



# Recruitment Challenges in the Business Service Sector

**ABS L Hungary Business Outlook  
Survey Research Report 2025**



## ***The purpose and background of this research***

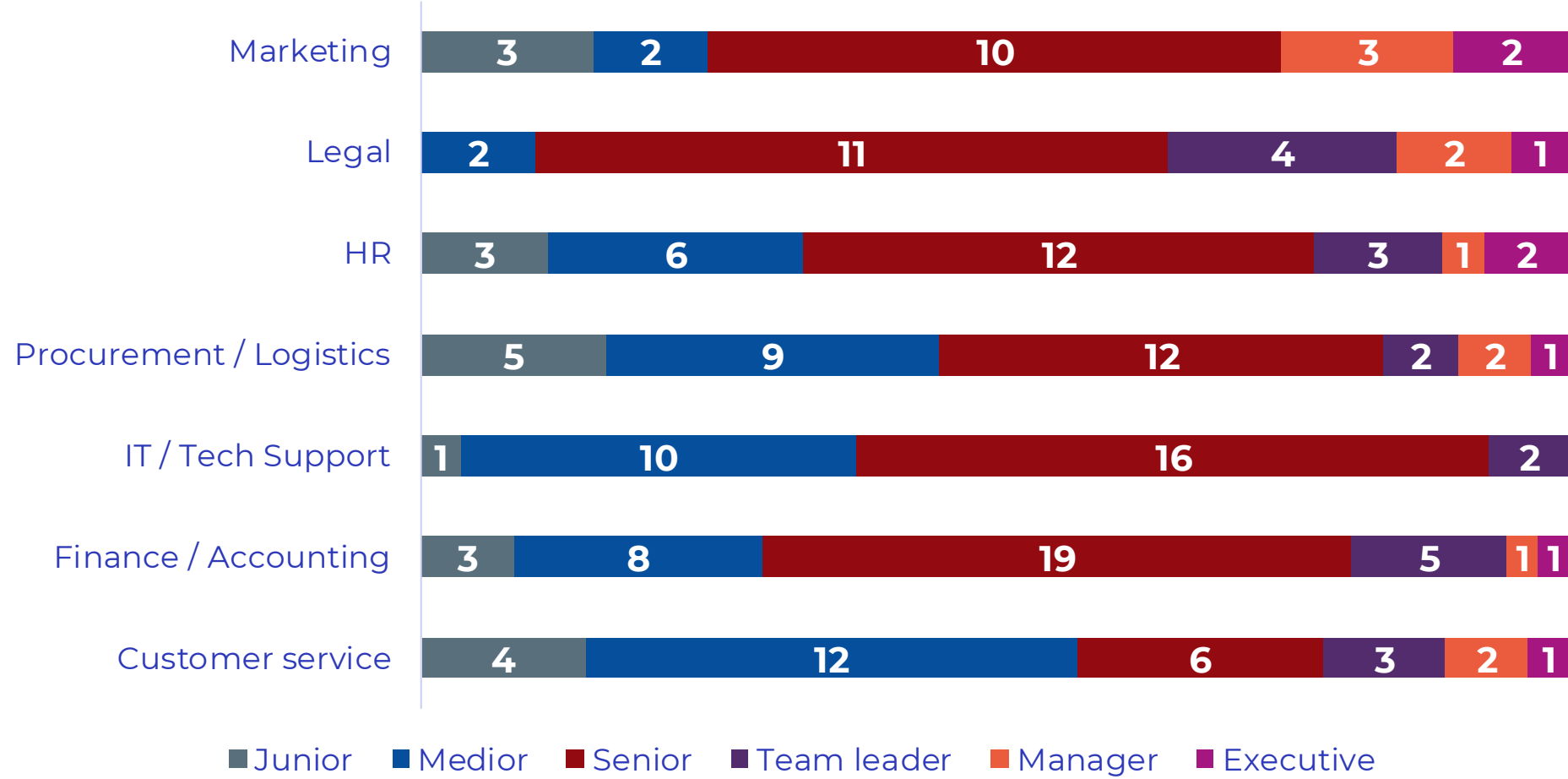
The research introduced in this report aimed to gather the practices, challenges and opportunities in connection with Recruitment Challenges within the Business Services Sector in Hungary.

The research also examined how organizations within the Business Services Sector respond to recruitment challenges, with particular attention to the methods and best practices used to improve talent acquisition and retention.

To reach the goals of our research, a **survey** was conducted with the participation of **50 executive-level** respondents from centers located in Hungary. The survey results are reported as the number of respondents rather than percentages, due to the limited sample size.

Our **fieldwork** took place from September 2025 to October 2025.

