



TEMPORARY STAFFING
GROW YOUR BUSINESS
WITH WORKFORCE SCHEDULING AUTOMATION

“Staffing firm interest in leveraging new technology to improve internal processes has jumped by **over 230% since 2013.**¹”

– STAFFING INDUSTRY ANALYSTS





Introduction

Scheduling is a key challenge for most staffing firms. Whether it's assigning placements, communicating last-minute shift changes, or simply meeting client expectations, scheduling is at the core of many staffing complexities. Within the last couple years, advances in scheduling automation technology are bringing order to scheduling chaos.

More than just a fancy calendar, scheduling automation is about deepening the connection between recruiters, workers and clients in new ways that were previously impossible. The secret is putting the worker at the heart of scheduling automation. By truly understanding the

relevant credentials, licenses and skillsets of an entire workforce, recruiters can utilize an organized and centralized record of truth to quickly identify, schedule, notify, and analyze their workforce. Built around the specific needs of each individual staffing firm, scheduling automation improves fill rates, increases operational scalability, and boosts overall worker productivity.

In this ebook, we apply leading industry data and customer experience to walk through how scheduling automation tackles staffing challenges head-on to best serve recruiters, workers, and clients.

Contents

- 3** Introduction
- 5** Scheduling Automation as a Competitive Advantage
- 6** The Benefits of Scheduling Automation: Helping Recruiters Perform
- 8** The Benefits of Scheduling Automation: Enabling Workers To Be At Their Best
- 10** The Benefits of Scheduling Automation: Increasing Client Satisfaction
- 12** Conclusion
- 13** Citations





Scheduling Automation as a Competitive Advantage

Filling client job orders is at the heart of a temporary staffing business. Most staffing companies are unsatisfied with the efficiency, robustness and scalability of this core process. According to a recent Staffing Industry Analysts (SIA) report, only 11 percent of staffing firms have the correct process automation in place to allow their workers to select and confirm placements. In addition, only 13 percent have the correct process automation in place to allow clients to assign

temporary workers to shifts.² This presents a huge opportunity for staffing firms to improve productivity.

Coupled with the fact that 45% of staffing firms list increasing profitability as their top priority, it is no surprise that staffing companies are looking to technology to improve productivity gains and increase revenue by automating key processes like scheduling.³

THE BENEFITS OF SCHEDULING AUTOMATION: **Helping Recruiters Perform**

Recruiters are the unsung heroes of the staffing industry. Carrying the mission critical responsibility to nurture positive client and worker relationships, staffing firms do not want recruiters wasting time on non-revenue generating activities. Unfortunately, many agencies are plagued by the inefficiencies of spreadsheets, emails, and missed calls. Automated scheduling can boost productivity and quality of work by reducing mundane administrative tasks and exposing information to make better decisions.





FIND THE BEST CANDIDATE AND INCREASE FILL RATES

One of the main objectives of a scheduling automation platform is to increase efficiency. In staffing, this means offloading the already full plates of recruiters by leveraging technology to keep one centralized record of critical workforce information. By consolidating worker availability, contracts, credentials, overtime rules, and other important documents into one solution, recruiters don't need to waste time looking through old emails, spreadsheets or worst of all, coordinating phone calls. Arming recruiters with key insights empowers them to create more accurate placements in half the time.

REDUCE LAST MINUTE CHAOS

Temporary staffing is a fast-moving business. Scheduling automation enables recruiters to respond more effectively to common last-minute changes such as a client asking for more workers, call-offs, and employee no-shows. Recruiters are able to monitor worker clock-ins virtually, and when needed find and place additional workers in minutes leveraging auto-placement, standby-lists, and real-time shift acceptance confirmations.

AMPLIFY PRODUCTIVITY

With over half (53%) of staffing firms reporting that candidate ownership lies solely on the individual recruiter, agencies must find a way to amplify the recruiters' ability to stay focused on revenue generating activities.⁴ Scheduling automation eliminates the need for recruiters to waste time on routine scheduling tasks by empowering the candidates to pick up shifts, trade shifts, and view their real-time schedules on any device. Instead of answering one-off schedule questions, recruiters spend their time building deeper client relationships and growing the overall candidate pool.



THE BENEFITS OF SCHEDULING AUTOMATION:

Enabling Workers To Be At Their Best

When your workers show up, how well they're prepared, and how they perform create a lasting impression of your firm. In the highly-competitive staffing industry, It's hard to overstate the importance of a high-performing workforce. Industry leaders understand the vital role workers play to the strength and longevity of their business. By using technology to increase your workforce's influence on the scheduling process, workers feel more engaged and satisfied with their placements. A satisfied and engaged workforce lays the groundwork to making positive impressions and is the cornerstone for rapid growth.

IMPROVE ENGAGEMENT

Engaged workers are enthusiastic about their work and are driven to perform at their best. In addition, engaged workers are likely to accept redeployments and are a great source of candidate referrals. Unfortunately, over a third (34%) of staffing firms do not maintain strong relationships with their candidates.⁵ Scheduling automation improves worker engagement by giving candidates the tools they need to quickly see job details, clock-in/clock-out, accept new placements, and trade placements with pre-qualified candidates. Providing workers with the ability to impact their schedules can be a competitive differentiator to attract top-tier talent.



