



## Feeling the Pressure to Change your Talent Acquisition Strategy?

### *Discover how Candidates, Clients, and Competition are Revolutionizing the New World of Work*

#### The Workplace is Changing.

An evolutionary change is happening in the workplace. Not since the Industrial Revolution have we experienced a change so dramatic that it affects how and under what circumstances an employee will work.

What is it?

The Gig Economy, and we must all learn the new rules for this New World of Work.

Today, a candidate can find a job through a job board, apply for that job via SMS, and be on-boarded all through a mobile phone, without ever talking to an actual person. Job seekers now look for a gig that fits into their life, not a lifelong job that will dictate their lifestyle. Today's candidates demand flexible options for remote assignments, non-traditional hours, and meaningful work. In short, candidates' lifestyles are dictating the way they approach employment.

But clients still demand high quality candidates to fill their ever-growing needs. They may require a high-level executive or 400 hundred seasonal employees – and you as a staffing firm must be able to fill that need. While technology has improved the speed at which we can collect candidate data, there is still a need for a high-touch recruitment model to ensure that candidates, and your bill-paying client, feel confident in your services.

Your competition must face this New World of Work too. Recent headlines scream about the “All Out War for Talent”, raising the competitive bar for everyone. Online platforms, hybrid models, and candidate engagement are a MUST for staffing agencies to remain in the market.

Leaders in the staffing industry are feeling the pressure to optimize their Talent Acquisition Strategy. The New World of Work is creating pressure to constantly adapt to the changing nature of Candidates, Clients, and Competition.

Feeling confused? Pressured? Don't be. In this report, we will explore each of these three facets – Candidates, Clients, and Competition – and give you specific ways to update your Talent Acquisition Strategy to secure your place as a market leader.



## Candidates Are King

Candidates are the lifeblood of staffing firms, and they need to be understood, nurtured, and scrutinized to make sure they are a great fit for your clients.

### *Generation Z has Unique Expectations*

Gen Z, born in 1998 and beyond, is the generation after the Millennials. To say they are tech savvy is an understatement. They are *tech-expectant* and grew up in a fully digital world. They've never known life without a smartphone, apps, or Uber. According to a 2017 article in *The Business Insider* magazine, Gen Z spends up to 2 ½ hours per day on their phone, far exceeding previous generations. They are waiting longer to find jobs, living longer with mom and dad, not as social, value meaningful work, and yes – prefer remote jobs. Staffing firms who can attract Gen Z candidates through tech platforms, temp jobs, and remote working arrangements are well positioned for the future.

### *Candidates Value Flexibility, Speed, and Simplicity*

The Gig Economy has produced platforms where candidates can now easily find, apply for, and begin working at a new flexible job from their smartphone. Application and onboarding processes are seamless, making it simple for a candidate to start working under their most-preferred working arrangement.

Paper applications, ink signatures, multiple in-person interviews, and lengthy staffing processes are a thing of the past. On-demand platforms, digital compliance apps, SKYPE interviews, and quick-to-staff processes move valuable candidates through the talent funnel more quickly. Glitches, bottlenecks, and out-of-date application systems will drive candidates elsewhere. Forward thinking staffing firms are reviewing their workflows to ensure that the Candidate Experience includes an easy-to-navigate application and onboarding process.

### *The Dilemma of Low Unemployment and High Demand*

It's a good time to be a job seeker in the US as we are experiencing historically low unemployment rates. But with a booming economy, businesses are producing at record levels and demanding top talent. You don't have a moment to waste as qualified candidates are on the market on average of 10 days or less.

It is a candidate-driven market. Keeping your candidate pipeline full is paramount so you anticipate, not react to, the demands of your clients. Focus your efforts on optimizing your Talent Acquisition Strategy to ensure you are not losing candidates at any stage of the hiring process. Some staffing firms are now testing their processes from the view of the candidate. How long does it take to fill out an application? Connect with a recruiter? Fill out required compliance forms? Onboard a new candidate? Try experiencing your systems from the candidate's eye to see if you can acquire and keep qualified candidates.



### *How to Adapt Your Talent Strategy to Attract More Candidates*

1. Review your strategies for attracting tech-enabled Gen Z candidates.
2. Streamline your processes to include digital application and compliance forms, video interviews, and quick-to-staff processes that reduce bottlenecks.
3. Test your processes from the candidate viewpoint for ease of use.