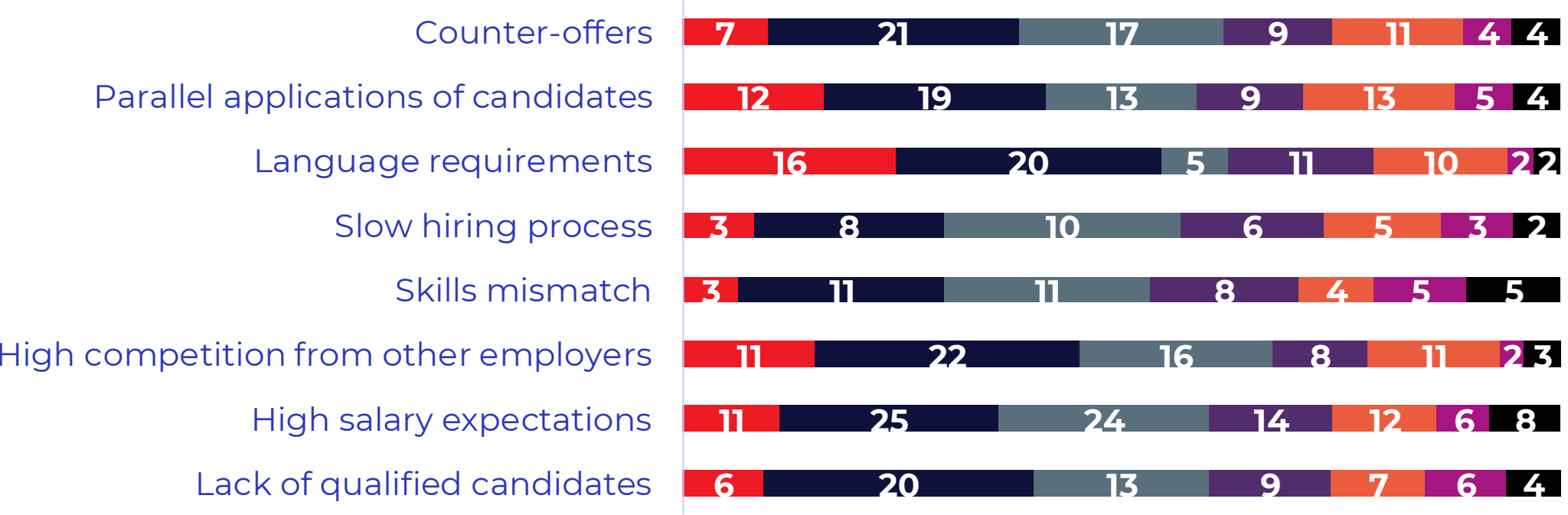
# Senior-level positions are the most challenging roles for organizations to fill among all job categories.



out of 44 respondents

Which roles are currently the most difficult to fill in your organization? At what level do you recruit colleagues the most? Please mark, that on which role, on what level it is the most difficult to fill in your organization.

# High salary expectations, unqualified candidates, parallel applications, and language requirements are the most critical factors behind recruitment difficulties.

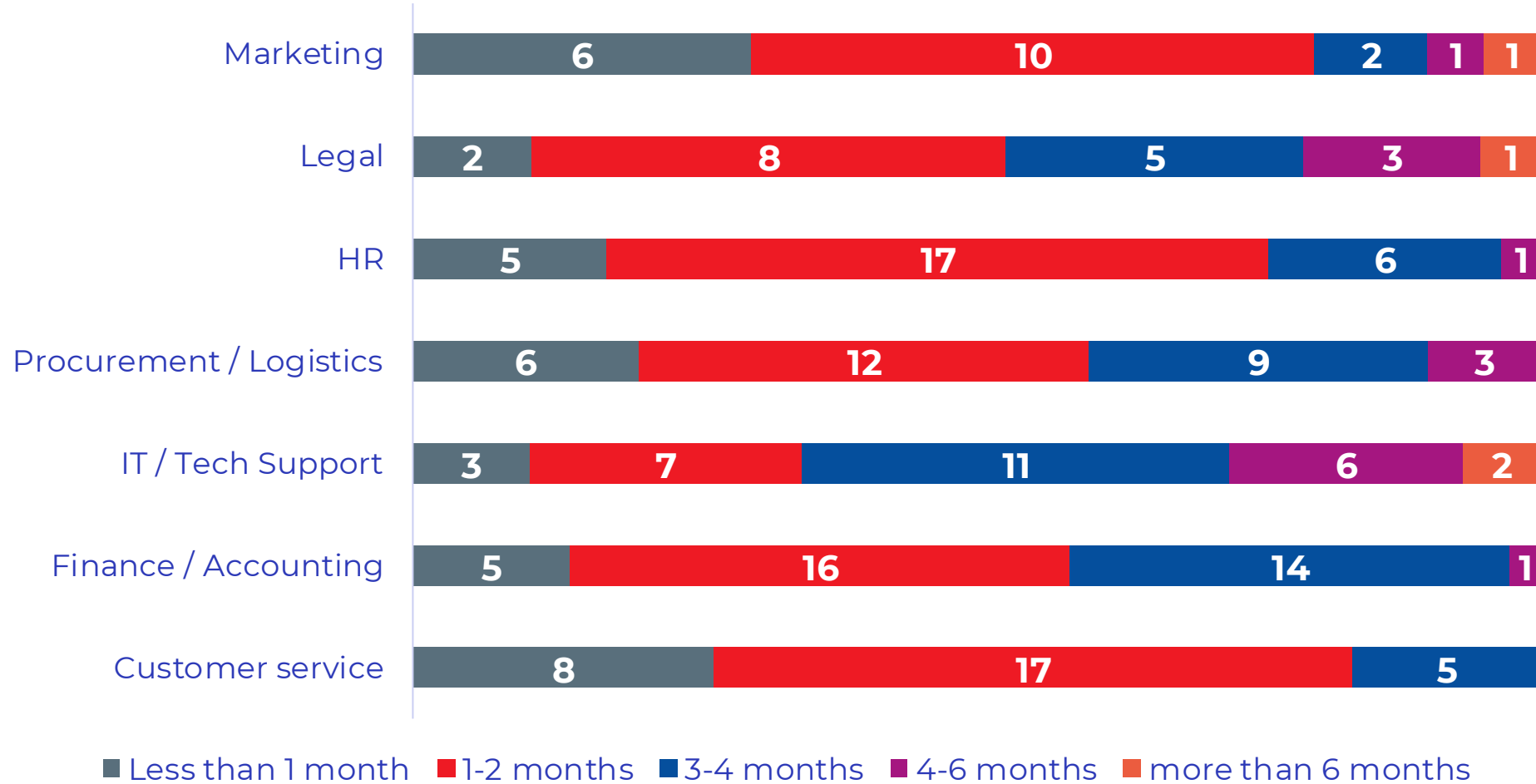


out of 41 respondents

- Customer service
- Finance / Accounting
- IT / Tech Support
- Procurement / Logistics
- HR
- Legal
- Marketing

What are the main reasons behind recruitment difficulties?  
Please mark in which role what kind of difficulties mostly appear.

