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Recruitment Metrics and their Role in Enhancing Talent Acquisition Effectiveness in Phifer India Pvt. Ltd, Chennai

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Abstract

This study investigates the contribution of recruitment metrics towards the effective production in the area of talent acquisition at Phifer India Pvt. Ltd, Chennai. Descriptive research design was employed and primary data collected using a structured questionnaire from 91 employees and HR personnel. Data analysis was done using statistical tools like Pearson Correlation, Linear Regression and Kruskal-Wallis Test. The results indicated that there was a high positive correlation between the recruitment indicators and the performance of employees, and that the recruitment indicators had a significant effect on the efficiency of recruitment. The study has also found that there were differences in perceptions within departments and not between experience levels. Some of the statistics used for key recruitment include time-to-hire, cost-per-hire, and source of hire. The study also underscores the need to leverage more advanced analytics and integrate recruitment data with performance management systems. In summary, the study finds that data-driven recruitment metrics can aid in making sound recruitment decisions, lowering recruitment expenses and enhancing the performance of an organization.

Keywords: Employee Performance, Hiring Efficiency, HR Analytics, Phifer India Pvt. Ltd, Recruitment Metrics, Talent Acquisition.

Introduction

In today's competitive and data-driven business landscape, companies are increasingly turning to talent acquisition efficiency and effectiveness. HRM recruitment is one of the most important processes that helps in attracting, selecting, and retaining suitable and appropriate individuals who can be helpful in achieving the target of the organization. In the era of fast technological developments and the increasing popularity of applying digital recruitment platforms, conventional recruitment processes are changing into more analytical and performance oriented.

Recruitment metrics have become key tools that allow businesses to gauge, analyse and enhance recruitment processes. These are a whole host of metrics that can give you quantitative insights into different stages of the recruitment process, including sourcing effectiveness, time to fill, cost of hire, quality of candidates, and recruiter performance. Recruitment metrics provide data-driven insights into the recruitment process, offering organizations a way to make informed decisions to improve hiring outcomes compared to traditional methods which depended mainly on intuition and experience.

With recruitment analytics, organisations can find out what is holding them back, maximise their recruitment channels and enhance the overall candidate experience while optimising workforce planning. The metrics like time-to-hire, cost-per-hire, offer acceptance rate, and quality of hire are tools that HR professionals can use to evaluate the efficiency and effectiveness of their recruitment strategies. Furthermore, data-driven recruitment can facilitate strategic decision-making by ensuring that recruitment activities are aligned with the business goals and future growth of the organization.

Phifer India Pvt. Ltd., a wholly owned subsidiary of Phifer Incorporated, USA, is one of the significant manufacturers of mosquito screens and technical Mesh. The company is in a very competitive firm with a strong focus on recruiting to ensure steady performance. The purpose of this study is to explore how recruitment metrics are currently used at Phifer India Pvt. Ltd., and to assess the impact of these metrics on the effectiveness of talent acquisition, employee performance and overall hiring efficiency.

Review of Literature

T. Sackett (2025) notes that it's crucial to establish and monitor recruitment metrics for technical positions, including time-to-fill, quality of hire, and cost-per-hire. The paper presents a case for the use of metric driven approaches to better equip HR to acquire technical talent and align the value of HR with the enterprise's business units.

Varshini M (2025) explored measured recruitment outcomes, such as the application-to-hire ratio, engagement with the platform, and conversion rates, to gain insights into the effectiveness of digital hiring platforms. The study revealed that platforms that offer clear analytic dashboards improve recruiter decision-making and that platforms can be optimized using metrics for evaluation.

In an article titled "Optimizing the recruitment and selection process," Singh S. (2024) discussed the optimization of recruitment and selection processes to minimize turnover rates and enhance talent fit. Certain employer branding, structured interviews, and technology such as applicant tracking systems are identified as being important by the study.

AA Gadgil (2024) shared the best practices in recruiting and HR integration across the world, highlighting the importance of inclusive hiring practices, unbiased evaluation systems, and key metrics like efficiency, cost-per-hire, and time-to-fill. The paper shows how strategic HR-recruitment integration helps to attract top talent.