BETTER COMMUNICATION

Keeping workers up-to-date with the latest schedule information is crucial to avoiding no-shows, lowering tardiness, and ensuring workers show up ready to work. Communication habits are evolving with the new Millennial and Gen Z workforce. Thirty percent of staffing companies report that phone use is decreasing, while 69% report that SMS messaging is on the rise.⁶ Effective communication utilizes channels that workers already use. Modern scheduling solutions solve the communication challenge by delivering mobile-friendly applications with options to automatically text or email important notifications to candidates. Scheduling automation can reduce phone time by upwards of 70%.

INCREASE WORKER SATISFACTION & RETENTION

Scheduling is more than just dates on a calendar. For hourly workers, the schedule governs how they pay their bills, who they work with, and the free time they have to spend with friends and family. With 64% of staffing firms claiming talent shortages as their number one challenge, providing a great worker experience around scheduling can help keep top talent engaged and satisfied.⁷ Scheduling automation gives workers the tools they need to better balance their work and personal lives. Empowering workers to influence their schedules gives workers a sense of autonomy, while also easing the scheduling burdens of recruiters.



THE BENEFITS OF SCHEDULING AUTOMATION:

Increasing Client Satisfaction

In the highly competitive staffing industry, establishing deep relationships with clients is key for repeat business and long-term profitability.

In fact, 45% of staffing firms indicate that improving client relationships is a top 2018 priority. ³

While this may not be surprising, many staffing firms are interested to find out that scheduling automation can go a long way to improving client engagement. By ensuring that candidates receive shift notifications, show up on time, and are ready to work, automated scheduling builds client confidence while offering new scheduling capabilities that can set staffing firms apart from their competition.

EXCEED CLIENT EXPECTATIONS

Nothing builds client loyalty like the right candidate arriving on time and ready to work. Scheduling automation gives staffing firms the ability to better schedule and prepare their workforce. Automatic notifications remind workers when they have upcoming placements. Mobile-friendly schedules allow candidates to view their confirmed shifts, job details, and available placements to pick up. With sign-up and stand-by lists, last-minute scrambles are handled automatically by substituting ineligible candidates with a pre-qualified replacement who wants to work.



INCREASE CLIENT STICKINESS

In an increasingly competitive staffing world, building client stickiness through deep relationships and integration of business operations is key to establishing repeat business. With scheduling automation, clients can be involved directly in the order process saving hours of time while gaining preference with key customers. With almost half (47%) of clients now able to automatically request more candidates, developing automated sourcing connections with major accounts is becoming mainstream.⁸ Scheduling automation provides you the opportunity to involve clients throughout the entirety of the process, from creating new shifts to approving time cards.

47% of clients now able to automatically request more candidates.⁸

EXPAND CLIENT REVENUE

Expanding the client base is at the top of most staffing firms' to-do list. Scheduling automation helps grow client bookings by out-performing the competition. With automation, staffing firms are able to fill job orders, even those last-minute ones, fast by automatically filling shifts with eligible and available workers. In addition, filling more challenging placements with unique job requirements becomes easier with a superior searchable database of candidates. Lastly, clients experience fewer day-of issues that cost your firm revenue opportunities such as no-shows that are unable to backfill.



Conclusion

Scheduling automation focuses on deepening human relationships, streamlining job placements, and ultimately getting more people to work. According to Bullhorn, forty percent of staffing firms attribute automation's value to increased efficiencies with the day-to-day work, while another 40% believe automation's main goal is to increase client engagement.⁹ The truth is, they're both right. Scheduling automation improves both the tactical work of your recruiters, while also providing a new method for engaging with clients.

The evidence is clear, scheduling automation is the way of the future. Whether it's the recruiters, the workers or the client, everyone has something to gain from scheduling automation. The only question left to answer is



how will you use scheduling automation technology to better your staffing firm?

ABOUT SHIFTBOARD

Shiftboard is a cloud-based scheduling and hourly workforce management solution for medium and large workforces. Established in 2008 and headquartered in Seattle, WA., Shiftboard serves thousands of customers across a number of industries including healthcare, staffing, venue management, consumer services, and higher education.

By closely connecting scheduling automation with essential workforce management capabilities like time and attendance, applicant tracking, workforce communication, and advanced onboarding, businesses can improve their workforce operations, lowers labor costs, and increases employee productivity and engagement. Learn more at www.shiftboard.com.



CITATIONS

1. Osborn, Jon. North America Staffing Company Survey 2017. PDF. Crain Communications Inc., 2017. Page 45.
2. Osborn, Jon. North America Staffing Company Survey 2017. PDF. Crain Communications Inc., 2017. Page 47
3. 2018 North American Staffing & Recruiting Trends Report. PDF. Boston: Bullhorn, 2018. Page 16
4. 2018 North American Staffing & Recruiting Trends Report. PDF. Boston: Bullhorn, 2018. Page 61.
5. 2018 North American Staffing & Recruiting Trends Report. PDF. Boston: Bullhorn, 2018. Page 60
6. 2018 North American Staffing & Recruiting Trends Report. PDF. Boston: Bullhorn, 2018. Page 12
7. 2018 North American Staffing & Recruiting Trends Report. PDF. Boston: Bullhorn, 2018. Page 5
8. Osborn, Jon. North America Staffing Company Survey 2017. PDF. Crain Communications Inc., 2017. Page 49
9. 2018 North American Staffing & Recruiting Trends Report. PDF. Boston: Bullhorn, 2018. Page 40

© 2018 Shiftboard, Inc. All right reserved. Rev A083118

