

the permanent
talent playbook:
building a digital-ready
workforce for long-term
success.



randstad
digital

introduction: why specialized permanent hiring matters.

Your digital workforce is your greatest competitive advantage. Building that workforce with a long-term vision often separates thriving companies from those reacting to immediate needs rather than building for tomorrow.

While contingent hiring plays an important role in flexibility and speed, sustainable digital transformation depends on stable.

Engaged and highly skilled permanent teams — teams that drive innovation, protect institutional knowledge and enable long-term growth.

When organizations prioritize long-term hiring, they consistently benefit from:

- Stronger technical continuity
- Greater innovation and knowledge retention
- Higher workforce engagement
- Scalable, future-ready growth

Permanent recruitment is, therefore, an advantageous, strategic decision that directly impacts business growth, compliance and employer brand reputation.

Yet, hiring permanent talent has never been more complex.



did you know?

retention pressure: Global employee turnover rate reached 20% in 2024.

rising replacement costs: Replacing and training a new employee usually costs 1.5–3x their annual salary.

severe talent scarcity: 77% of companies globally report talent shortages—the highest in 17 years.

the widening skills gap: By 2030, 85+ million jobs could go unfilled globally.

business risk: 52% of CEOs see labor and skill shortages as a primary threat to profitability.

By the end, you'll have a proven framework for future-proofing your workforce, strengthening your business, and achieving lasting success.



So, how do you get it right?

This playbook guides you through the essentials of strategic permanent hiring, answering:

- When does permanent hiring make the most business sense?
- What workforce challenges does it solve for your sector?
- How do you attract, onboard and retain top permanent talent?

when to choose permanent hiring.

Hiring strategically is about more than filling roles — it's about building resilience, driving innovation and achieving sustainable growth. Permanent hiring makes the most sense when:

you require workforce stability

Permanent employees ensure continuity across architecture, platforms and delivery, critical for technological environments where knowledge loss creates risk.

you need specialized, highly skilled talent

High-demand skills in areas like cloud, data, product engineering and cybersecurity require long-term investment. Permanent hiring secures deep technical capability that can't be easily replaced.

you are scaling or expanding

Whether expanding teams, launching new products or entering new markets, permanent talent anchors growth and supports consistent execution.

compliance risks are high

Permanent talent brings continuity and, therefore, deeper institutional knowledge. Their long-term familiarity with systems, processes and industry standards helps maintain consistent adherence to regulatory and compliance requirements.

The right people don't just fill jobs; they fuel evolution and competitive strength.



the business challenges permanent hiring solves.

attracting high-caliber talent

The top talent in this new era of digital transformation seeks impact, leadership and value alignment, not just technical skills.

Permanent hiring signals a long-term commitment to growth, culture and talent development, critical for attracting the industry's most sought-after technical experts.

- Drive sustained growth and innovation by securing talent committed to your long-term digital roadmap
- Align with strategic and compliance goals through a workforce that understands complex, high-scale system architectures
- Strengthen client trust and continuity by providing consistent, long-term points of contact
- Build institutional memory and mentorship to ensure knowledge is passed down to emerging talent

navigating workforce shifts

Today's talent values purpose, flexibility and evolution as much as compensation. A robust permanent hiring strategy anchors your organization through rapid technological shifts, signaling a deep investment in people.

- Boost engagement and satisfaction
- Support hybrid models and evolving structures
- Foster trust, inclusion and agility
- Enable leadership development and succession
- Deliver a meaningful, mission-driven work experience

reducing turnover and hiring costs

Turnover disrupts teams, slows productivity and strains budgets, creating operational risk. In complex, high-stakes environments, a strong permanent hiring strategy helps:

- Lower recruitment and onboarding costs by breaking the expensive cycle of constant backfilling and lateral hiring
- Preserve knowledge and performance by keeping the technical "know-how" of your system architecture in-house
- Maintain business continuity by avoiding the productivity dips that occur when key roles remain vacant
- Free-up managers to focus on coaching rather than spending their time interviewing and rehiring for the same roles

Organizations that invest in long-term hiring and retention strategies are better positioned to build cohesive, high-performing teams and sustain business continuity.

did you know?

reputation is revenue: 83% of job seekers are likely to review company ratings before applying.

(source: www.glassdoor.com)

engagement is priority: In 2024, 81% of HR specialists identified employee engagement as their primary retention priority to combat the global talent shortage.

(source: www.shrm.org)

the cost of vacancy: The average cost to hire and train a new employee is \$4,129, with a 42-day time-to-fill-costs that are significantly mitigated by permanent retention.

(source: www.edume.com)

client satisfaction link: Companies with strong retention strategies see a 28% increase in client satisfaction driven by the depth of long-term employee relationships.

(source: www.thirst.io)



how to attract, onboard and retain permanent talent.

attracting top-tier talent

In a competitive digital landscape, organizations must lead with value, not just roles. A strong attraction strategy includes:

- career growth: Offer advancement paths, leadership programs and continuous learning
- supportive culture: Focus on purpose, belonging and real recognition to attract talent seeking a meaningful work experience
- data-driven market positioning: Leverage market intelligence on current pay rates for in-demand skills, supply and demand trends and location analytics to ensure your offer is competitive and compelling.

onboarding for success

The first 90 days shape a new hire's view of your culture and their future. The onboarding process accelerates time-to-value and secures the long-term engagement of high-caliber engineering talent.

