

# Recruitment Metrics That Matter in 2025

*A comprehensive guide to the KPIs you should be tracking, how to measure them on Salesforce, and industry benchmarks.*

## KPI 1: Time to Shortlist

In 2025, the standard for submitting a qualified shortlist has dropped to under 48 hours. If you are not hitting this, you are losing candidates.

## KPI 2: Offer Acceptance Rate

Track why candidates reject offers. Is it compensation, culture, or process speed? A low offer acceptance rate usually points to a misalignment early in the screening process.

## KPI 3: Revenue per Consultant

Tracking pipeline velocity on Salesforce allows you to precisely calculate the expected revenue and yield per consultant, identifying training opportunities early.