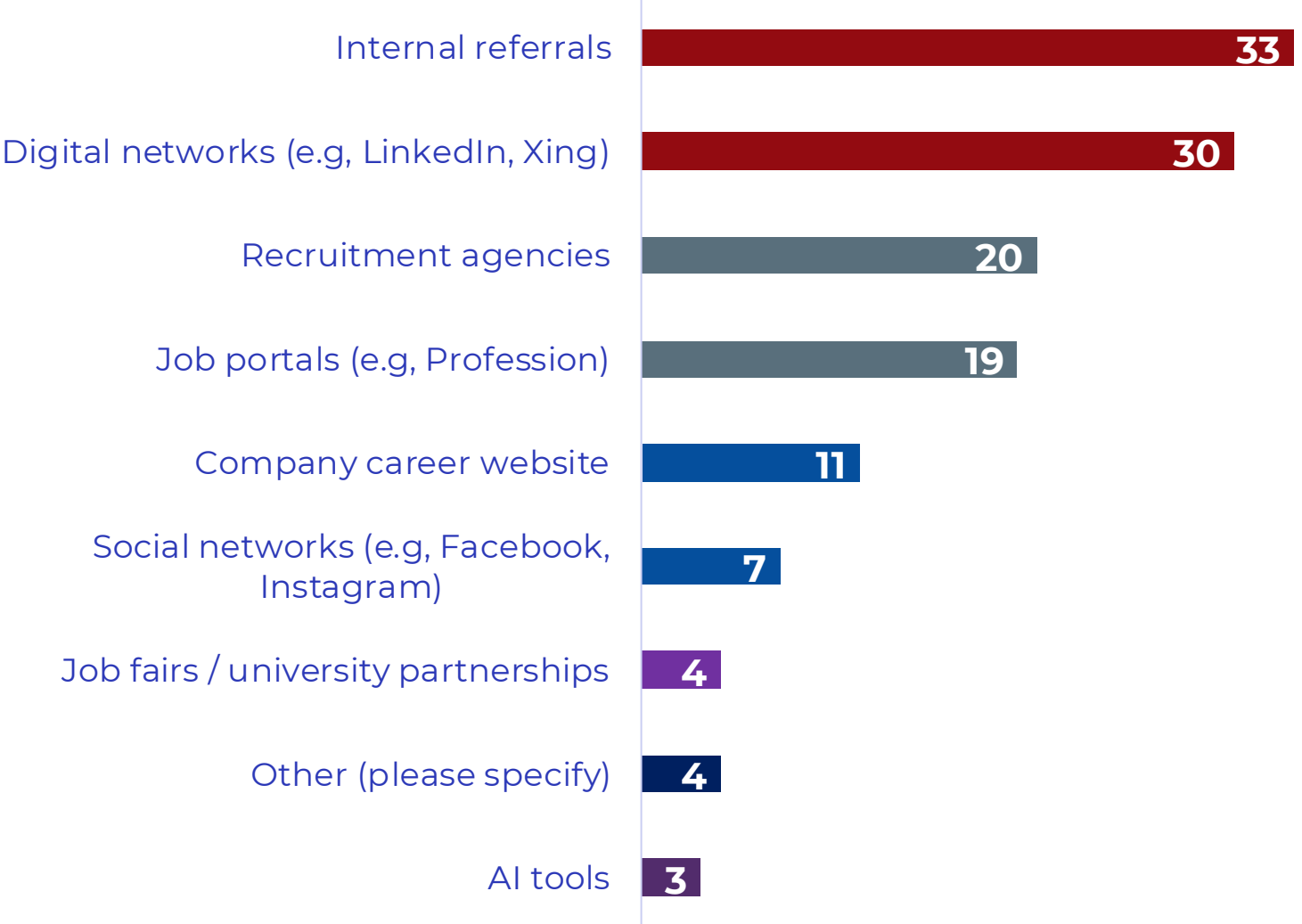
# It typically takes around 1-2 or 3-4 months to fill an open position in most areas.



out of 40 respondents

How long does it typically take to fill an open position (until accepted)? Please mark, that at each area, how long does it take to fill a position.