- pre-boarding: Share welcome kits and clear expectations before the first day to build early engagement
- 90-day plan: Set specific goals, target quick wins and assign a mentor to accelerate integration
- training: Tailor learning by role or sector to ensure technical readiness
- manager connection: Hold regular 1:1 sessions for feedback and support to build trust

retention strategies that work

Employees stay where they feel valued, challenged and supported. Retention depends on growth, balance and leadership. Strategies that work:

- upskilling: Encourage development with coaching and stipends.
- career pathing: Provide clear plans with visible milestones for long-term growth.
- balance & wellness: Support flexible hours, mental health support and paid time off.
- recognition: Celebrate achievements regularly to improve employee engagement.

- inclusive leadership: Build equity, trust and team connection.
- competitive compensation: Ensure market-aligned pay, strong benefits and wellness perks
- flexibility: Offer hybrid or remote work options as a significant factor in job satisfaction.

Top talent looks for more than a paycheck; they look for a future.

did you know?

Internal hiring is down 8% year over year. Fewer promotions and lateral moves means fewer ways to advance careers, which ultimately means top talent starts looking elsewhere. (Source: Merritt Recruitment)

tenure drop: Employee tenure dropped to 4.2 years in 2024 down from 4.5 in 2022. According to our Randstad Workmonitor 2025 report:

- 65% of respondents say employer values are important.
- 48% would quit if flexibility needs weren't met.
- 60% would trust their employer more with personalized benefits.
- 84% of workers want their workplace to feel like a community.

High performers are leaving at a rising rate across industries (with industry median attrition rate +14% year on year), with more than half (57%) of job-seekers saying they feel stuck without a clear next step.

According to employees surveyed in our Randstad Employer Brand research 2025, the top reasons for leaving an employer are:

- Better work/life balance (37%)
- Low pay amid cost of living (35%)

how permanent hiring becomes your business power move.



cutting turnover, boosting retention

Permanent employees build:

- Stronger, more cohesive teams with deep institutional knowledge and collaborative efficiency
- Higher engagement and satisfaction through mission-aligned work and a sense of belonging
- A stable, future-ready workforce prepared to scale with your business and evolve with new technologies



strengthening your employer brand

Today's candidates research employers. Your approach to hiring and retention is your brand.

Long-term hiring strategies build:

- Talent attraction strength by demonstrating a genuine investment in people and their career growth
- Trust and credibility in the market as a stable, "destination employer" for top-tier tech experts
- Long-term competitive advantage by securing and nurturing niche skill sets before they reach the open market



securing institutional knowledge

Constant turnover leads to:

- Lost process knowledge that erodes the technical "why" behind your unique system architectures
- Disrupted workflows as teams pivot from innovation to constant knowledge transfer and backfilling
- Damaged client trust when frequent rotation destabilizes long-term projects and delivery confidence

Permanent employees:

- Preserve institutional expertise by retaining deep knowledge of your technology, processes, etc.
- Drive innovation through experience using historical project context to solve complex technical challenges
- Strengthen operational continuity by providing a reliable foundation to maintain momentum on your digital roadmap



enabling long-term strategic growth

Permanent talent helps you build for the future. When your workforce is stable, skilled and specialized, you have the technical foundation needed to pivot from maintenance to high-velocity innovation and long-term transformation.

A long-term talent foundation allows you to:

- Scale operations with consistency and quality
- Invest in innovation without the risk of disrupting core functions or day-to-day stability
- Build strong internal pipelines for future leadership through targeted specialized search and development
- Execute complex, multi-year initiatives with total continuity from initial architecture to final rollout

Sustainable growth starts with the people who drive it. Permanent hiring is a high-impact strategy that pays off in technical resilience, peak performance and long-term enterprise value.

randstad digital: your strategic partner for permanent hiring in the digital era.

your success starts with the right people.

As the #1 global leader in HR services, Randstad Digital is dedicated to accelerating and enabling your digital ambition, operating across 39 countries and 20+ specialized markets. We provide a distinct scale advantage by supporting 300 Fortune 500 companies and managing 662,600 candidates working daily, allowing us to solve complex talent challenges on a global stage.

We accelerate your digital ambition through four global service lines:

- Customer Experience
- Cloud & Infrastructure
- Data & Analytics
- Digital & Product Engineering

We are supported by a high-caliber network of 25,000+ engineers, digital experts and 374,900 trained candidates.

Our proven delivery model is capable of executing complex permanent placement strategies. By leveraging our 30+ technology partnerships and a global talent reach spanning onshore, offshore and nearshore models, our permanent placement team delivers the speed, scale and specialized expertise that transforms hiring from a challenge into a competitive advantage.

Seeking experienced hires with specialized skill sets? Managing high-volume hiring with tight deadlines, or conducting leadership searches for senior managers and directors? We deliver permanent talent solutions tailored to your business needs. We also support hire-train-place programs designed to develop and deploy emerging talent effectively.

let's build your high-performing team together.

contact us



partner for talent.