

63% of permanent technology candidates plan to look for new roles in the next six months...

# What's the secret to drawing top technology talent to the retail and consumer goods sector?



Emerging technology and digital skills shortages in the retail and consumer goods sectors mean it is increasingly difficult to maintain competitive operations. Organisations need to find ways to differentiate themselves to attract the best talent.

## Attracting the best technology candidates to retail and consumer goods sector

35% of technology candidates drop out due to lengthy interview cycles and 48% expect a fast recruitment process.

Streamline recruitment processes to 2 weeks or less to make your organisations easier to be a part of by:

- Using talent pools with up-to-day existing candidate data
- Review existing processes and cutting unnecessary steps
- Using automation for admin and scheduling interviews with all stakeholders
- Working with partners that take a skills-based approach to find candidates from all sectors



# Fair compensation and **valued benefits**



**62% of tech talent** would reject an offer if the salary does not meet their requirements.

Regularly benchmark and offer competitive salaries, ensuring alignment with candidate expectations. Where you cannot compete in monetary value, highlight unique benefits which are important to candidates such as generous company pensions (23%) and wellbeing resources (20%).

## Create a workforce **people want to be in**

**53% of technology candidates** would decline offers lacking remote or hybrid options, and 20% are deterred by negative environments.

Many technology-based roles can be operated anywhere with quality Wi-Fi. Embrace flexible working arrangements and hybrid models, to support work-life balance. Establishing clear processes for feedback, recognition, and open communication to establish potential conflicts to create a consistently positive workplace environment for all.

## Signpost clear career pathways and **promote internal mobility**



**Career advancement is the most important factor for 35% of candidates** looking for a technology-based role.

Implement transparent career progression frameworks to demonstrate clear growth opportunities for technology professionals. Invest in upskilling and development programmes, giving the best talent the opportunity to learn new skills and grow professionally.

Attracting top tech talent to the retail and consumer goods sector with **Guidant Global**

### Next Step.

**Contact Guidant Global today** to attract talent for your retail and consumer goods organisation.

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