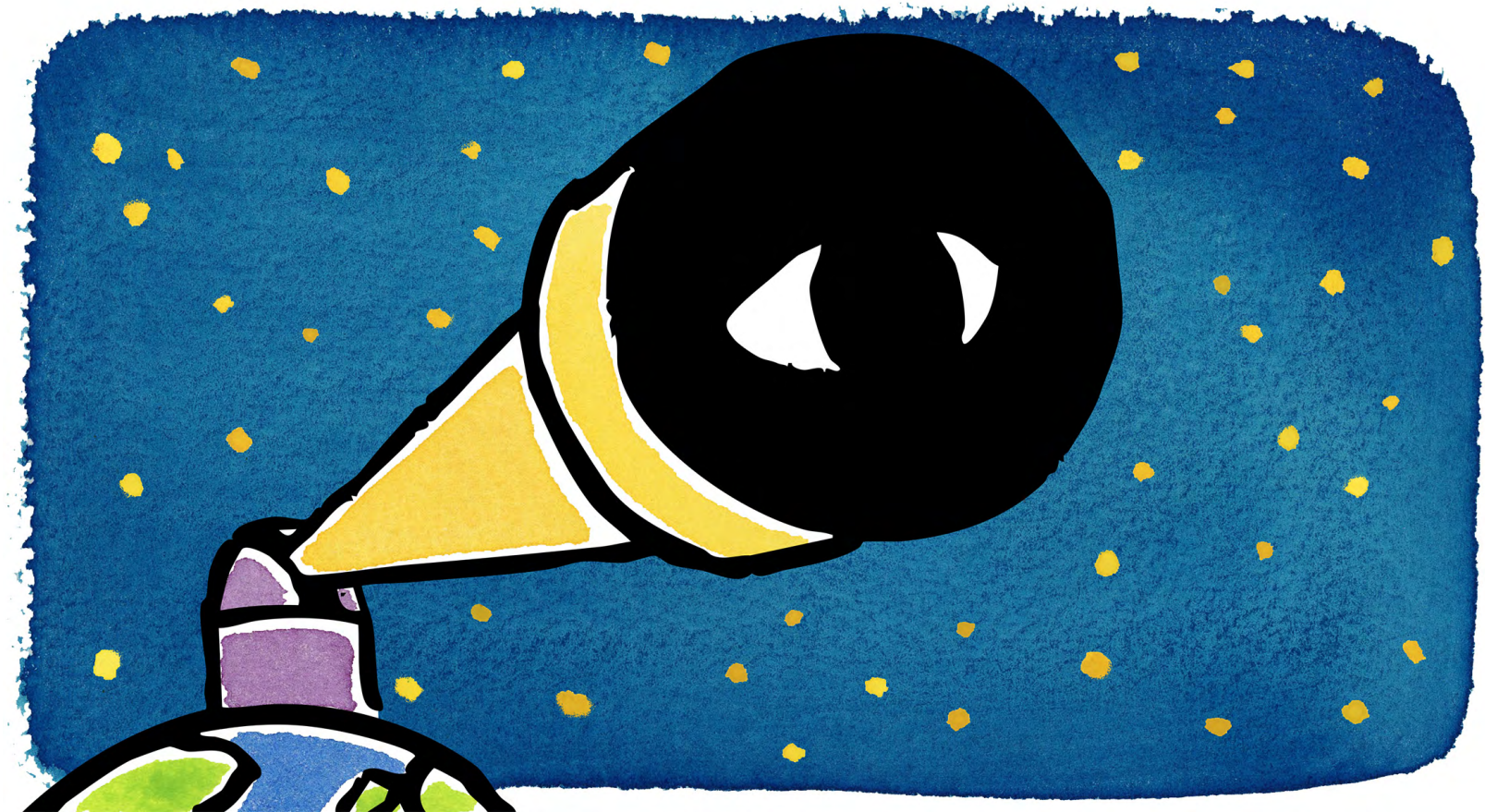




The 3rd Annual Hiring Challenges Report by Breezy HR

*Scouting for stars
on a limited budget*



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Welcome to the 2025 Hiring Challenges Report!

Since the beginning, our mission at Breezy has been to help growing companies build better teams.

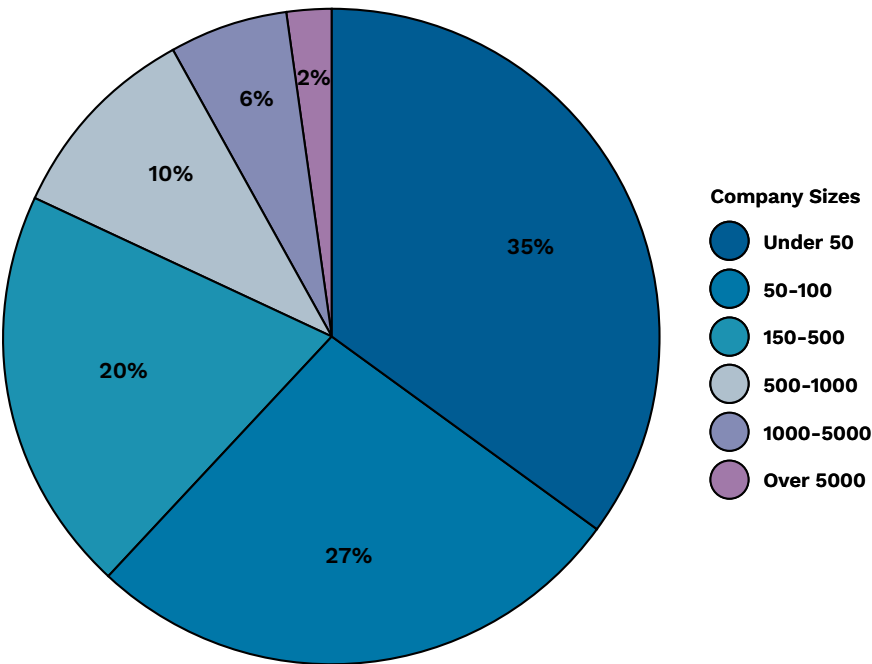
For the third year running, we reached out to our community of employers for their perspectives on the biggest trends and opportunities in the year ahead. Though the challenges continue, the message is clear: companies are determined to find the talent they need.

