

# A Study on Measuring Various Recruitment Metrics Adopted in Buzzworks

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## ABSTRACT

This study examines and evaluates the effectiveness of various recruitment metrics adopted by Buzzworks Business Services Private Limited. In today's competitive business environment, organizations increasingly rely on data-driven recruitment strategies to improve hiring efficiency, reduce costs, and enhance candidate quality. The study specifically analyzes key metrics such as time to fill, cost per hire, quality of hire, and source of hire, and explores their relationship with overall recruitment performance and employee retention. A descriptive research design was adopted, using both primary and secondary data. Primary data was collected from 169 respondents working in HR and recruitment roles through a structured questionnaire, and the data was analyzed using statistical tools such as descriptive analysis, Spearman's rank correlation, and the Kruskal-Wallis test. The findings indicate that recruitment metrics are widely used within the organization, with quality of hire emerging as the most significant factor. The results also show a moderate positive relationship ( $r = 0.568$ ) between effective data tracking and employee retention. However, the study identifies several challenges, including time-consuming data collection, difficulty in measuring quality of hire, and limited reporting tools, which affect recruitment efficiency. The study concludes that strengthening recruitment metrics and implementing improved data tracking systems can significantly enhance recruitment performance and contribute to long-term organizational success.

**Keywords:** Recruitment Metrics, Quality of Hire, Time to Fill, Cost per Hire, Sourcing Channels, Spearman's Correlation, Kruskal-Wallis Test, Staffing Industry, HR Analytics, Employee Retention

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## 1. INTRODUCTION

In recent years, organizations have recognized that effective recruitment is not just an operational function but a strategic activity that directly contributes to business success. The ability to attract and select the right talent determines an organization's competitive advantage, especially in industries where skilled manpower is limited. Recruitment metrics provide a structured framework for evaluating the effectiveness of hiring strategies and aligning them with organizational goals.

One of the key advantages of using recruitment metrics is cost optimization. Metrics such as cost per hire and time to fill help organizations monitor expenses and ensure that resources are utilized efficiently. By reducing hiring time and improving candidate quality, organizations can minimize turnover costs and enhance overall productivity.

The integration of technology in recruitment has further strengthened the importance of metrics. Modern recruitment systems provide real-time data and analytics, enabling HR professionals to make faster and more accurate decisions. Despite the advantages, many organizations face challenges in effectively implementing recruitment metrics, including lack of standardized measurement frameworks and fragmented data systems.

The relevance of recruitment metrics is particularly significant in staffing organizations like Buzzworks, where hiring is the core business function. Effective use of metrics helps in maintaining client satisfaction, improving service delivery,

and achieving operational excellence. This study contributes to understanding how recruitment metrics are applied in practice and how they can be improved to achieve better organizational outcomes.

## 2. INDUSTRY & COMPANY PROFILE

### 2.1 Industry Profile – Staffing & Recruitment Sector

The Staffing and Recruitment Industry plays a crucial role in connecting employers with suitable talent. It acts as an intermediary between organizations seeking skilled manpower and individuals searching for employment opportunities. The industry offers services including temporary staffing, permanent recruitment, contract staffing, executive search, recruitment process outsourcing (RPO), and payroll & compliance services.

In India, the organized staffing sector has grown rapidly due to increasing corporate demand for flexible workforce solutions. The industry operates within a strong regulatory framework governed by laws such as the Industrial Disputes Act, the Contract Labour Act, the EPF Act, and the ESI Act. Currently, the industry is undergoing transformation with the adoption of AI-based candidate screening, data analytics, remote hiring models, and diversity-inclusive hiring practices.

### 2.2 Company Profile – Buzzworks Business Services Pvt. Ltd.

Detail	Information
Company Name	Buzzworks Business Services Private Limited
Industry	Staffing & Recruitment
Nature of Business	Workforce Solutions & HR Services
Company Size	201–600 Employees
Founded	2006
Founder	V C Karthic
Headquarters	Chennai, Tamil Nadu
Website	<a href="https://buzzworks.com">https://buzzworks.com</a>

Buzzworks has positioned itself as a reliable partner for organizations seeking scalable and cost-effective workforce solutions. The company operates across sectors including IT, BFSI, healthcare, manufacturing, retail, and logistics. Key strengths include strong client relationships, technology-driven recruitment processes, expertise in compliance management, and a consistent focus on quality hiring.

## 3. RESEARCH METHODOLOGY

### 3.1 Research Design

The study adopts a descriptive research design to analyze and describe the recruitment metrics currently adopted at Buzzworks and to evaluate their effectiveness in measuring recruitment performance.