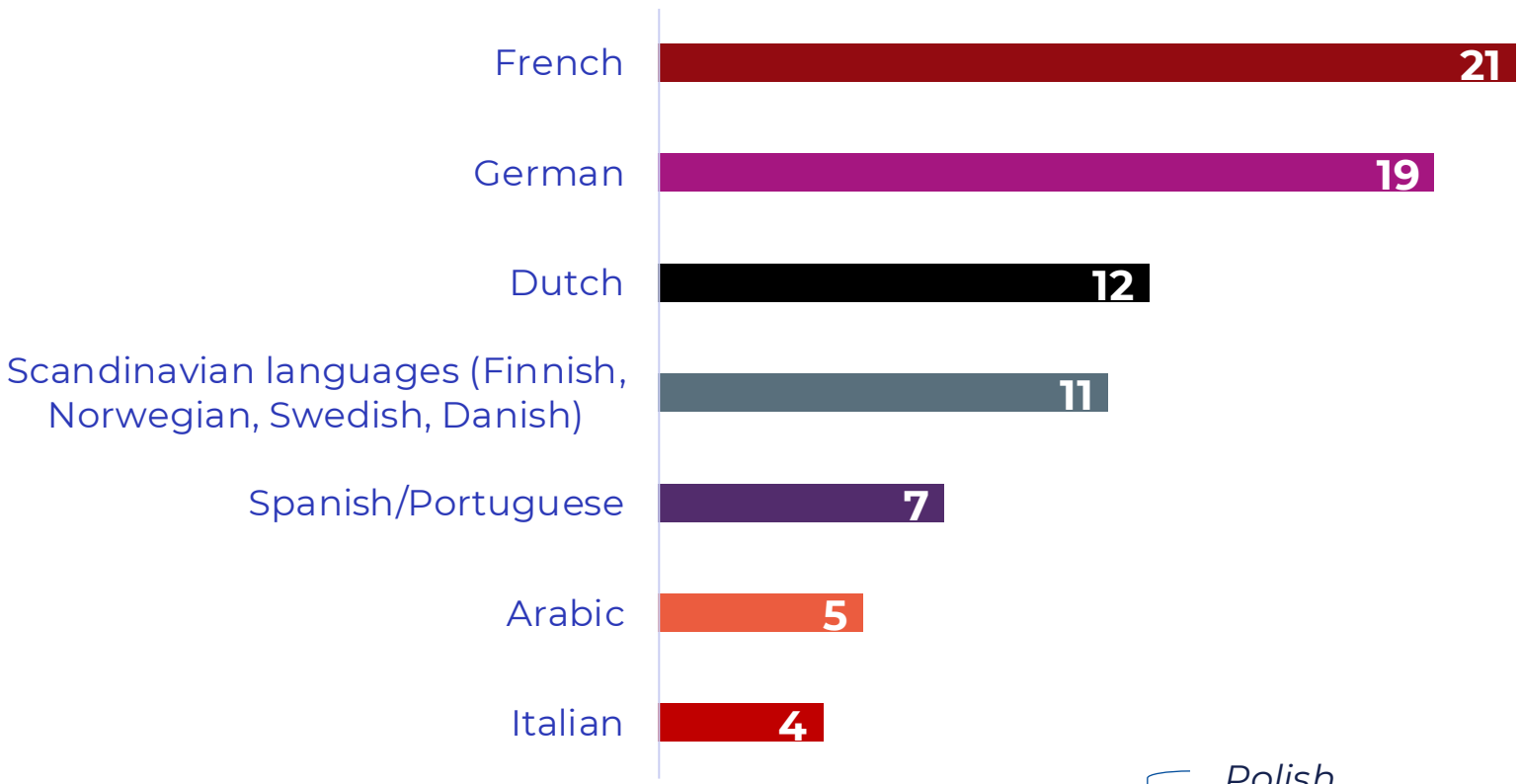
# According to the respondents, internal referrals and digital networks are the most effective recruitment tools.



out of 39 respondents

Which recruitment tools are most effective for you? Please select all that apply.

# French and German languages pose the greatest challenges to recruitment.



10 respondents said „other”

- Polish
- English
- Slovak
- Czech
- Slovenian
- Greek

out of 38 respondents

Which of the following languages poses the biggest challenge to recruiting?  
Please select all that apply.