### **Clients Still Require Outstanding Service**

Clients, no matter what industry they are in, are feeling the pressure to secure top talent – and they are expecting YOU to provide it for them. They look to staffing firms for their expertise, knowledge, and candidate connections, and to find alternatives to complex and time-consuming compliance and background check functions. When they have work to do, but no one to fill the role, is when they need you as a staffing firm to *deliver*.

### *Candidate Experience and Attitude is Paramount*

Your clients often don't have the time or resources to train new employees, especially in temporary roles. Ideally, they want to plug-and-play qualified candidates who will easily produce quality work in their company. Price is also an issue, but may be less of a priority in a candidate-driven market. Your job, as a staffing professional, is to provide quality candidates who have the maturity and experience to help a client on Day One. (Or shortly thereafter with proper training!)

Clients also look for candidates with a great attitude, and the hiring process can have a huge positive, or negative, influence on both the candidate and the client. The last thing a client wants is to lose someone right at the final hour, or worse, for the hire to show up to work on their first day with a negative impression of the client, already looking to leave this job for another gig.

A seamless, easy-to-navigate hiring and onboarding process makes it easier to connect the Candidate and Client, making both parties happy. And who benefits from those positive results? YOU, the staffing firm that brought them together. You become the partner of choice because of your ability to offer your client a pool of qualified, screened candidates, an easy onboarding process, and a positive experience on Day One.

### *Compliance Counts*

References. Background checks. Tax forms. Proper ID. E-Verify. There's a reason that clients outsource these functions to staffing firms or look for less time-consuming alternatives. It takes time away from their core function: making money. Clients expect that staffing agencies have compliance and risk-avoidance procedures in place. This is especially important during seasonal work spikes when an employer must manage forms, background checks, and onboarding for hundreds of new, temporary



workers. Clients may not have the staff, processes or forms in place to perform this vital function, increasing their risk for an audit.

Ensuring that your staffing firm's compliance functions are in top shape is vital not just for your reputation and ease of onboarding, but to avoid undue risk exposure. Make sure your compliance features are in place – and that your client knows that they can depend on you to protect them.

### *Help your Clients Scale with Temporary Workers*

According to the *Economist* magazine, over 2% of the American Workforce – 3 million jobs – are filled by temporary workers. From home health aides, to warehousing and factory jobs, to remote administrative positions, the need for temporary workers cannot be overlooked.

Imagine your client calling to say that they need 500 warehouse workers within a month. What do you do? While this is a prime opportunity for you to make your annual revenue goals, if you don't have the candidate pipeline, streamlined processes, onboarding and compliance apps, and understanding of your client's industry and seasonal needs, you're out of luck.

As a staffing firm that has all these pieces in place, you are in a prime position to be a Trusted Business Partner for high profile clients. You understand their temporary staffing needs, provide them the talent pool they require, and make it a seamless, great experience for everyone. In short, you become memorable as an engaged, responsive, and committed business partner.

Your Talent Acquisition Strategy must include the ability to rapidly scale to accommodate a large spike in seasonal work to meet your largest current (and future) clients' needs. Accommodating a huge demand, in a professional and responsive way, will make you the go-to market leader.

### *How to Adapt Your Talent Strategy to Provide Outstanding Client Experience*

1. Create a seamless, easy-to-navigate hiring and onboarding process to connect the Candidate and Client, making both parties happy.
2. Ensure that your staffing firm's compliance functions are in top shape to alleviate client concerns.
3. Include a strategy to rapidly scale for large spikes in seasonal work to become the go-to market leader.



## Gaining the Competitive Edge

How do you make sure you don't become the Blockbuster Video (remember them?) of the staffing industry? By taking advantage of the shifts to the New World of Work and the opportunities it has to offer. It's no longer enough to post a job on Indeed.com, mention it to your network, and hope candidates will apply on your website. You must meet candidates where they live, make sure they are qualified, understand your clients' needs, streamline your processes and if that's not enough, monitor your competition. Are they using new business models? Have they adopted new technologies? Are they taking your market share by growing their pool of candidates? Your job isn't easy, but to remain competitive, you must understand your competition.

