erin

EMPLOYEE REFERRAL

EMPLOYEE ENGAGEMENT INSIGHTS

FROM 1.1 MILLION EMPLOYEE REFERRALS USING ERIN IN 2024

WHITE PAPER

ERIN facilitated over 1.1 million employee referrals in 2024, showcasing how employees across industries engage with referral programs through mobile, email, and social platforms. The data provides actionable insights to enhance enterprise recruitment strategies, emphasizing mobile optimization, recognition programs, and tailored engagement tools.

Employee Engagement Insights
From 1.1 Million Employee Referrals

Empowering TA Teams with Data

This whitepaper equips talent acquisition teams with actionable insights into how enterprise employees engage with referral programs. Teams can leverage this data to refine their referral processes, enhance employee participation, and improve recruitment outcomes.

Introduction

Employee referrals are one of the most effective talent acquisition strategies, allowing enterprises to leverage their workforce to identify top talent. In 2024, ERIN, the leading employee referral platform, facilitated 1,125,294 referrals from 744,580 unique users. This whitepaper explores data collected from January 1st to December 31st, 2024, focusing on businesses with over 5,000 employees. The findings reveal how employees engage with referral programs, their preferred methods, and the devices they use, providing actionable insights for improving talent acquisition strategies.

1,125,294
Referrals

Made by email, social share, and text message, using computers and mobile phones

744,580
New Users

Unique employees that created accounts in 2024 and engaged the platform.

13,958,436
Notifications

Sent to engage employees about the platform and new jobs.

Enterprise Businesses

All data in this whitepaper is from businesses with at least **5,000** employees

Employee Referrals by Submission Type

Employee Referrals by Type

ERIN's platform supports a range of engagement methods, emphasizing flexibility and accessibility:

Emails (54.5%):

Accounting for 600,457 referrals (54.5%), employees frequently refer candidates by sending job opportunities directly to email addresses. This method is valued for its professional tone and accessibility.

SMS/Text (10%):

Representing 111,087 referrals (10.08%), employees share opportunities via text messages, appealing to on-the-go users who value speed and convenience
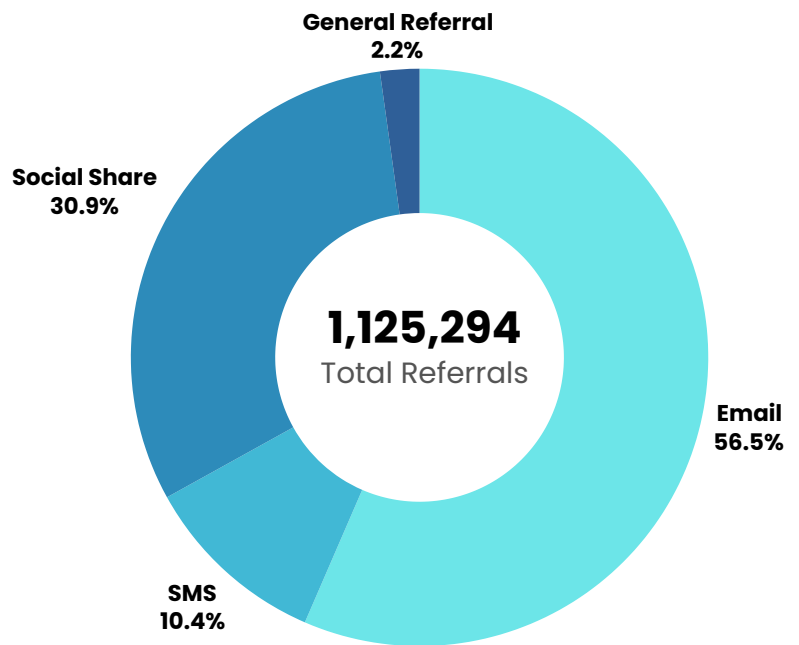
Social Share (29.8%):

Social media referrals, totaling 327,775 (29.76%), involve employees sharing job postings on platforms like LinkedIn, Facebook, or Twitter. This reflects the power of extended networks to reach passive candidates.