Despite limited recruitment budgets, hiring teams are taking action to improve their strategies and secure qualified employees. As we enter a whole new year of possibilities, we hope this report gives you the benchmarks and insights you need to win the best candidates for your teams.

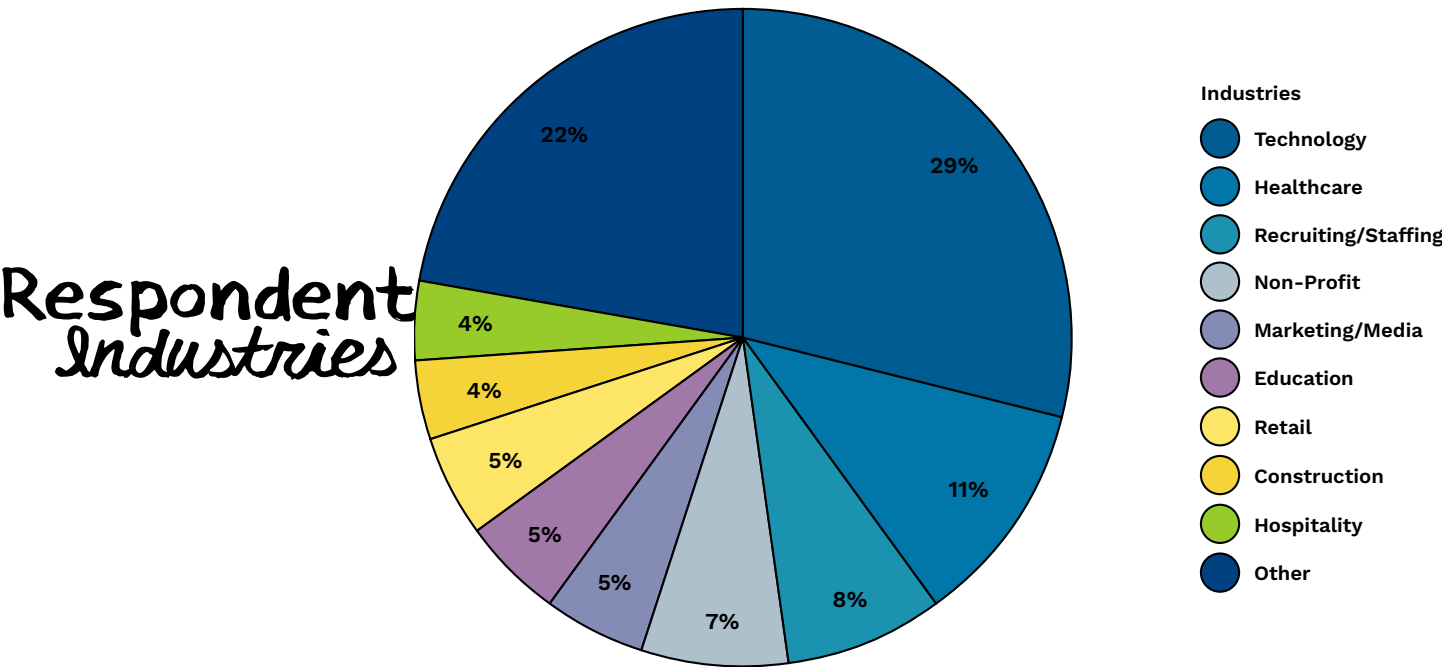
We couldn't be prouder to share these findings with such an active and inspiring community. On behalf of the entire Breezy team, thank you for your support!

About the report

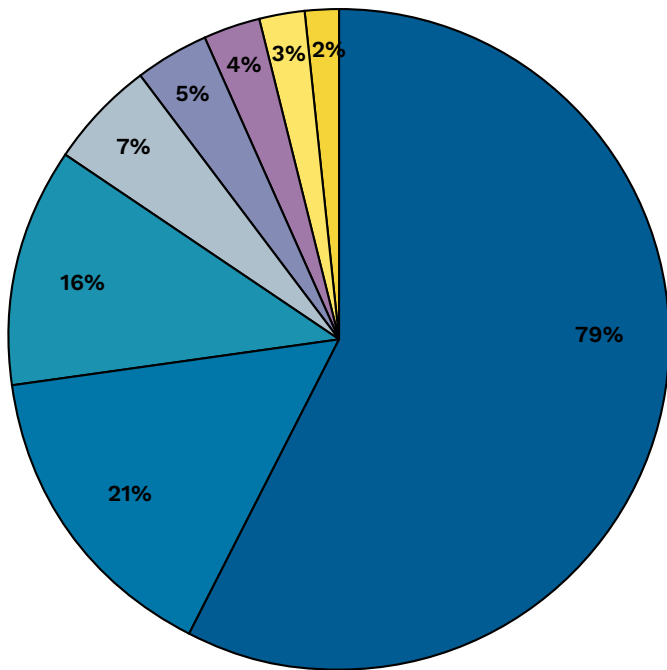
In preparation for this report, we surveyed hundreds of Breezy users across a range of industries to find out which trends, challenges, and opportunities are on the horizon for 2025.