### *Gig Economy Model and Temporary Staffing Competition*

If you're a staffing firm who specializes in temporary workers, you're in luck. The Gig Economy has introduced new platforms that make it easier than ever to advertise temporary jobs, source candidates, process applications and compliance forms, and onboard hired employees – *fast*. To monitor your competition, look at competitors who specialize in Gig Work. What online platforms are they using? What's their Candidate Experience process? How many channels do they use to advertise open positions? Are they social media savvy? Competing in the Temporary Staffing industry is much different than Executive Recruiting that requires longer time frames and high touch. Find the right competitor to compare yourself to, and dig deep to uncover where you can increase your advantage.

### *The Hybrid Model*

What if you're not just a temporary staffing firm? Do you have divisions for executive level and full-time employment? Then your Talent Acquisition Strategy will be a bit different. In your space, you will find a Hybrid Model of online, quick-to-hire platforms and high-touch, in-person recruiting. In this market, you'll need to explore a two-part strategy to accommodate a wide variety of clients and candidates. For your temporary staffing needs, you'll still need to aggressively pursue the Gig Economy business model, but must also employ a high-touch approach. For executive level and long-term positions, you must develop a model that allows the Candidate and Client to court each other, understanding each other's experience, background, and cultural fit. Although this process may take more time, you still must move the process along quickly since senior level qualified candidates are also in short supply.

For the Hybrid model, employ a Gig Economy approach for temporary workers, but ensure your processes for sourcing, recruiting, and securing full-time staff have the personal touch.

### *Use Business Partnerships to Expand Your Reach*

Your clients reach out to you because you are the expert in your field, whether it is temporary staffing, executive recruiting, or securing top tech talent. Just as they partner with you, your firm may need to



partner with an expert to meet your goals. If you don't have an online recruiting platform, it's time to partner with a reputable vendor to reach candidates and remain competitive. If your candidate experience is flawed with bottlenecks, you may need to use application and compliance apps. If your top client suddenly needs 100 temporary staff, find a trusted recruiting partner that will keep your client happy and show your adaptability in a changing market and your commitment to excellent service.

It's time to take an honest look at your business model to find out where you are vulnerable to your competitors and align with trusted business partners that will give you a competitive edge.

### *Protect Your Turf by Nurturing Clients and Candidates*

Your relationships with your clients and candidates are paramount to staying competitive. As technology replaces face-to-face interviews and application processes, your ability to connect with clients and candidates is more important than ever. Candidates are initially impressed by easy-to-access jobs, application submission and background check processes, as well as the menu of full-time or temporary jobs you have to offer. But after that first job, your Gen Z, gig-seeking candidates need email reminders of hot jobs they are qualified for, and that YOU are the firm that can connect them with work they love. Email, tweets, and social media reach them where they live and remind them that you are their trusted source for work they enjoy. Check in with them during and after a recent job to see how it went, giving a personal touch to an otherwise automated transaction. Remember, your competition is thinking like lifecycle marketers and they are optimizing their Talent Acquisition Strategy not only for the New World of Work, but for a long-term relationship.

Your clients also require engagement, often needing a high-touch connection. Traditional methods still work, including having lunch, touching-base phone calls, and emails. But will you be the top-of-mind resource when it comes to those 500 temporary jobs they need to fill for the peak holiday season? That's when your year-round relationship building efforts count. It starts on day one when you establish the relationship, through bringing them high-quality candidates, filling their job orders on a timely basis, billing them correctly, and making the whole process seamless. Reminding them that you are a thought leader through special reports, current statistics, and top trends validates your expertise. Client relationships are a vital part of your business model, and discovering ways to become or remain their #1 recruiting choice is essential.

### *How to Adapt Your Talent Strategy to Gain the Competitive Edge*

1. Uncover your Gig Economy advantage by analyzing leading temporary staffing firms.
2. Augment your Gig Economy model with a robust, high-touch recruiting program for executive and full-time positions.
3. Align with trusted business partners that give you a competitive edge.
4. Use personal and tech approaches to establish long-term relationships with candidates.
5. Focus on optimizing your long-term client relationships to remain their #1 recruiting choice.



## Relieving the Pressure

The New World of Work requires a deeper commitment to connecting clients and candidates with technology, using seamless processes that make it easy for both parties to say YES. Competition is stiffer than ever, and our robust economy is a blessing and challenge at the same time. But you can relieve the pressure by taking a fresh look at your Talent Acquisition Strategy, ensuring that it works not just for you, but for your Clients and Candidates.

## About Checkr

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