# 17 respondents acknowledged that their employer brand effectively supports recruitment efforts.

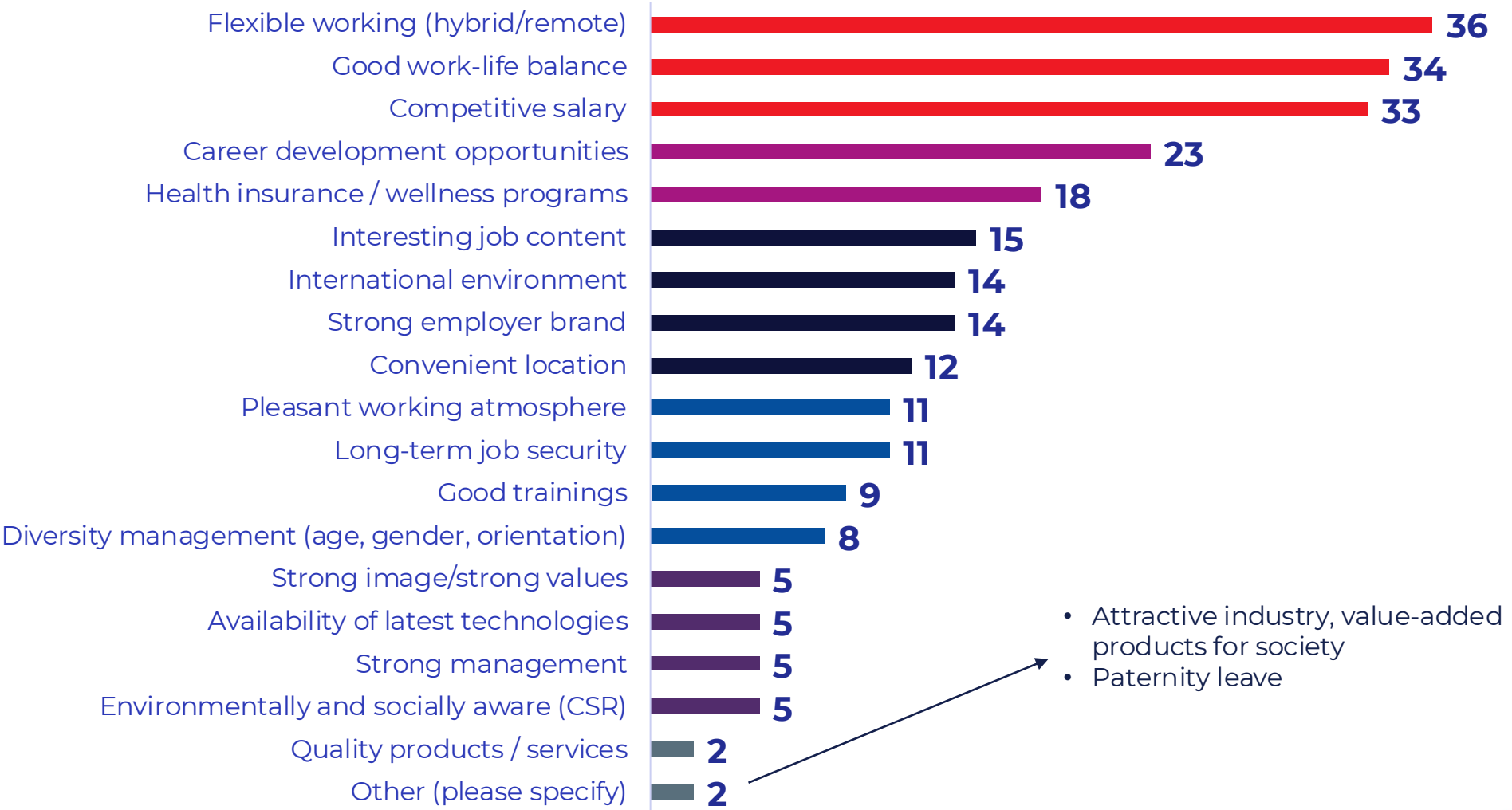


out of 38 respondents

How well does your employer brand support recruitment efforts?



# Flexible working, a good work–life balance, and a competitive salary are the most effective factors in attracting talent.

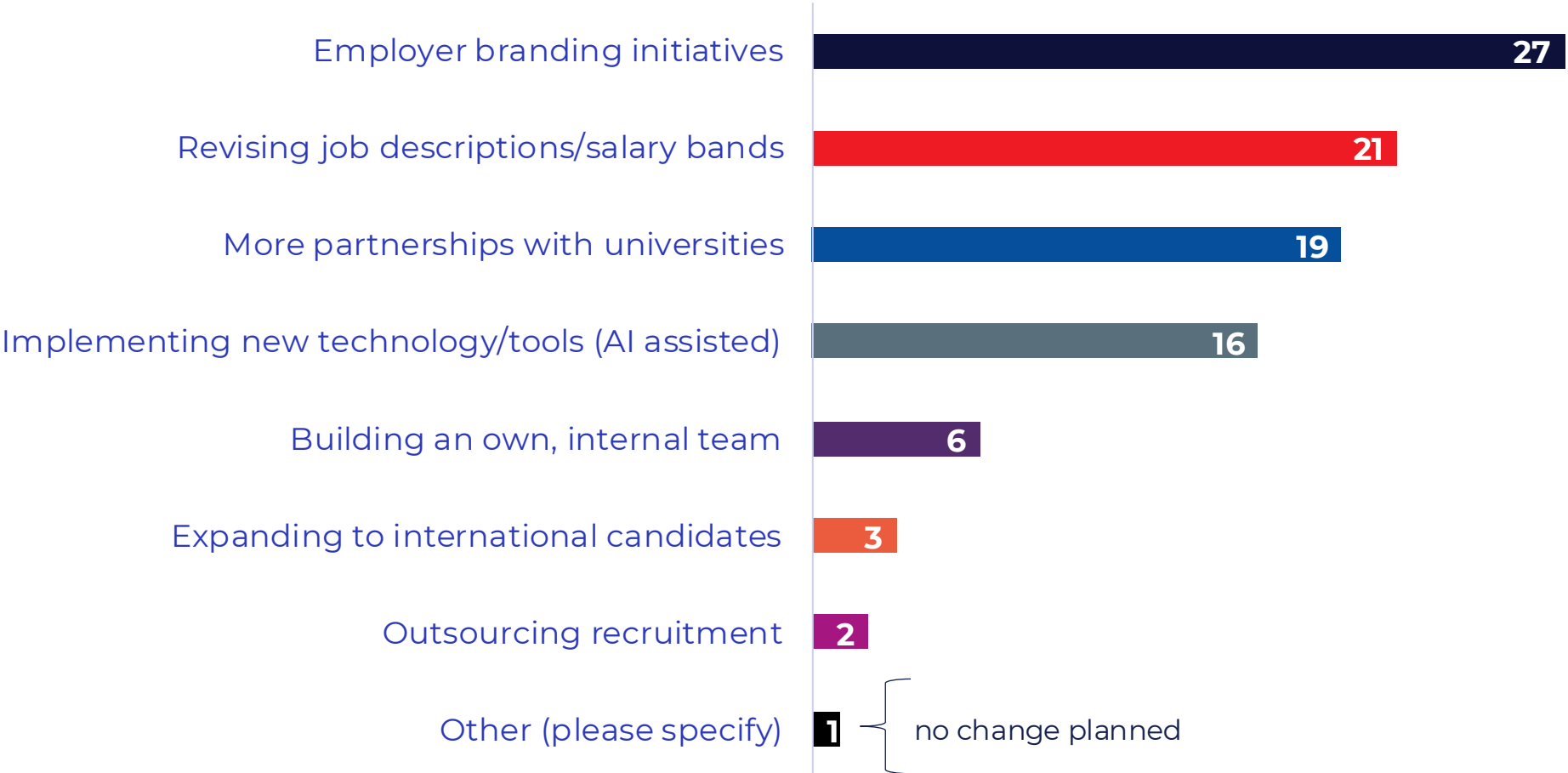


out of 38 respondents

- Attractive industry, value-added products for society
- Paternity leave

What kind of benefits do you find most effective in attracting talent? Please select all that apply.