S. Fatema (2024) discussed the impact of AI on the recruitment landscape and explored how AI is being leveraged in candidate sourcing, screening, and matching. AI's role in enhancing efficiency and minimizing human bias is highlighted, but the study also underscores ethical issues like data privacy and the need for careful management.

Research Gap

Many studies are currently available that examine one recruitment metric, but not the combined effects of several metrics on the overall effectiveness of talent acquisition. There is very little empirical evidence in the Indian industrial setting. Some of the qualitative aspects like experience of candidate, employer branding and satisfaction of the hiring managers are missed. The researcher

in this study has resolved these issues by conducting a comprehensive study on an empirical basis at Phifer India Pvt. Ltd.

Objectives of the Study

- Identify and analyse the recruitment metrics in place at Phifer India Pvt. Ltd. and evaluate its role in the overall recruitment strategy.
- To Assess the Effectiveness of recruitment metrics to enhance the efficiency and effectiveness in the process of talent acquisition.
- To recommend data-based approaches to improving the effectiveness of talent acquisition processes through the effective use of recruitment metrics.

Research Methodology

The descriptive research design was used to describe the nature and extent of employee perceptions about the recruitment metrics. Structured questionnaires and interviews were used to collect the primary data from the HR departments and employees in Phifer India Pvt. Ltd., Chennai. Convenient sampling was used to select a sample of 91 respondents. Secondary data was obtained from reference books, research journals and organizational records. The instruments used are Pearson Correlation, Linear Regression and Kruskal – Wallis.

Demographic Profile

Demographic analysis of the respondents reveal that most of the employees are in the age group of 26-35 years representing 47.3 per cent of the respondents, followed by 18-25 years with 30.8 per cent of the respondents and 21.9 per cent in the age group 36-45 years. This means that a majority of the respondents are young and mid-career professionals.

Distribution by department shows that the most have come from the Operations department (30.8%), HR (24.2%), Others (24.1%) and Sales & Marketing (20.9%). This indicates a balanced involvement from various departments of the organization.

As far as work experience, most respondents have had 3-5 years of experience (37.4%), reflecting moderate work exposure. 19.8% of workers have 1-3 years experience, 18.7% have 5-8 years, 15.4% have less than 1 year and 8.8% have more than 8 years. This indicates that a majority of the respondents have enough experiences in the organization to give their feedback on recruitment metrics and effectiveness of talent acquisition.

Recruitment Metrics and Employee Performance

Table 1 Pearson Correlation

Variables	Recruitment Metrics	Employee Performance
Recruitment Metrics	1.000	0.928**
Employee Performance	-	1.000

** Correlation is significant at the 0.01 level

Source: Primary Data

There is very high positive correlation between the recruitment metrics and employee performance ($r=0.928$). This is statistically significant ($p=0.000 < 0.01$). Thus, the null hypothesis (H_0) is rejected. This is a statement that indicates that by using recruitment metrics effectively, the organization can be able to select better candidates, which ultimately leads to better service. The Spearman correlation is also 0.817, with a value of 0.000, which also points to non-parametric conditions.

Recruitment Metrics and Hiring Efficiency

Table 2 Model Summary – Linear Regression

R		R Square		Adjusted R ²	Std. Error
Value	Interpretation	Value	% Variance		
0.89	Strong positive	0.79	79.2		

Note: R = 0.890 indicates a strong relationship. R² = 0.792 means 79.2% of variance in the dependent variable is explained by the model.

Predictor: Recruitment Metrics

Variable: Hiring Efficiency

Source: Primary Data

An R² of 0.792 suggests that 79.2% of the variance of the hiring efficiency can be attributed to the recruitment metrics. The result of the ANOVA test (F = 339.809, p = 0.000) shows that this model is statistically significant. The regression coefficient B = 0.894 implies that hiring efficiency will rise by 0.894 for each one unit increase in the recruitment metrics effectiveness. The regression equation is: Hiring Efficiency = 0.368 + 0.894 × Recruitment Metrics. The null hypothesis is rejected and the recruitment metrics have significant predictive power of hiring efficiency at Phifer India Pvt. Ltd..