### 3.2 Data Collection & Sampling

The study utilizes both primary and secondary data. Primary data was collected through a structured questionnaire circulated to 169 respondents comprising HR executives, recruiters, talent acquisition specialists, HR managers, and payroll/HR support staff. A non-probability convenience sampling method was adopted. Secondary data was obtained from company reports, HR journals, academic publications, and online databases.

### 3.3 Statistical Tools

- Descriptive Analysis – frequencies, percentages, and averages to summarize response patterns

- Spearman’s Rank Correlation – to measure the strength of association between recruitment variables (ordinal/non-normal data)
- Kruskal-Wallis Test – non-parametric test to identify group-wise differences based on work experience

The Kolmogorov–Smirnov and Shapiro–Wilk tests confirmed that the data does not follow a normal distribution ( $p < 0.05$  for all variables), justifying the use of non-parametric statistical methods.

#### 4. DATA ANALYSIS AND INTERPRETATION

##### 4.1 Respondent Profile

Gender	No. of Respondents	Percentage (%)
Male	78	56.1
Female	61	43.9
<b>Total</b>	<b>169</b>	<b>100</b>

Of 169 respondents, 56.1% are male and 43.9% are female, reflecting a fairly balanced gender distribution with slightly higher male participation.

Age Group	No. of Respondents	Percentage (%)
18–25	67	39.64
26–30	46	27.22
31–35	32	18.93
36–40	17	10.06
Above 40	7	4.14
<b>Total</b>	<b>169</b>	<b>100</b>

The 18–25 age group forms the largest segment (39.64%), indicating that younger early-career professionals predominate in the sample.

Job Role	No. of Respondents	Percentage (%)
HR Executive	39	23.08
HR Manager	42	24.85
HR Recruitment	42	24.85
Talent Acquisition	23	13.61
Payroll	15	8.88
Compliance	8	4.73
<b>Total</b>	<b>169</b>	<b>100</b>

HR Managers (24.85%) and HR Recruitment (24.85%) are the most represented roles, ensuring relevant insights into hiring procedures.

### 4.2 Recruitment Metrics Usage

Response	No. of Respondents	Percentage (%)
Yes – Recruitment Metrics Important	151	89.35
No	18	10.65

89.35% of respondents affirm that recruitment metrics play an important role in improving candidate retention, indicating strong organizational adoption.

### 4.3 Most Influential Recruitment Metric

Recruitment Metric	No. of Respondents	Percentage (%)
Quality of Hire	52	30.77
Cost per Hire	47	27.81
Time to Fill	39	23.08
Source of Hire	31	18.34
<b>Total</b>	<b>169</b>	<b>100</b>

Quality of Hire is identified as the most influential metric (30.77%), followed by Cost per Hire (27.81%) and Time to Fill (23.08%).

### 4.4 Sourcing Channel Analysis

Sourcing Channel	Most Suitable (%)	Most Suitable (n)	Fills Faster (%)	Fills Faster (n)
LinkedIn	33.73	57	27.81	47
Employee Referrals	28.99	49	28.40	48
Job Portals	21.89	37	31.95	54
Internal Database	15.38	26	11.83	20

LinkedIn is the most preferred channel for sourcing suitable candidates (33.73%), while Job Portals are the fastest for filling vacancies (31.95%). Internal databases are least utilised in both categories.

### 4.5 Challenges in Recruitment Metrics

Challenge	No. of Respondents	Percentage (%)
Time-Consuming Data Collection	46	27.22
Limited Reporting Tools	41	24.26
Difficulty Tracking Candidate Sources	40	23.67
Lack of Accurate Data	25	14.79
Lack of Clear Metrics	17	10.06
<b>Total</b>	<b>169</b>	<b>100</b>

Time-consuming data collection is the most common challenge (27.22%), followed by limited reporting tools (24.26%) and difficulty tracking candidate sources (23.67%).

#### 4.6 Ranking of Challenges (Descriptive Statistics)

Challenge (1=Highest Impact)	N	Mean	Rank
Difficulty Measuring Quality of Hire	164	1.86	1st
Incomplete Candidate Data	164	2.34	2nd
Poor Tracking of Recruitment Sources	164	2.82	3rd
Lack of Proper Analytics Tools	164	3.20	4th
Delays in Reporting Recruitment Data	164	3.42	5th

Descriptive analysis confirms that difficulty in measuring quality of hire (Mean = 1.86) is the most critical challenge, followed by incomplete candidate data (Mean = 2.34).

#### 4.7 Spearman’s Rank Correlation Analysis

**Hypothesis:**  $H_0$ : No significant relationship between better data tracking & analysis and long-term employee retention.

$H_1$ : There is a significant relationship between better data tracking & analysis and long-term employee retention.