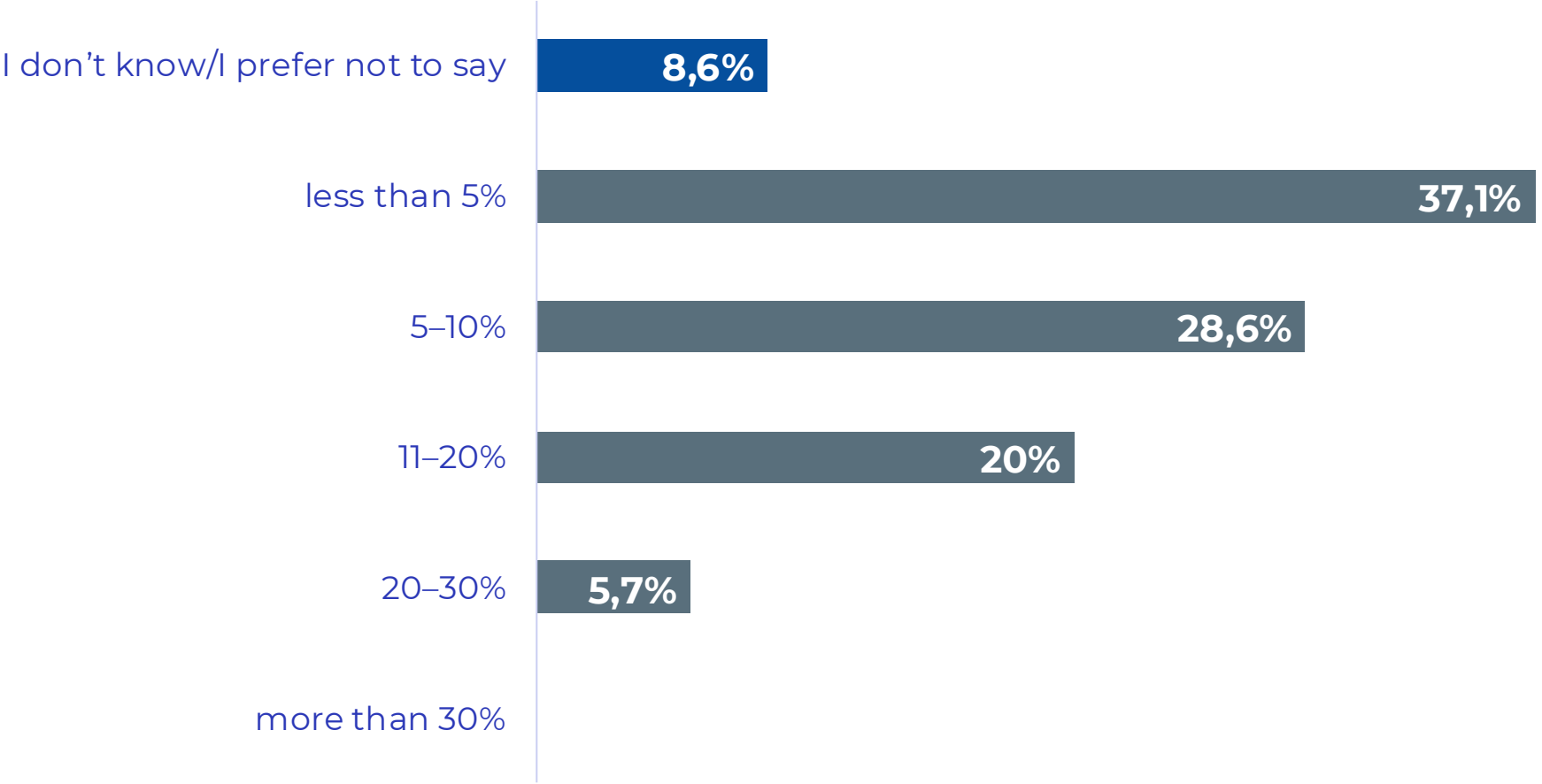
# Employer branding, revising job descriptions and salary bands, partnerships, and new technologies are among the key plans to improve the recruitment process.



out of 36 respondents

What improvements do you plan to make in your recruitment process in the next 12 months? Please select all that apply.

**37,1% of the respondents stated that the average new hire turnover is mostly below 5%. Furthermore, 28,6% of the respondents stated that it is between 5–10%.**



*The percentage values are for informational purposes only.  
out of 35 respondents*



What is your average new hire turnover within the first 6 months?

# Receiving better offers elsewhere is a frequently cited reason for early attrition among respondents.

Getting a better offer elsewhere (better pay, conditions)



Unrealistic job expectations



Cultural misfit



Workload is too heavy



Relocating



Compensation issues



Line-manager incompatibility



Looking for more flexible work schedule



Lack of growth opportunities



Other (please specify)



Poor work-life balance



Poor relationship with the line manager



Did not feel supported by the management



No leadership/management direction or vision



Not happy with the company's reputation

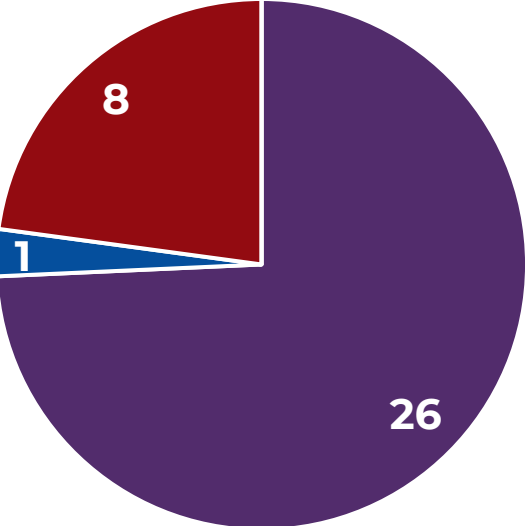


- Unsuccessful training of new colleagues, early performance or skill issues
- More complex role as it was expected
- Poor performance

out of 35 respondents

What is the most common reason for early attrition (first 6–12 months)? Please select all that apply.

