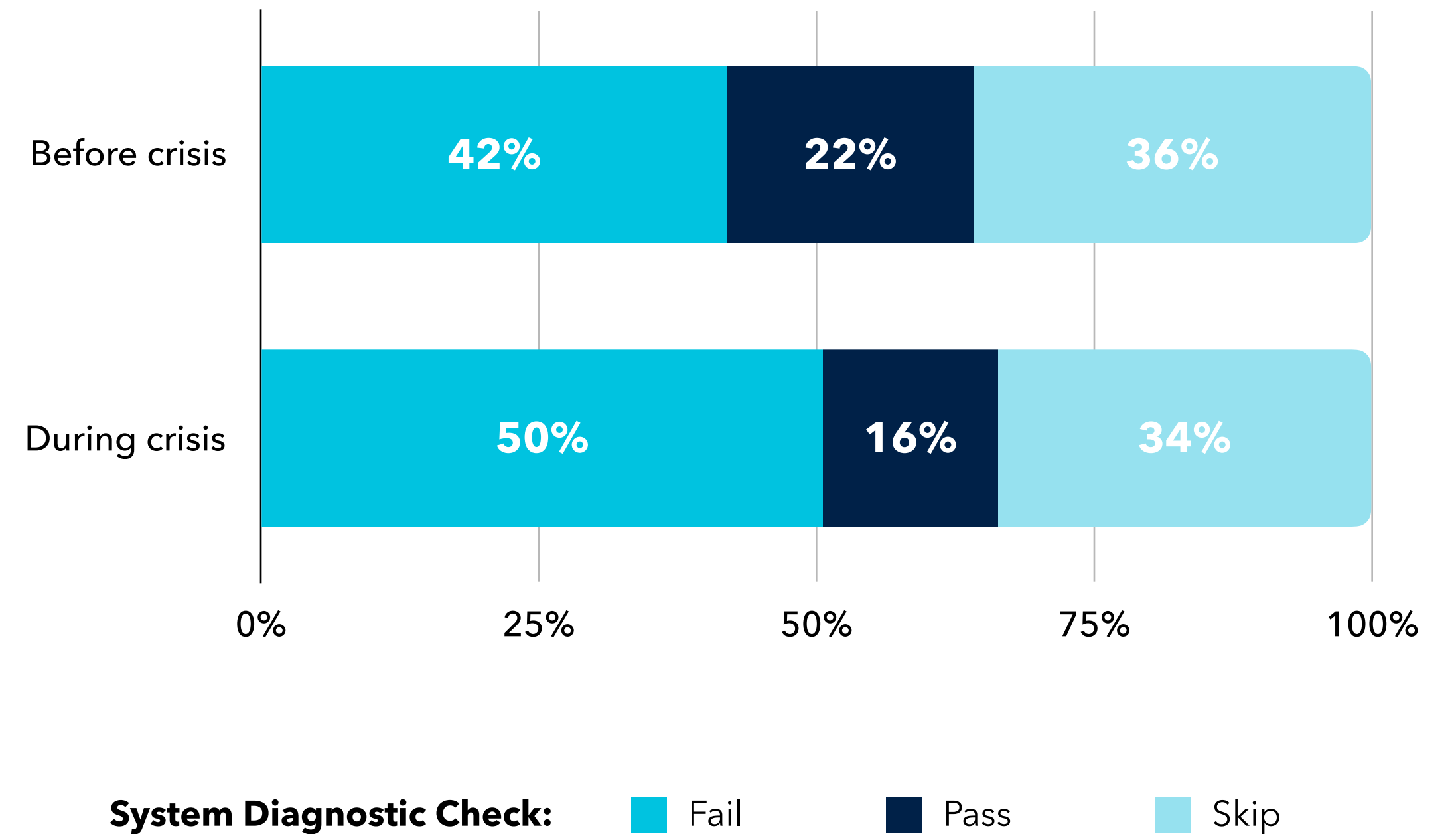
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Matching applicants to available WFH jobs

- With a growing applicant pool from job types being hit hard by COVID-19, such as client facing jobs, and with talents looking for WFH opportunities, it is key to take the opportunity to match these talents to available job opportunities.
- Two key aspects to considered when hiring a successful WFH workforce are:
  - Hardware & computer skills proficiency
  - Personality composition