General Referrals (2.1%):

General referrals at 23,052 (2.12%) capture referrals to "general" jobs, or evergreen requisitions.
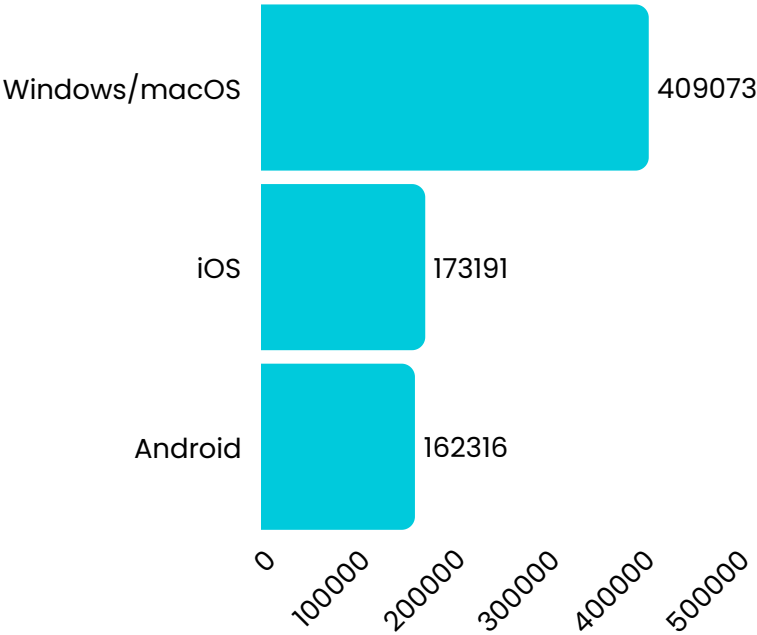

General Referral 2.2%

Social Share 30.9%

1,125,294
Total Referrals

Email 56.5%

SMS 10.4%

Devices Used to Make Referrals

Employee Referral by Device

Device usage highlights how employees interact with ERIN's platform and how they prefer to participate in talent acquisition.

Device	Value
Windows/macOS	409073
iOS	173191
Android	162316

(chart axis: 0, 100000, 200000, 300000, 400000, 500000)

Desktops & Laptops (54.89%):
409,073 unique users (54.89%) prefer desktops for detailed submissions, often during work hours.

iOS Devices (23.25%):
173,191 users (23.25%) reflect the importance of seamless mobile experiences for Apple users.

Android (21.76%):
162,316 users (21.76%) underscore the need for cross-platform optimization.

1 out of 4 Employees Use The Mobile App
Additionally, of the employees in the study, **200,557** users actively use the fully branded mobile app (branded for the company), representing 26.93% of the total user base, with 66,862 weekly active users. This demonstrates the critical role of mobile-first design in driving engagement.

Key Metrics and Insights
Referral Results

What happens with these referrals?

At the time of this study, nearly 30% of the referrals are still in progress with the hiring teams, but we can still pull meaningful data from the results.

1 in 10 Are Hired
10.6% of referral submissions result in a successful hire.