# Most of the respondents' companies employ third-country nationals (non-EU citizens).



■ Yes ■ No, but planning to ■ No ■ I don't know/I prefer not to say

out of 35 respondents

Do you currently employ third-country nationals (non-EU citizens)?

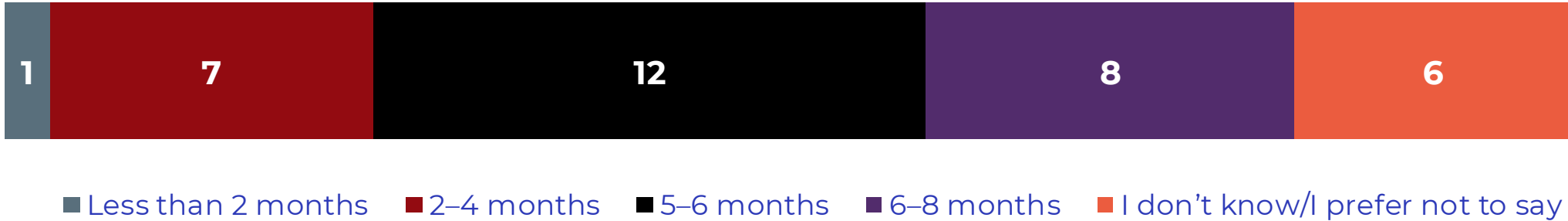
# The majority stated that work permits, and administrative processes are the main barriers to recruiting third-country nationals.



out of 35 respondents

What are the main barriers in recruiting third-country nationals? Please select all that apply.

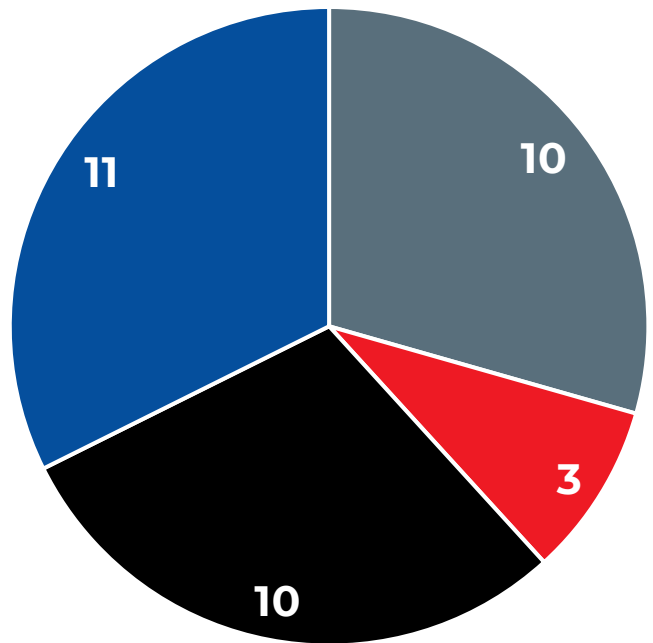
# The full recruitment and onboarding process most commonly takes 5–6 months for TCNs.



out of 34 respondents

How long does the full recruitment and onboarding process take for TCNs?

# Based on the responses, it is highly divided on whether companies have an internal policy or strategy for hiring TCNs.



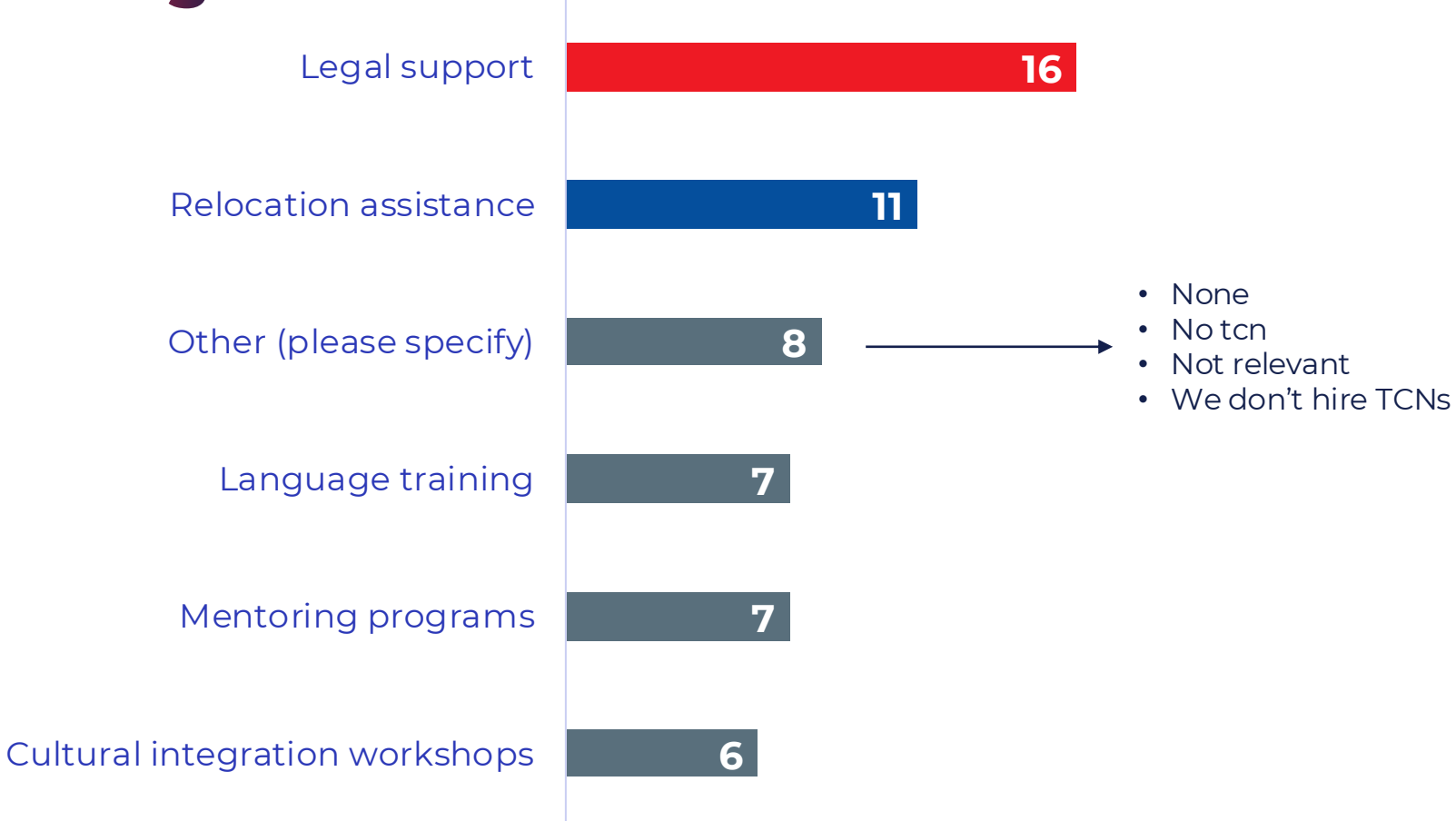
- Yes, well-defined
- In progress
- No strategy currently
- I don't know/I prefer not to say