Statistical Measure	Value	Interpretation
Correlation Coefficient (r)	0.568	Moderate Positive
Significance (p-value)	0.000	Significant ( $p < 0.01$ )
Sample Size (N)	164	—
Decision	Reject $H_0$	$H_1$ Accepted

The Spearman’s correlation coefficient of  $r = 0.568$  indicates a moderate positive relationship between data tracking & analysis and long-term employee retention. The p-value of 0.000 ( $< 0.05$ ) confirms statistical significance, leading to rejection of the null hypothesis. Organizations that focus on improving recruitment data systems are more likely to achieve better retention outcomes.

#### 4.8 Kruskal-Wallis Test – Work Experience vs. Recruitment Metrics

**Hypothesis:**  $H_0$ : No significant difference in recruitment metrics and factors based on work experience.

Variable	Chi-Square	P-value	Decision
Recruitment Metric Influencing Retention	4.478	0.345	Not Significant ( $H_0$ Accepted)
Recruitment Process Efficiency	12.585	0.013	Significant ( $H_1$ Accepted)
Candidate Job Fit	2.814	0.589	Not Significant
Onboarding Process	2.850	0.583	Not Significant
Communication During Recruitment	1.391	0.846	Not Significant

The Kruskal-Wallis test reveals a statistically significant difference in perception of recruitment process efficiency across experience groups ( $p = 0.013$ ). No significant differences were found for other recruitment factors, suggesting that employees across experience levels share broadly similar views on most recruitment dimensions.

## 5. SUMMARY OF FINDINGS

1. The majority of respondents (39.64%) belong to the 18–25 age group, reflecting early-career professionals as the dominant workforce segment.
2. Nearly 89% of respondents acknowledged the significance of recruitment metrics, indicating widespread adoption within the organization.
3. Quality of Hire (30.77%) is the most significant recruitment metric influencing candidate retention, followed by Cost per Hire (27.81%) and Time to Fill (23.08%).
4. 84.62% of respondents believe that using multiple sourcing channels improves hiring quality.
5. LinkedIn is the most preferred channel for sourcing suitable candidates, while Job Portals are fastest for filling vacancies.
6. Time-consuming data collection (27.22%) is the most common challenge faced while using recruitment metrics.
7. Descriptive analysis identifies difficulty in measuring quality of hire (Mean = 1.86) as the most critical challenge in the recruitment measurement system.
8. Spearman's Correlation reveals a moderate positive relationship ( $r = 0.568$ ,  $p < 0.01$ ) between data tracking & analysis and long-term employee retention.
9. Kruskal-Wallis Test indicates that work experience significantly influences perception of recruitment process efficiency ( $p = 0.013$ ), but not other recruitment factors.
10. 79.88% of respondents affirm that current recruitment metrics effectively measure the success of the hiring process, though room for improvement remains.
11. Better recruitment analysis tools (Rank 1) and automated candidate tracking systems (Rank 2) are the most important improvements desired by respondents.

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## 6. SUGGESTIONS

- Implement advanced recruitment analytics technologies to increase data accuracy and support better decision-making.
- Adopt automated Applicant Tracking Systems (ATS) to streamline recruitment processes and reduce manual data collection.
- Develop standardized parameters to more accurately assess hiring quality across all job roles and experience levels.
- Enhance reporting systems to provide up-to-date, real-time insights on hiring performance and recruitment efficiency.
- Optimize high-performing sourcing channels such as LinkedIn and employee referrals to strengthen talent pipelines.
- Create a centralized recruitment database to improve tracking, analysis, and historical benchmarking.
- Improve recruiter training programs with a focus on metrics interpretation and data-driven decision-making.
- Review and update recruitment metrics regularly to ensure alignment with changing business objectives and market trends.

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## 7. CONCLUSION

This study concludes that recruitment metrics significantly enhance hiring efficiency at Buzzworks Business Services. The findings confirm that metrics such as quality of hire, cost per hire, and time to fill are widely adopted and directly contribute to improved recruitment outcomes. The moderate positive Spearman's correlation ( $r = 0.568$ ) between data tracking and employee retention underscores the strategic importance of building robust data management systems.

While the current recruitment system is evaluated as moderately effective by most respondents, challenges persist in measuring quality of hire, collecting data efficiently, and leveraging analytics tools. The Kruskal-Wallis test reveals that experience-level differences primarily manifest in perceptions of process efficiency, highlighting the need for experience-differentiated training and tools.

The study recommends that Buzzworks invest in automation, advanced analytics platforms, and standardized measurement frameworks to elevate its recruitment capabilities. By implementing data-driven hiring practices, the organization can achieve long-term performance improvements, higher retention rates, and sustained competitive advantage in the staffing industry.

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