Respondent Business Sizes



Respondent Industries



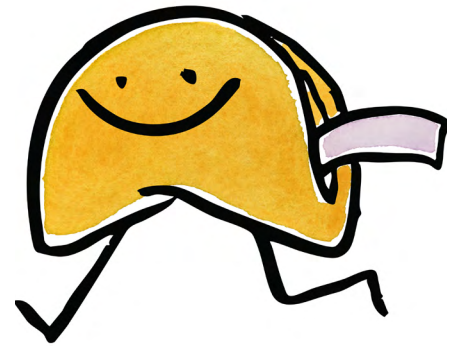
Workforce Breakdown

Recruitment outlook

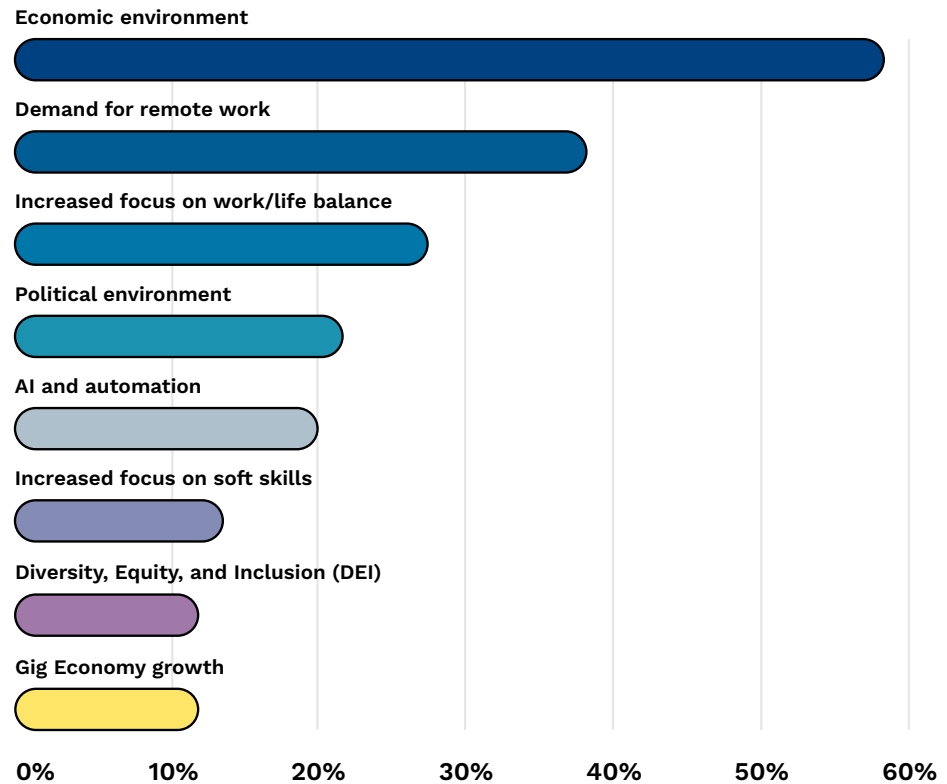
It comes as no surprise that the majority of employers point to the economy as the main trend impacting the way they hire going into 2025.

Challenges run the gamut, from budget restraints and inflation to skills gaps and permanent residence rules. With significant shifts in AI, automation, and the political environment, employers are focused on what they can control.

Hiring teams are taking active steps to clarify expectations with incoming employees, entice candidates with in-demand benefits, and level up the overall efficiency of their hiring processes.



Which market trends will affect hiring at your business?



58% of employers say the economic environment will impact the way they hire in 2025.

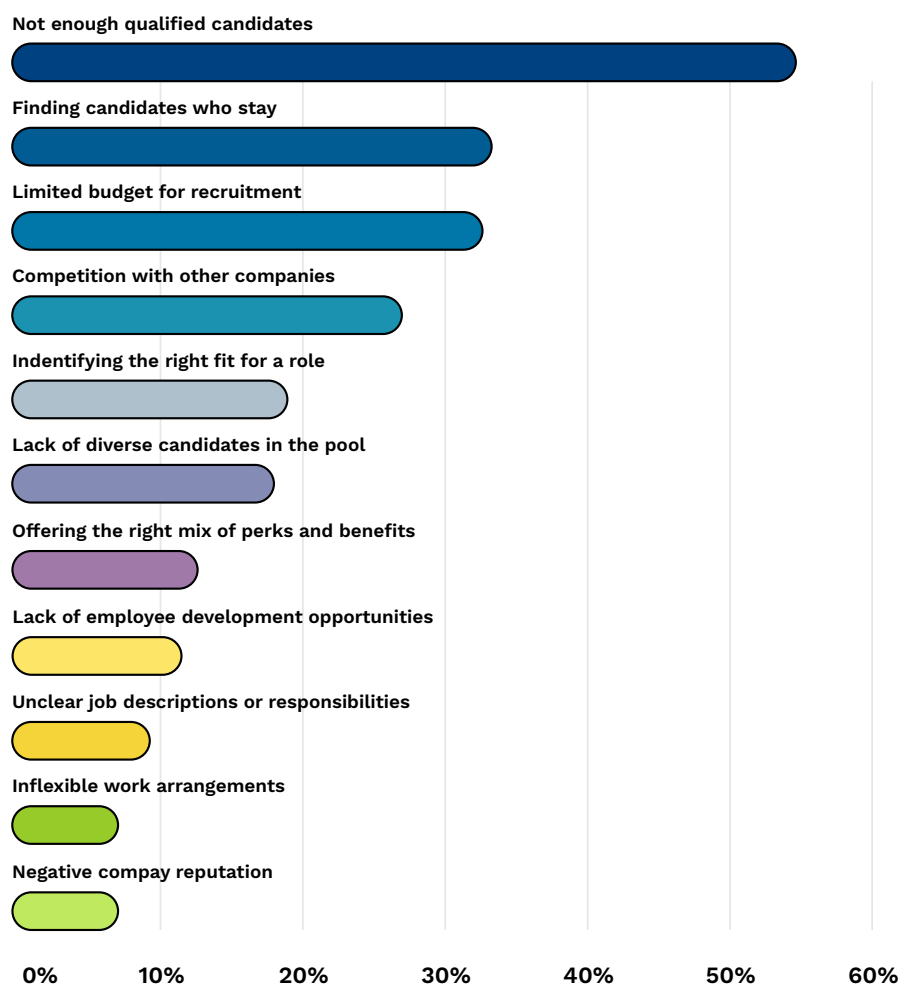
Finding loyal candidates on a limited budget

Finding candidates remains the top recruitment challenge for the third year running, with more than half of respondents (54%) citing a lack of qualified candidates as the biggest roadblock at this stage.

Even when teams succeed in identifying the right candidate, retaining them is a challenge. This year's survey found that 35% of employers struggle to find candidates who stay—up from 32% going into 2024.