out of 34 respondents

Do you have an internal policy or strategy for hiring TCNs?



# Legal support and relocation assistance are the most commonly provided forms of support offered to TCNs after hiring.



out of 34 respondents

What kind of support do you offer TCNs post-hire? Please select all that apply.

**62% of the respondents evaluate their success rate as rather successful or mixed, while the other 38% stated that it is too early to say, or did not share their opinions.**



out of 34 respondents

- Very successful
- Mostly successful
- Mixed results
- Limited success
- Too early to say
- I don't know/I prefer not to say

*How would you evaluate the success rate of TCN hires in terms of retention and performance?*

# 25 respondents (74%) stated that the recent legislative changes have made it increasingly difficult to hire TCNs



out of 34 respondents

- Significantly more difficult
- Moderately more difficult
- Slightly more difficult
- No change
- No experience
- I don't know/I prefer not to say

To what extent have the legislative changes at the end of 2024 made it more difficult to hire third-country nationals?

# Below are the topics categorized by the respondents' ideas on how to help overcome recruitment challenges.

## Recruitment Process & Resources

- Stronger in-house recruitment team
- Internal recruitment training
- More resources, more budget
- Bigger team, local marketing

## Employer Branding & Retention

- Stronger employer branding
- Keep fresh grads in the country
- Flexible working policy
- If our company offered more home office opportunities

## Labor Market & Talent Pool

- Better language skills on the market
- Better talent pool
- Extend the accepted educational background for Hungarian card
- Stable economic environment

## Compensation & Policy Environment

- Compensation transparency will reveal the state of the market and help with better compensation and staffing planning.
- Better immigration support will ease TCN recruitment.

## Technology & Innovation

- Adopting AI tools and HR CRM will speed up hiring, onboarding, and integration, and afford better insights to Talent Management.

out of 14 respondents

# Respondents' Suggestions and Comments Regarding Talent Acquisition in the Business Services Sector

## Labor Market Conditions

- Many companies have made group redundancies, so there are many candidates on the market, but generally, many are looking for remote opportunities or almost full-time home office work.

## Talent Attraction & Awareness

- Stronger awareness among university students would be appreciated.

## Education & Skills Gap

- The Hungarian market is getting saturated. Niche skills are getting increasingly difficult to identify and hire, exposing a gap in education and industry.
- We need to start having conversations with government and institutions on the current curriculums and how ill-suited they are for the current talent demand.

## Regulatory & Immigration Policies

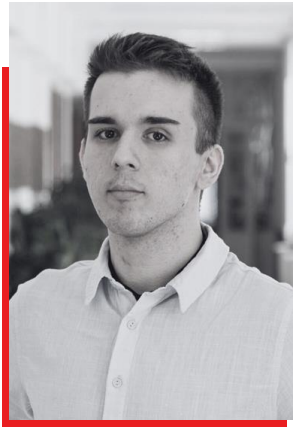
- Not to limit the countries qualifying for Employment Purpose residence permit.

out of 4 respondents

*Any additional comments or suggestions regarding talent acquisition in the Business Services sector?*



**DR. PÉTER NÉMETH**  
Leader of the CoRe lab  
Assistant professor at  
University of Pécs



**BALÁZS TÓTH**  
Junior Researcher  
at the CoRe lab



**ISTVÁN LENK**  
President of  
ABSL Hungary



**JUDIT FORGÁCS**  
Board Member of  
ABSL Hungary



**TÍMEA VARGA**  
Director of  
Operations at  
ABSL Hungary



**ESZTER KARÁDY**  
Senior Management  
Consultant at IFUA  
Horváth & Partners



**DR. VALÉRIA GEDEON**  
Branch manager at  
Randstad Hungary

For similar content please visit the website of ABSL



<https://ktk.pte.hu/hu/thecorelab>



<https://absl.hu/>



<https://horvath-partners.com/hu/>



<https://www.randstad.hu/>