1 in 5 Referrals Made Are Not Eligible For Bonuses
Of all referrals made, 17.9% (201,751 referrals) were submitted to a bonus eligible position, but the referring employee was automatically determined to not eligible for a bonus.
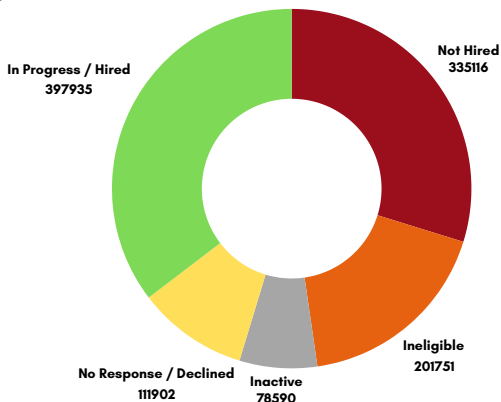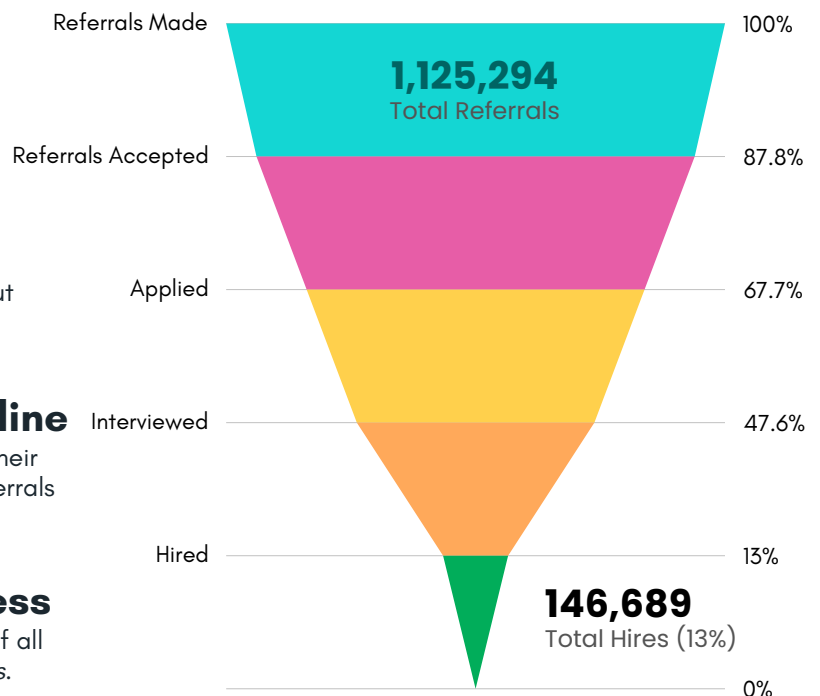
1 in 10 Do Not Respond/Decline
Essentially 1 out of 10 referrals do not accept their referral or decline. Approximately 1% of all referrals are decline, and about 8% never respond.

Social Referrals Convert Less
While social referrals account for nearly 30% of all referrals, *they only account for 14% of the hires.*

Funnel stage	Percent
Referrals Made	100%
Referrals Accepted	87.8%
Applied	67.7%
Interviewed	47.6%
Hired	13%
	0%

1,125,294 Total Referrals

146,689 Total Hires (13%)

In Progress / Hired 397935

Not Hired 335116

No Response / Declined 111902

Inactive 78590

Ineligible 201751

Candidates that were not hired:

No Response / Declined : This includes candidate that didn't respond to their referral or declined the referral.

Ineligible: Referrals that were made but were automatically deemed not to be eligible for bonus based on the company's policy.

Not Hired: Candidates that were specifically marked as not hired in the ATS.

Inactive: Candidates that accepted their referral but never applied for the job.

Employee Engagement

Analysis: How Employees Engage with Talent Acquisition

How do employees prefer to participate?

The data suggests that most employees prefer using work devices, such as desktops or laptops, and submitting referrals during business hours. However, many employees utilize mobile devices and SMS referrals, indicating a preference for engaging on the go or outside standard work hours. Key factors include:

Timing and Device Preferences

Ease of Access on Work Devices:

Employees most often make referrals during work hours, leveraging the convenience of desktops and work laptops for detailed submissions.

Single Sign-On and Privacy:

Some employees may avoid work devices due to privacy concerns or restrictions imposed by single sign-on systems, driving them to personal devices for engagement.

Awareness and Notifications:

Email and push notifications effectively prompt employee action.

Mobile Engagement:

For employees who prefer flexibility, mobile devices enable referrals anytime, anywhere.