Budgetary constraints are also climbing the list, with nearly 1 in 3 respondents reporting a limited recruitment budget as a key challenge. To attract, identify, and keep the best candidates, hiring teams will have to be smarter than ever about how they use their resources.

What are your main challenges in recruiting qualified candidates?



Top 3 recruiting challenges:

Not enough qualified candidates (54%)

Finding candidates who stay (35%)

Limited recruitment budget (30%)

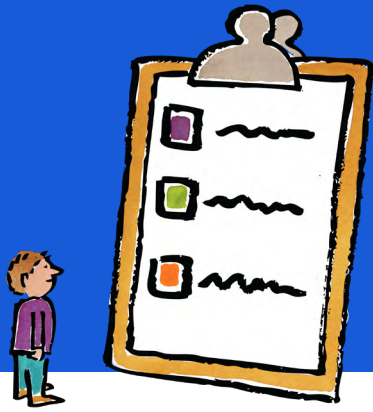
Nearly 1 in 3 respondents said limited budget is a key challenge in recruiting qualified candidates.



Going back to basics to win candidates

In a sea of applicants, employers are going back to basics to connect with qualified candidates. Last year, clear job descriptions (73%), work-from-home opportunities (55%), and fair compensation (51%) were the top three recruitment strategies.

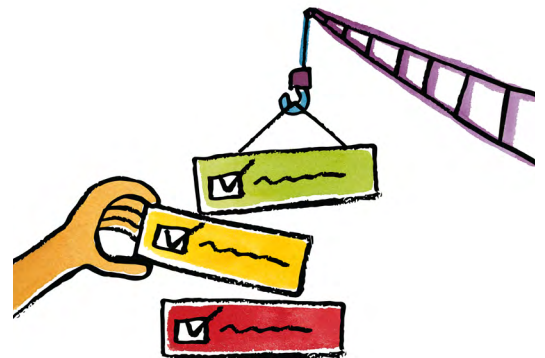
Going into 2025, clear job descriptions are even more important, with nearly 80% of employers naming this as their main focus at the recruitment stage. In an environment where budgets and talent markets are tight, setting realistic salary expectations is important—but so is a strong benefits offering.



**79% of employers use clear requirements
and job descriptions to find and
attract candidates.**

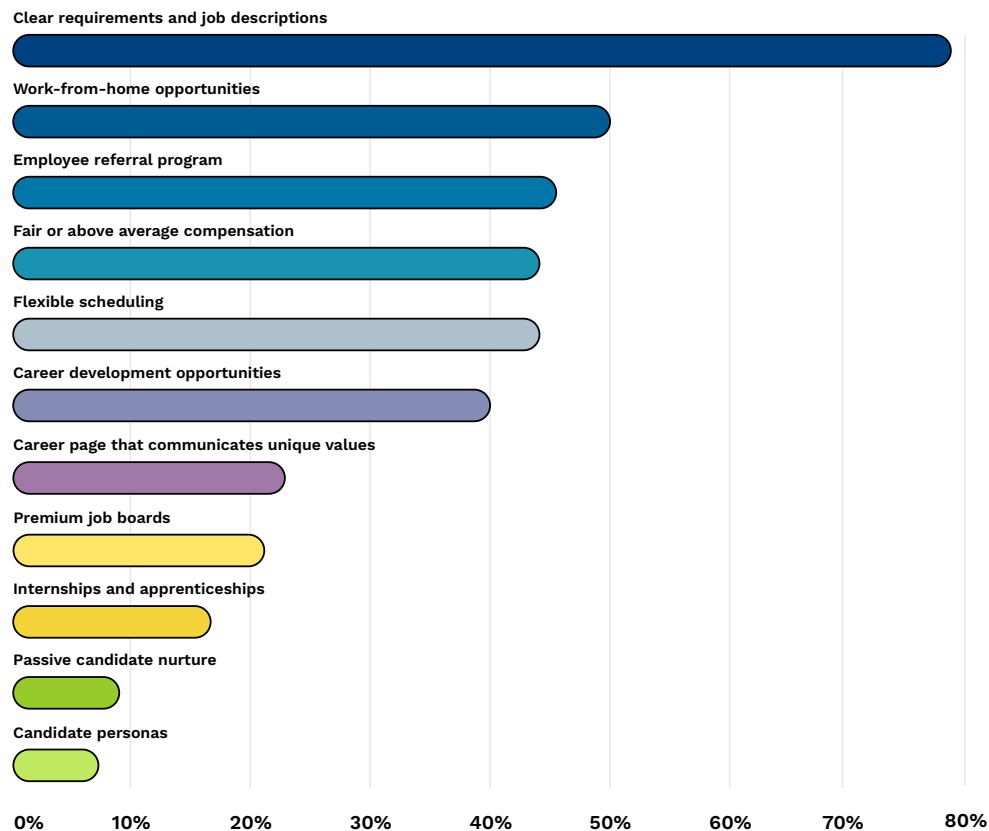
According to the data, work-from-home opportunities remain the second most common recruitment tool offered by half of all employers surveyed. This was followed by employee referral programs and fair or above-average compensation. These strategies provide a clear benchmark for recruiters, but it's worth noting that many hiring teams aren't stopping there.

To stand out with qualified candidates, companies are offering flexible scheduling, providing development opportunities, and taking the time to create a career page that clearly communicates the benefits for candidates.



There was also a notable increase in the number of employers posting on premium job boards, from 13% to 21% year-over-year. For recruiters looking to zoom in on qualified candidates, testing paid vs. free sources of hire could be an effective strategy.

What tools or processes do you use to find and attract candidates?



