

EMPLOYER TRACKER

The Hiring *Pipeline* Tracker

The numbers that tell you why a role is not filling, on paper, for teams who hire a few people a year and do not need an ATS to know what happened.

WHAT'S INSIDE

- Requisition register
- Per-role funnel and conversion rates
- Candidate response log (time-to-review)
- Offer tracker with reasons
- Quarterly source review
- Time-to-hire calculation

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enroutejobs.com/publications

Three numbers explain most stalled roles

A role that is not filling is failing at one of three places: not enough of the right people are applying (a listing problem), the right people are applying but not getting through (a screening or interview problem), or offers are being made and declined (a package or process problem). Each has a different fix, and the funnel tells you which one you have.

EnRoute's employer analytics track views, applications and time-to-review automatically, and your review speed becomes a public badge once there is enough data. These sheets are for the part that happens after the application arrives, across every source you hire from, and for the discipline of writing down why an offer was declined.

BENCHMARKS TO BEAT

Application → screen: 10–20% of applicants screened.

Screen → interview: 40–60%.

Final → offer: 30–50%.

Offer → accept: 80%+. Below 70% is a package or speed problem.

Time to review an application: under 5 days.

01

Requisition register

Every open role, one line, with the dates that matter.

REQ #	ROLE	CATEGORY	HIRING MANAGER	OPENED	TARGET START	POSTED ON	STATUS

02 Per-role funnel

One sheet per role. Tally each stage; compute the rates on the right.

Role		Req #		Period	
STAGE	COUNT	RATE FROM PREVIOUS	BENCHMARK	NOTES	
Listing views		—	—		
Applications			2–5% of views		
Screened (reviewed and moved)			10–20%		
First interview			40–60%		
Final interview / work sample			40–60%		
Offer			30–50%		
Accepted			80%+		
Started			95%+		

Low applications

Listing problem. Check pay stated, location paragraph, category, housing or sponsorship fields. Compare views: many views and few applications means the listing is losing them on reading.

Low screen or interview rate

Targeting problem. The listing attracts the wrong people, or screening is too slow (candidates gone), or the bar is set for a level the listing did not state.

Low acceptance

Package or speed. Log the reasons in section 4. Cross-border offers fail most often on employment type, currency and relocation terms not discussed early.

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03

Candidate response log

Every candidate who reached a human, and how long they waited.

Time-to-review is the number candidates feel most and employers track least. On EnRoute, it is measured from application to your first action and shown as a public "Responsive" badge once enough data exists. Log it here for every source so the badge is earned everywhere.

CANDIDATE	ROLE	SOURCE	APPLIED	FIRST REVIEWED	DAYS	LAST CONTACT	OUTCOME / OWED A REPLY?

THE FIVE-DAY RULE

Every application gets a human response within five working days: advance, decline, or "still reviewing, expect an answer by [date]". A decline in five days is respected. Silence for five weeks is remembered, and geo-flexible candidates talk to each other.

04

Offer tracker

Every offer, and every reason it was accepted or declined, in the candidate's words.

CANDIDATE	ROLE	OFFERED	DECISION	DAYS TO DECIDE	REASON (THEIR WORDS): PAY, TYPE, CURRENCY, LOCATION TERMS, RELOCATION, SPEED, OTHER OFFER

PATTERN IN THE DECLINES

THE ONE THING WE WILL CHANGE IN THE OFFER OR THE
PROCESS

05

Quarterly source review

Where the hires actually came from, and what each source cost.

SOURCE	APPLICATIONS	SCREENED	INTERVIEWED	HIRED	COST (POSTING, AGENCY, TIME)	COST PER HIRE	QUALITY NOTE
EnRoute Jobs							
Referrals							
General job boards							
Agencies							
Own careers page							
Talent browser / sourced							
Other							
Total							

Time to hire

Roles filled this quarter _____

Total days from open to accepted offer _____

Average time to hire (days) _____

Total days from open to start _____

Average time to start (days) _____

The gap between the two is visa, notice and relocation time. Plan requisitions around it.

Applications reviewed within 5 days (%) _____

Offers accepted (%) _____

Hires still in role at 90 days (%) _____

	J	F	M	A	M	J	J	A	S	O	N	D
Roles opened												
Roles filled												
Offers made												
Offers accepted												
Seasonal peak / arrivals												

EnRoute Jobs

Pipeline, built in.

Every EnRoute posting includes an applicant pipeline with stages, team notes, bulk triage, match scoring and analytics on views, applications and time to review. These sheets cover everything else.

POST A JOB

enroutejobs.com/employers

EMPLOYER RESOURCES

enroutejobs.com/employer/resources

PRICING

enroutejobs.com/employers#pricing

MORE FROM THE LIBRARY

- The Geo-Flexible Hiring Playbook
- The Remote Interview Scorecard Kit
- The Seasonal Staffing Planner
- The Job Post Template Pack
- The Visa Sponsorship Employer Checklist

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