Pro-Active Notifications Are Critical

Over 12 months, ERIN sent 13,958,436 emails, achieving 6,286,776 opens **(45% response rate)**, reinforcing the importance of communication, and driving passive participants to be active participants in Talent Acquisition.

Analysis: How Employees Engage with Talent Acquisition

Insights from Employee Behaviors

Employee referral behaviors reveal valuable insights into how employees interact with referral programs. From industry-specific engagement patterns to the influence of recognition programs, these trends provide a deeper understanding of the factors that drive participation and improve hiring outcomes.

Behavioral Trends

🧑‍💡 Proactive Participation:

Social media and email referrals often stem from job postings, reflecting planned, proactive engagement, while SMS/Text allows for quick and informal sharing, reflecting a more spontaneous engagement style

👥 Team Collaboration:

Referral activity often correlates with how connected employees feel to their team and company culture. Employees who are highly engaged in their workplace are more likely to actively participate in referral programs, contributing to their organization's hiring success.

⋮⋮ Flexibility in Referral Methods:

Employees leverage different referral methods based on convenience and urgency.

🕐 Time of Day and Work Style:

Referral submissions primarily occur during normal business hours, as employees often leverage work devices for detailed submissions. However, mobile engagement outside of these hours highlights the importance of 24/7 accessibility for referral platforms.

💼 Industry-Specific Patterns:

Industries like healthcare and retail see higher mobile engagement due to variable schedules. For example, healthcare employees might engage with referrals during breaks or after shifts, while retail employees often submit referrals via mobile apps during off-peak hours.

💰 Incentives and Recognition:

Companies with robust recognition programs drive higher engagement across submission types.

Analysis: How Employees Engage with Talent Acquisition

What does the data tell us?

Understanding employee referral behaviors allows talent acquisition teams to refine strategies and enhance outcomes. The following recommendations are grounded in the data analyzed:

Implications for Talent Acquisition

➡️ Enhance Social Sharing Tools

Social media referrals highlight the potential to expand talent pools through employees' extended networks. Providing shareable content and integrated social sharing tools can amplify outreach efforts and attract passive candidates who might not be reached through traditional channels.

🎁 Non-Monetary Incentives

Acknowledging referrals—whether or not they result in hires—can sustain participation. Gamification, such as leaderboards, can foster healthy competition, while personalized incentives aligned with company culture can motivate employees to contribute more actively.

⚙️ Referral Strategies by Industry

Different industries exhibit unique referral behaviors. For example, healthcare employees often recommend peers with specific certifications, while retail employees prioritize candidates for customer-facing roles. Tailoring referral program features to address these needs can optimize participation and referral quality.

📈 Data for Strategic Improvements

Email campaigns remain essential for engagement, as reflected in the high email open rates. Enterprises should focus on improving email templates, timing, and integrating other communication methods, like SMS/Text, to ensure a multichannel strategy that resonates with employees' preferences.

💼 Industry-Specific Patterns

Industries like healthcare and retail see higher mobile engagement due to variable schedules. For example, healthcare employees might engage with referrals during breaks or after shifts, while retail employees often submit referrals via mobile apps during off-peak hours.

📱 Focus on Mobile Optimization

With nearly 27% of users engaging through the mobile app, and nearly 45% on mobile devices, enterprises should prioritize seamless mobile experiences to boost referral rates. Mobile-friendly platforms, combined with features like push notifications, simplify the referral process and keep employees engaged.