Top recruiting strategies 2025:

Clear requirements and job descriptions (79%)

Work-from-home opportunities (50%)

Employee referral program (45%)

Fair or above-average compensation (44%)

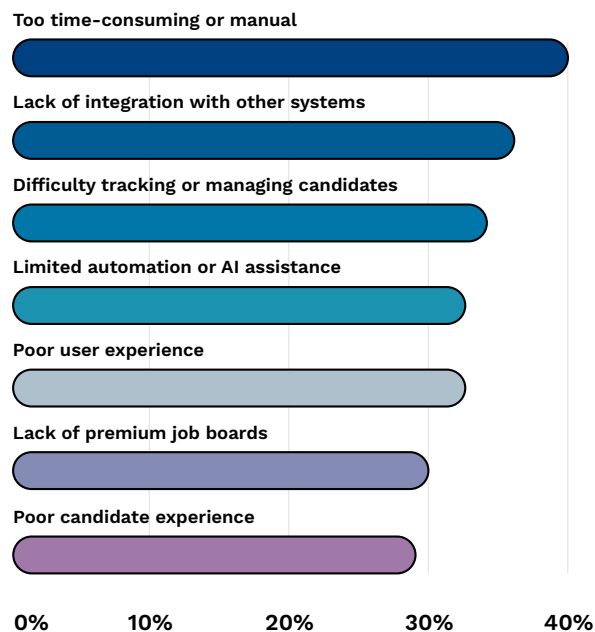
Opportunities for 2025

Recruitment success in 2025 is all about doing more with less. This year, we drilled down deeper to uncover some of the common

bottlenecks in existing recruitment processes. And the data was surprising.

Despite years of hype around the role of AI and automation, 39% of respondents said the recruiting process was manual or too time-consuming. 28% of recruiters and hiring teams are working with siloed systems that don't integrate with one another. And almost 1 in 4 say they have difficulty tracking or managing candidates.

What difficulties do you face with your current recruiting tools and processes?



Top challenges:

Too time-consuming or manual (39%)

Lack of integration with other systems (27%)

Difficulty tracking or managing candidates (23%)

Top opportunities:

Automate manual processes to accelerate time-to-hire

Use tools that offer an open API for easy integrations with other systems

Take advantage of blind hiring, applicant scoring, and candidate management tools

Nearly 40% of hiring teams say their recruitment process is too time-consuming or manual.



Onboarding outlook

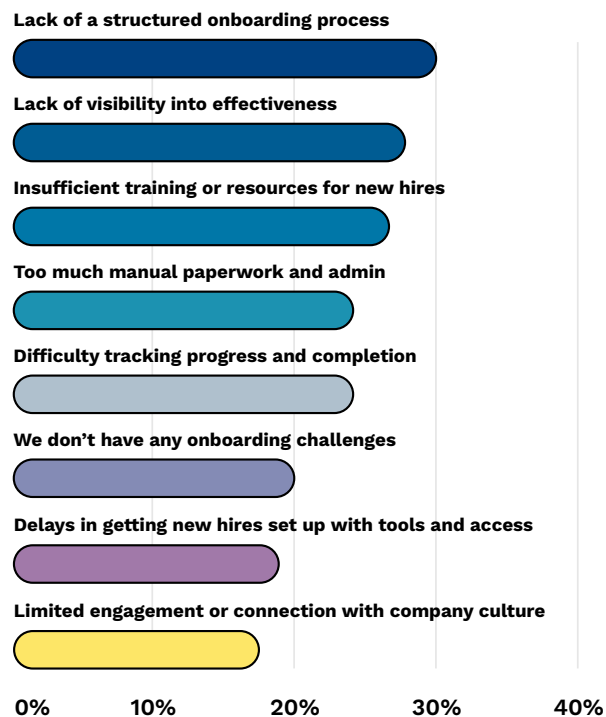
With increased pressure on compensation, benefits, and budget, having a clear job description isn't enough. Of the 80% of employers who report onboarding challenges, almost a third of them point to the lack of a structured process as the reason.

Respondents reported having either too many or not enough onboarding resources, citing challenges such as having essentially “no onboarding process”, “lack of staff to implement a robust

process,” “cohesively working through multiple platforms,” and “getting new hires to complete in our timeframe.”

In 2025, employers that provide a clear and efficient onboarding process will have a better chance of retaining their teams.

**What challenges
does your team
currently face
at the
Onboarding stage?**



Top 3 onboarding challenges:

Lack of structured onboarding process (30%)

Lack of visibility into onboarding effectiveness (27%)

Insufficient training or resources for new hires (26%)

Building an efficient experience that works

While there's still plenty of room for improvement, 39% of employers are taking extra steps to support new hires through employee feedback and surveys. The data also found that more than a third of employers are reviewing new hire retention rates and manager feedback to assess the strength of the onboarding process.



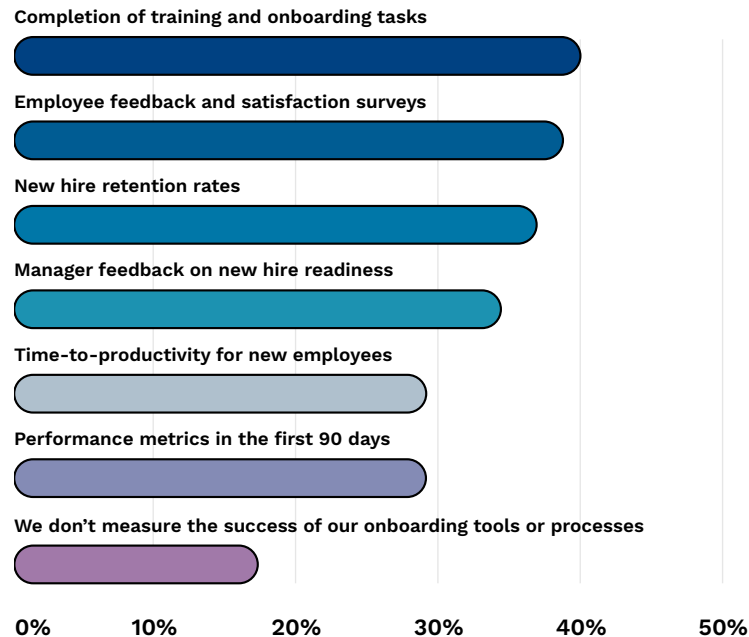
39% of companies use employee feedback and satisfaction surveys to measure the success of the onboarding process.

20% of survey respondents reported having no onboarding challenges, yet 17% said they don't measure their process. Of the employers that do measure their onboarding process, 40% use completion of tasks as their primary metric. Less than 30% use time-to-productivity or performance milestones within the first 90 days with a new hire.