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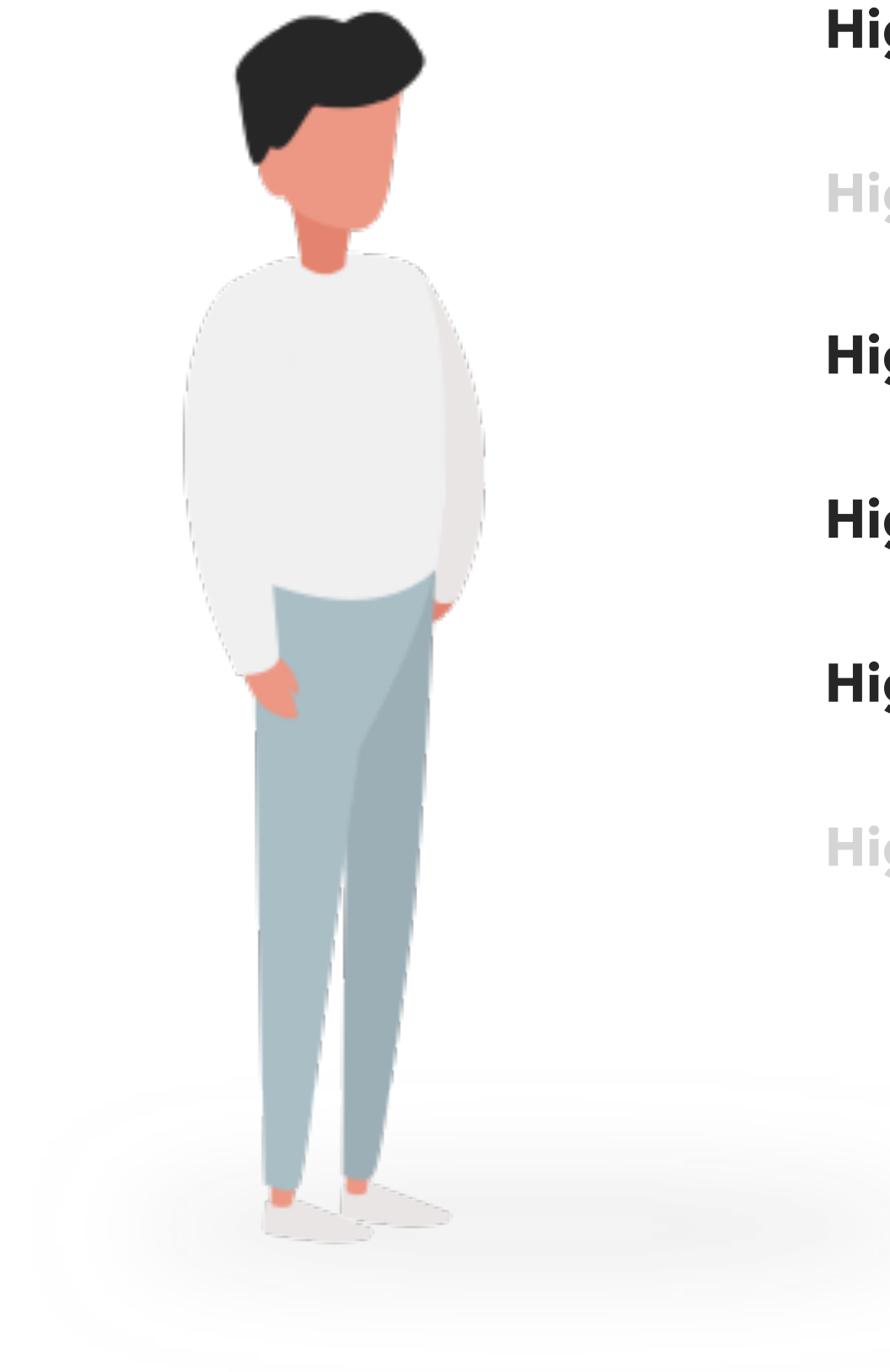# A gap in hardware readiness

- Since the start of the crisis we see an increase in the percentage of applicants failing the system diagnostic checks for WFH jobs.
- A future shift the the type of jobs available on the market will demand that the workforce is ready and equipped for this transition.
- Do the workforce have the hardware set-up that actually meets the minimum requirements to WFH? Do they have the internet speed? Do they have the computer proficiency to get themselves set up?