Scope of this White Paper
Top 12 Countries and Industries

To eliminate outliers, the scope of this White Paper is limited to our top 12 countries and our top 12 industries.
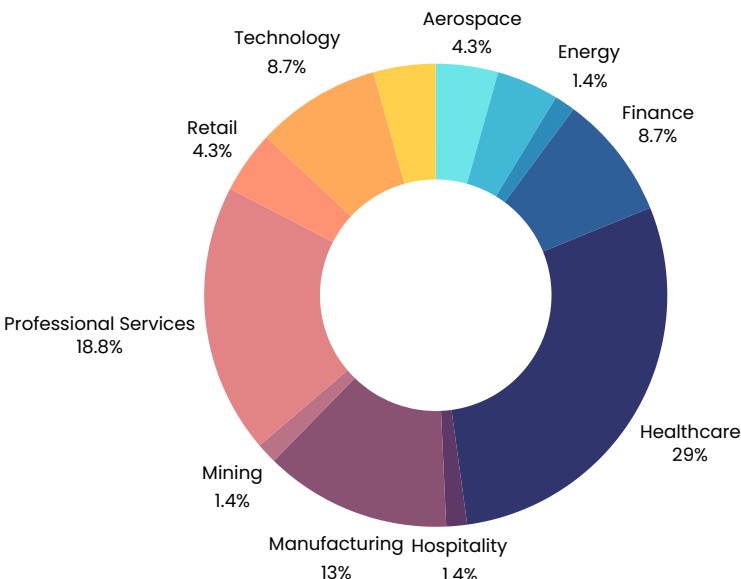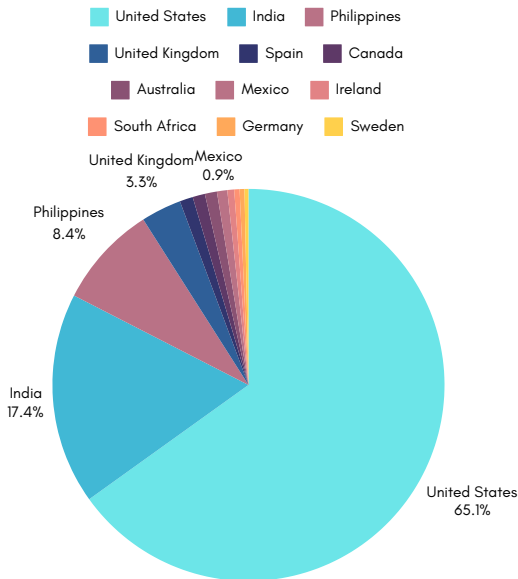

United States & International Customers

The data in this whitepaper represents ERIN's global reach, highlighting the top 12 countries by new user registrations in 2024. While ERIN has users in over 100 countries, these nations accounted for the largest share of new users.

Industries Represented

This whitepaper highlights data from various industries, demonstrating ERIN's adaptability and the importance of tailoring referral programs to unique engagement behaviors to the type of employee being recruited.

Legend:
- United States
- United Kingdom
- Australia
- South Africa
- India
- Spain
- Mexico
- Germany
- Philippines
- Canada
- Ireland
- Sweden

Country pie chart:
- United States 65.1%
- India 17.4%
- Philippines 8.4%
- United Kingdom 3.3%
- Mexico 0.9%

Industries donut chart:
- Aerospace 4.3%
- Energy 1.4%
- Finance 8.7%
- Healthcare 29%
- Hospitality 1.4%
- Manufacturing 13%
- Mining 1.4%
- Professional Services 18.8%
- Retail 4.3%
- Technology 8.7%

Conclusion

1+ Million Referrals in Under 12 Months

Reaching over 1 million referrals in 2024 underscores the strength of ERIN's platform and the value of employee-driven talent acquisition. This milestone reflects the growing reliance on employees as a key part of recruitment strategies, with data-driven insights revealing significant opportunities to enhance engagement and participation.

ERIN's platform enables enterprises to harness the power of their workforce to tap into diverse talent pools, tailoring strategies to meet industry-specific needs. The importance of mobile optimization, recognition programs, and robust communication tools emerges as essential to boosting referral participation and expanding reach.

By fostering a culture that values employee input and leveraging user-friendly technologies, businesses can transform their referral programs into strategic assets. ERIN ensures that employees remain central to recruitment success, driving outcomes that benefit both organizations and their extended networks.

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