To drive new hire retention, hiring teams need to know where to improve. Companies that create an onboarding experience that goes

beyond ticking off tasks in a project management tool will be better able to retain qualified candidates.

How do you measure the success of your onboarding process?



Top 3 success metrics:

Completion of training and onboarding tasks (40%)

Employee feedback and satisfaction surveys (39%)

New hire retention rates (37%)

20% of survey respondents reported having no onboarding challenges, yet 17% said they don't measure their process.

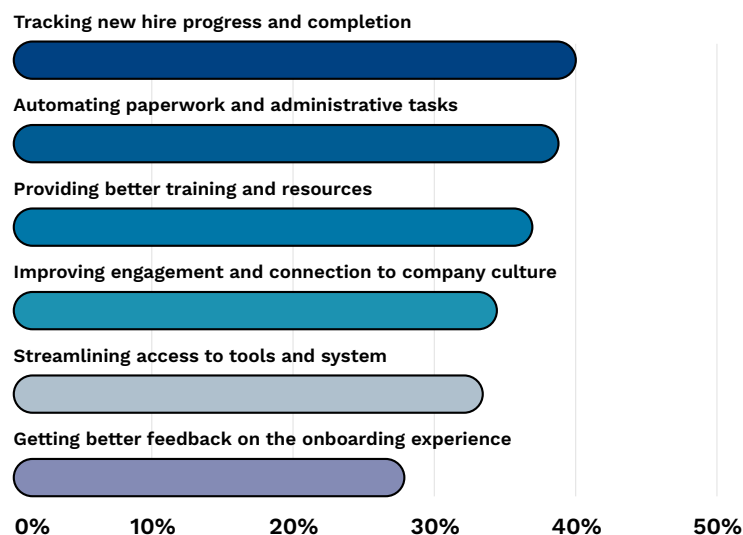


Top strategies for better onboarding

Given the lack of clear metrics and visibility, it's not surprising that 40% of our survey respondents said they wished it were easier to track new hire progress. For many, the initial steps toward a stronger onboarding experience may be about removing tasks, rather than adding new ones.

Over a third of respondents mentioned some combination of automating and streamlining tools and systems for better onboarding all around.

Is there anything you wish was easier or more effective in your onboarding process?



Top 3 onboarding strategies:

Tracking new hire progress and completion (40%)

Automating paperwork and administrative tasks (39%)

Providing better training and resources (36%)



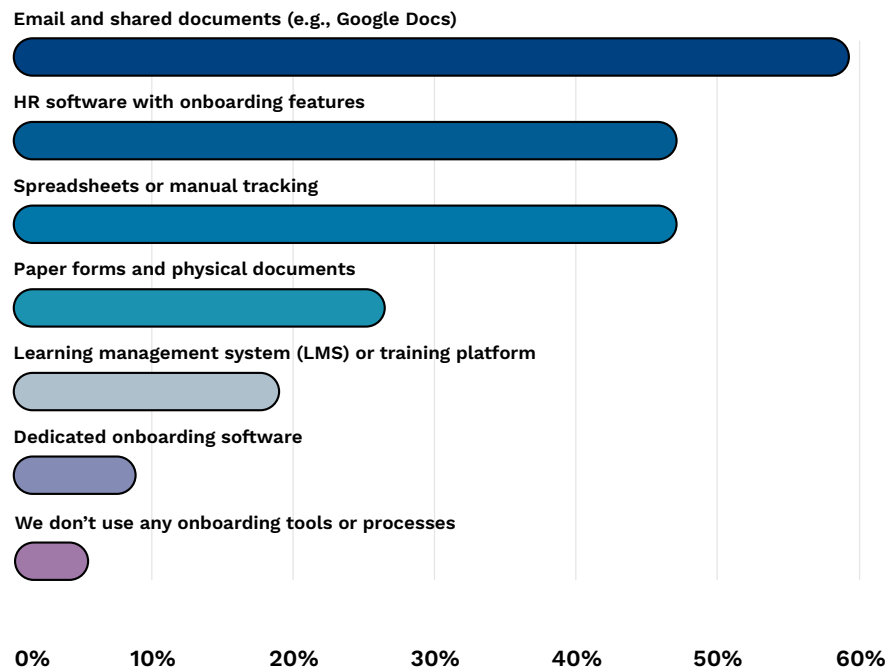
40% of employers wish it were easier to track new hire progress.

Opportunities for 2025

According to the data, the majority of employers are still using a patchwork system of email and shared docs to onboard new hires. Just 46% of hiring teams are using employee onboarding software—the same number who say they use spreadsheets.

To boost retention in 2025, hiring teams will look for new ways to streamline the employee onboarding process, while tapping into automation to take over the administrative gruntwork.

What tools or processes does your team currently use for onboarding?



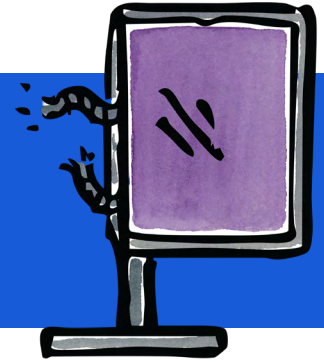
Top 3 onboarding tools:

Email and shared docs (59%)

HR software with onboarding features (46%)

Spreadsheets or manual tracking (46%)

Less than half of hiring teams are using employee onboarding software.



Retention outlook

At the start of 2024, managing employee performance was a key priority for companies, with 37% of respondents struggling to provide real-time feedback and 34% facing challenges in setting, monitoring, or achieving individual goals.