System Diagnostic Check: ☐ Fail ☐ Pass ☐ Skip

Source: Harver data

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WFH Profile

Personality match

- Hiring a successful WFH workforce include looking at natural tendencies which might be more or less correlated to performance in these types of roles.
- With higher demand on autonomy and ownership personality can provide indications of how applicants might behave in the role.

High Honesty-Humility

High Extraversion

High Conscientiousness

High Openness to Experience

High Agreeableness

High Emotional Stability

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Conscientiousness

People with a natural tendency to organize their time and surroundings as well as autonomously work towards their goals in a disciplined way will help drive performance in a remote work environment.
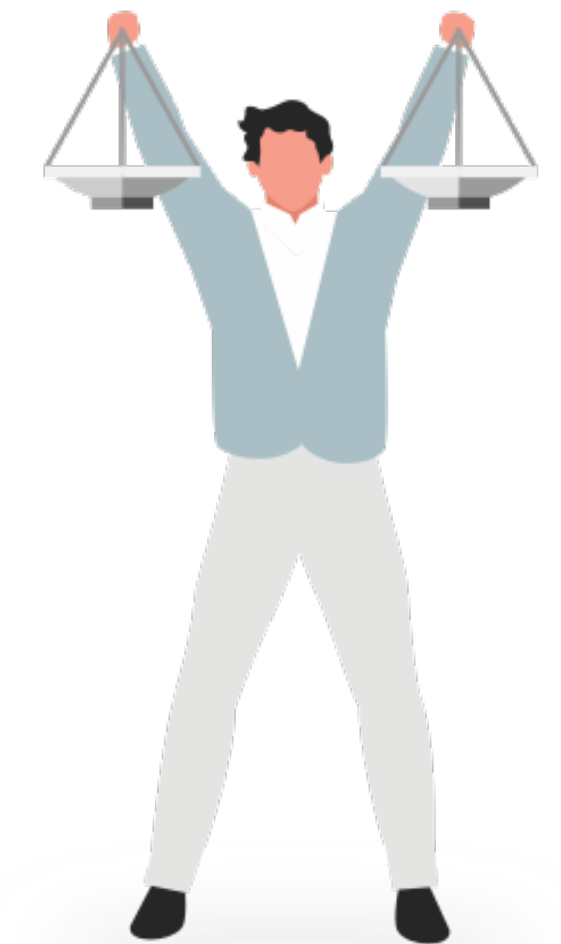
Agreeableness

The willingness to compromise and cooperate with others will help create an effective way of working remote.
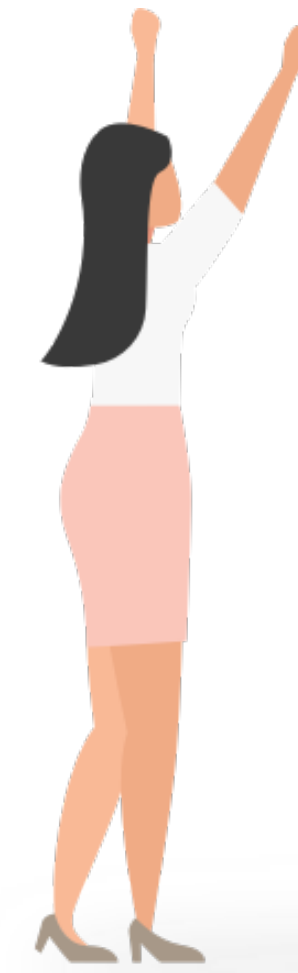
Openness to experience

People with an open mindset to new and unconventional ideas will naturally explore new ways of doing things and be flexible and open to changing situations.

Integrity

The autonomous and flexible work environment calls for a need for integrity and trust in work relationships. People with high integrity are more likely to respect rules and and take a more genuine and trustworthy approach in relationships with others.

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