Departmental Differences in Perception

A Kruskal-Wallis Test was run to ascertain if there is a difference in perceptions of the recruitment metrics between departments. This result revealed a statistically significant difference (p<0.05) meaning that there is a difference in perception of the recruitment metrics among the employees of different departments. The null hypothesis (H₀) is not accepted, that is, there is a real difference between departments.

Work Experience Differences in Perception

Table 3 Kruskal-Wallis Test - Differences in Perception

Variables	Years of Experience					Chi-Square	P value
	Less than 1 year (N=14)	1 – 3 years (N=18)	3 – 5 years (N=34)	5 – 8 years (N=17)	More than 8 years (N=8)		
Score Mean Rank	38.46	42.22	45.81	52.38	54.94	3.428	0.489

Note: df = 4 | Kruskal-Wallis Test | Grouping Variable: Years of Experience | P > 0.05 indicates no significant difference across experience groups.

The Kruskal-Wallis Test was used to compare differences by years of experience (Chi-Square = 3.428, df = 4, p = 0.489). The p value was greater than 0.05 and H₀ is accepted, meaning that there is no significant difference between recruitment metric perceptions across experience levels..

Findings of the Study

The study revealed that the recruitment metrics have a major role in making the recruitment more effective and can lead to more effective hiring decisions in the organization.

- Staff feel that using recruitment measures enables them to find appropriate candidates and is a positive influence on employee performance and organisational productivity.
- There is an increasing trend in the organisation to recruit based on data and recruiters are increasingly focusing on recruiting planning and evaluation.
- Results show that the use of recruitment metrics helps to optimize recruitment processes and minimize delays, thus enhancing the efficiency of recruitment efforts.

There is a difference in employee perception in the implementation and usefulness of recruitment metrics across different departments, thus the need for department-specific recruitment approaches.

The study also shows that the metrics of recruitment are not fully utilized for strategic workforce planning and advanced recruitment analysis.

There is scope to further enhance candidate communication and overall recruitment experience to build an employer brand and improve employee satisfaction.

Suggestions of the Study

There is a need for the organization to make better use of recruitment metrics for strategic decision making and hence enhance overall talent acquisition effectiveness.

RPA can be implemented to improve recruitment planning, candidate assessment, and workforce prediction via advanced recruitment analytics and digital hiring tools.

- More attention should be paid to enhancing the quality of the hires by adopting rigorous interviewing, assessment practices, and measurement standards based on performance.
- Communication, transparency, and regular feedback can enhance the candidate experience for the company during the recruitment process.

Recruitment strategies can be tailored as per department needs to cater for variations in employee perception and hiring needs.

- HR professionals need to receive regular HR training to help them better understand and apply recruitment data.

Implement long-term employee performance and retention metrics alongside recruitment metrics to support sustainable growth of the organisation.

Conclusion

The study employs a rigorous empirical analysis of recruitment metrics and its use in improving the effectiveness of Talent acquisition at Phifer India Pvt. Ltd., Chennai. The study uses both descriptive and inferential statistical analysis with a solid sample of 91 respondents and provides real world information regarding the present recruitment position within the organization.

These results clearly and strongly show that recruitment metrics are not only administrative reporting tools but are also strategic enablers that contribute to the quality of hiring and the growth of an organisation. The strong Pearson correlation ($r = 0.928$) from recruitment metrics to employee performance, and the huge regression coefficient ($R^2 = 0.792$) from the utilization of these metrics to employee performance, validate that any improvement in the use of the recruitment metrics has a measurable positive effect on the outcomes of the recruitment process.

The Kruskal-Wallis analysis shows that the perception of recruitment measures varies significantly between departments, but not according to years of experience. This means that no matter the experience level, organizations have a similar level of familiarity with metrics, but departments vary, presenting the need for tailored talent acquisition communication approaches. Phifer India Pvt. Ltd. can maintain its competitive edge in talent acquisition and achieve long-term organizational success by further developing its analytics capabilities, implementing predictive hiring technologies, and standardizing the measurement of quality of hire.

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