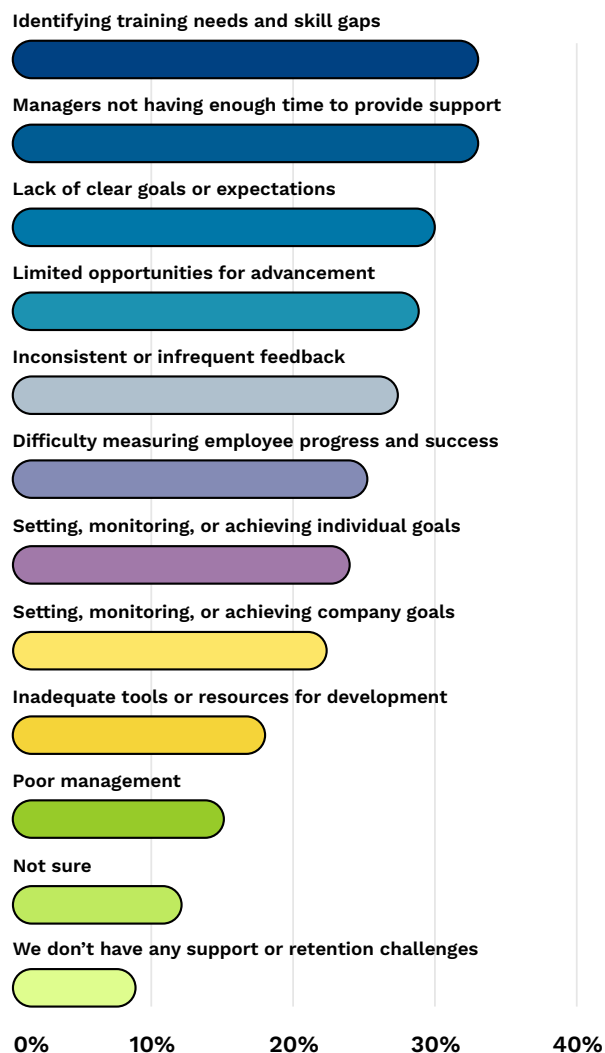


As we move into 2025, nearly all employers surveyed have some kind of tools or processes to support and retain employees—yet roughly a third are struggling with identifying skill gaps, not having enough time to provide support, and/or a lack of clear expectations.



To increase employee loyalty in 2025 and beyond, employers are taking active steps to uplevel their employee support systems.

What challenges does your team face when helping employees succeed in their roles?

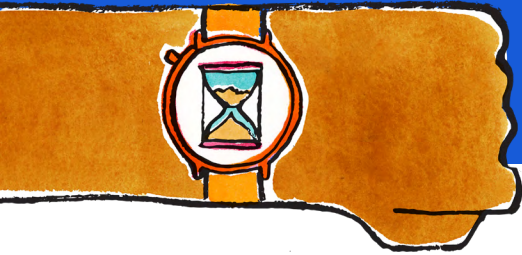


Top 3 support and retention challenges:

Identifying training needs and skill gaps (33%)

Managers not having enough time to provide support (33%)

Lack of clear goals or expectations (30%)



33% of employers say managers don't have enough time to provide support.

Actively contributing to employee success

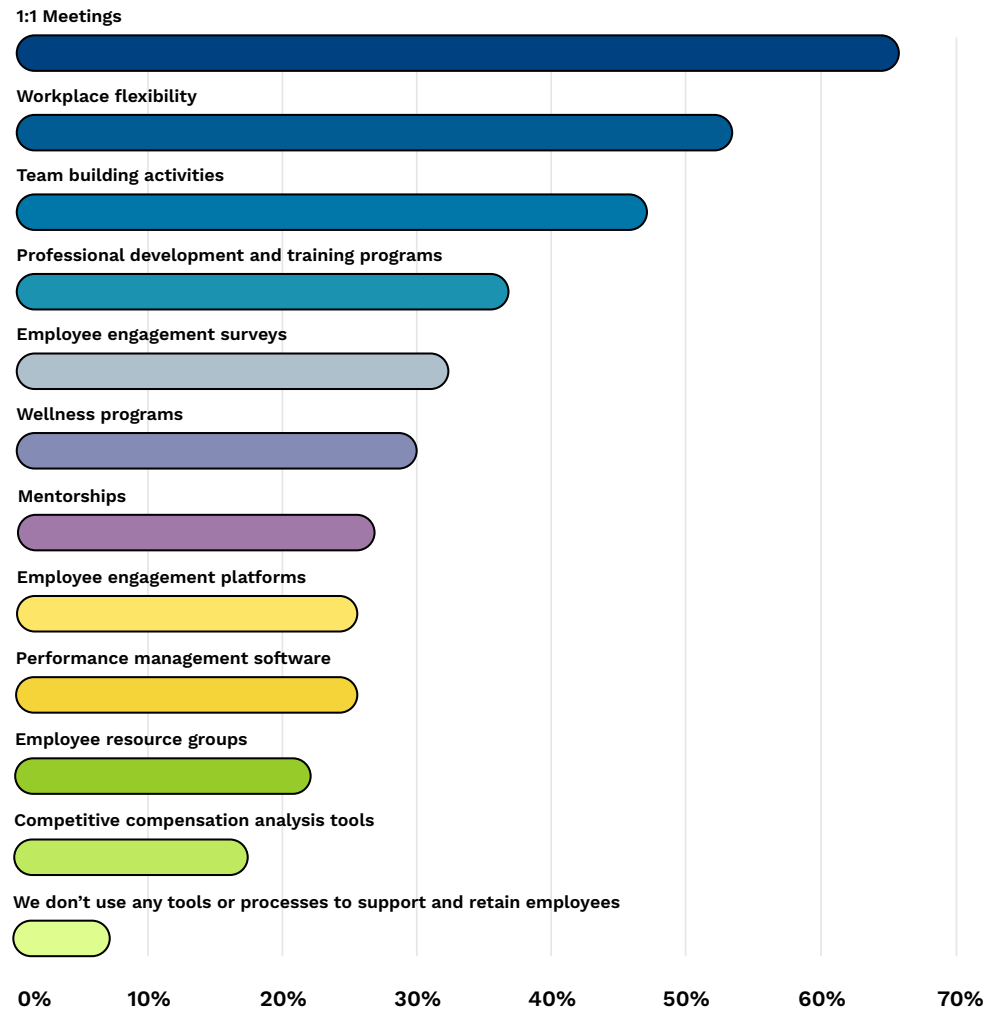
Even in the face of budgetary constraints, employers are finding effective ways to show up for their people. The data revealed that 65% use 1:1 meetings to support employees, and more than half offer some level of workplace flexibility.

But there's no reason to stop there. A number of companies offer a combination of team building, training, and wellness programs to make employees feel supported.

However, despite the pressure on budgets, it's interesting to note that only 25% of companies use employee engagement platforms or performance management software to support employees. For hiring teams under budgetary pressure, updating performance management systems can be an effective and affordable way to increase engagement.



**What tools
or processes
does your team
currently use to
support employees?**



Top 3 employee support strategies:

1:1 meetings (65%)

Workplace flexibility (52%)

Team building activities (46%)

**65% of companies use 1:1 meetings to
support employees.**



Opportunities for 2025

With 1 in 4 employers citing limited visibility as a key employee engagement challenge, many are in the dark about how performance reviews tie into the larger employee retention strategy.

As we move into the second half of the decade, the companies with clear systems for setting goals and tracking performance will have the best chance of increasing retention rates and reducing recruitment costs.

What challenges does your team face with the tools or processes you use to retain employees?



Key Takeaways

Hiring teams have had more than their share of changes over the past few years. And though the challenges persist, they're more resilient than ever. Armed with hard lessons and new strategies, companies are driving forward to attract and retain the brightest stars for their team.

Do more with less

With ongoing economic uncertainty and tight budget constraints, focus on the fundamentals. Communicate your unique value to candidates. Hone in on your most effective sources of hire. Amplify your employer brand on the channels most likely to bring in qualified candidates.

Clarify expectations

Make sure candidates and new hires know what's expected of them, starting with strong job descriptions and role requirements. Use a structured onboarding process that includes a combination of manager feedback and 90-day performance milestones.

Offer the best possible benefits

Just because budgets are tight, it doesn't mean you have to give up on perks. Work-from-home and flex scheduling is still a powerful

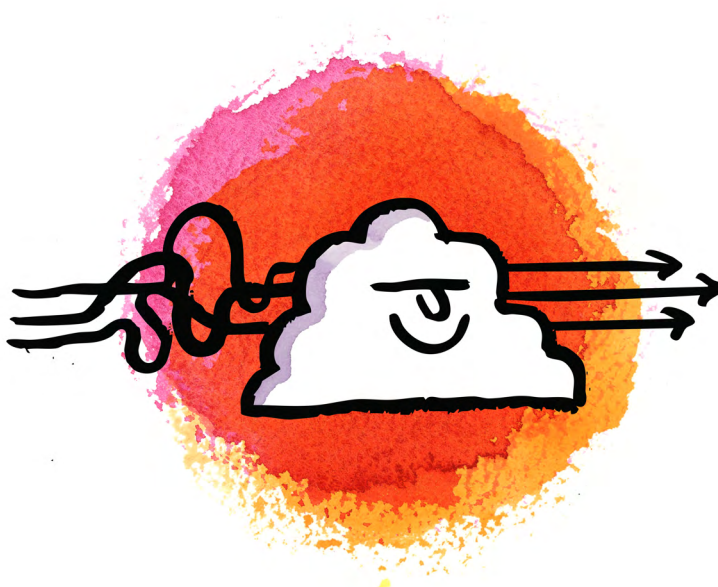
way to attract candidates. Put clear screening systems in place to make sure you're finding the right candidates for every open role.

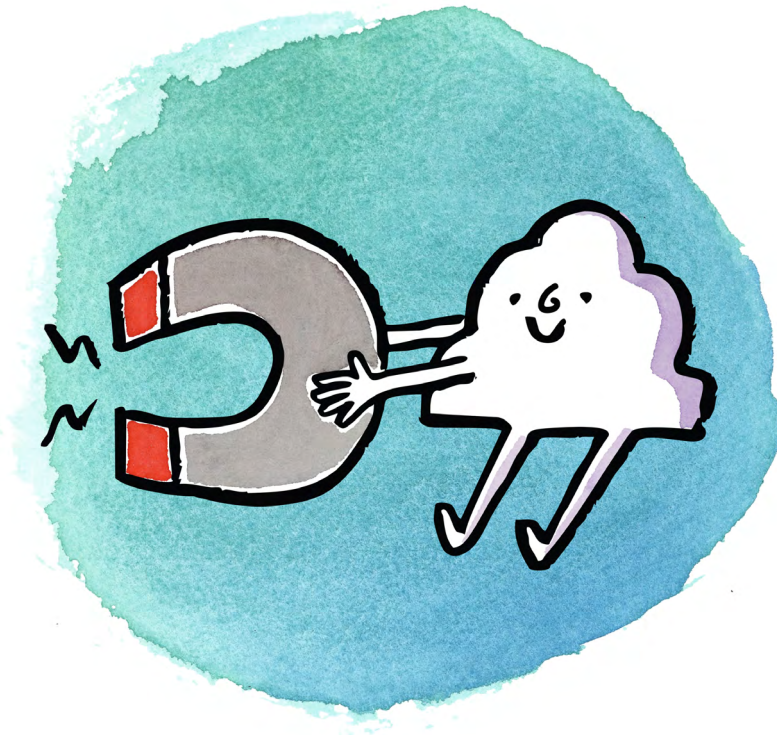
Embrace feedback

Even when you can't connect it to a compensation increase, feedback matters. Create employee support systems aimed at identifying skill gaps, providing real-time support, and consistently setting or resetting expectations.

Streamline manual processes

With high competition, tight budgets, and limited candidate pools, you can't afford to waste time searching inboxes and spreadsheets for qualified applicants. Replace siloed systems with affordable automated tools to streamline the hiring process, from recruitment to onboarding and performance management.





Get the talent you need in 2025

Whether it's posting to the top diversity job boards, prioritizing candidates based on skills, or using simple, visual reports to pinpoint your top sources of hire, Breezy has the user-friendly features you need to make better hiring decisions in a fraction of the time.

Streamline your hiring process with automated questionnaires, seamless group interview scheduling, and AI-powered candidate match scoring. Make better hires faster with Breezy HR.

[Start your free trial today.](#)