

Make More Placements with the Right Staffing and Recruiting Solution

How to Evaluate and Implement Software That Will Fuel Growth



“Our relationships with staffing and recruiting agencies are founded on open communication. We take the proper time, early in the sales process, to truly understand their business objectives. With this approach, we are equipped with the information we need to suggest how to best leverage our fully integrated platform to drive their efficiency, streamline their workflow, and drive their sales growth.”

Mark Wallace
VP of Sales & Marketing, AkkenCloud

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Introduction

The staffing and recruiting industry serves a valuable purpose, especially in a time when finding the best candidates is both difficult and time consuming. With the right software solution, however, your firm can stay ahead of trends and keep clients, and employees, happy and satisfied.

Help your firm stay productive, efficient, and successful by selecting an innovative, reliable partner with a powerful software solution. Read on to learn more.

The Staffing Industry Helps Drive the Economy

1



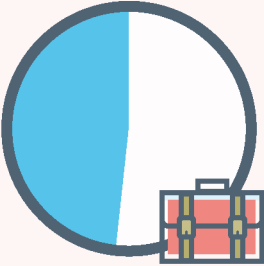
= 500,000 temporary and contract employees

More than 3 million temporary and contract employees work for America's staffing companies during an average week. [1]

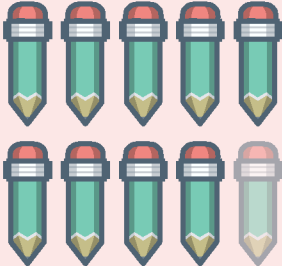
During the course of a year, America's staffing companies hire nearly 16 million temporary and contract employees. [1]



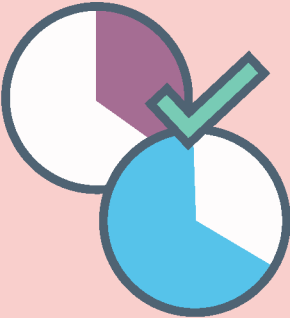
76% work full time, compared to 82% in the overall workforce.



49% say it's a way to get a permanent job.



9 out of 10 said staffing work made them more employable.

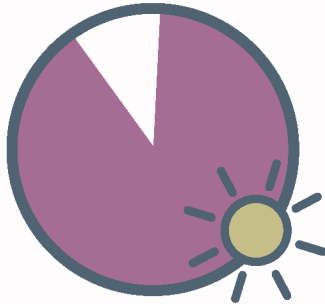


35% were offered a permanent job by a client where they worked on an assignment, and 66% of those accepted the offers of permanent employment.



While permanent employment is a top priority for most temporary and contract employees, about 1 in 5 say scheduling flexibility is a key reason for choosing temporary and contract work.

Individual assignments range from a few hours to several years, but overall employment tenure averages just over 3 months. [1]



9 out of 10 temporary and contract employees say they are satisfied with their staffing agency. [1]

41% are extremely satisfied

33% very satisfied

18% somewhat satisfied

Finding Quality Employees Continues to Be a Top Challenge 2



The average number of days a job posting remains available is going up. [2]

For every job opening, on average about 30 people apply.

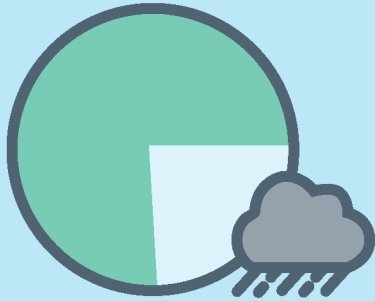
Of those applicants, less than 20% meet the qualifications for the job.



Furthermore, 63% of employees worldwide are “not engaged.” [3]

They lack motivation.

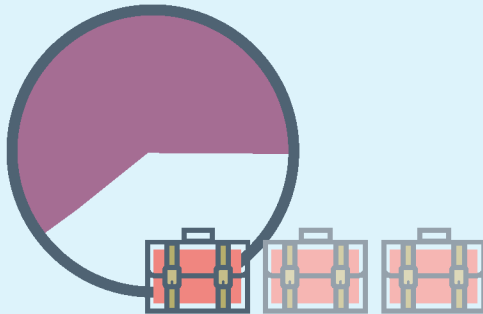
They are less likely to invest discretionary effort in organizational goals or outcomes.



And 24% are “actively disengaged.” [3]

They are unhappy and unproductive at work.

They are more likely to spread negativity to coworkers.



Some professionals are taking their careers into their own hands. [4]

Today, more than 1 in 3 U.S. workers are freelancers — that’s 53 million Americans.

The number of freelancers is expected to grow to 40% by 2020.

Therefore, a question staffing and recruiting firms have to ask is:
“How can the best workers be attracted, acquired, and engaged for an optimal cost, no matter what type of work contract they have?” [5]

Make More Placements Using Big Data, Innovation, and Simplicity 3



62% of organizations rate themselves as “weak” in using big data in recruiting. [6]



55% of organizations similarly report being weak at using candidate and employee data to predict workforce performance and improvement. [6]

77% of all organizations believe people analytics is important. [6]

They address a wide range of challenges:



Predicting compliance risks



Selecting high-performing job applicants



Analyzing flight risk



Identifying characteristics of high-performing sales and service teams

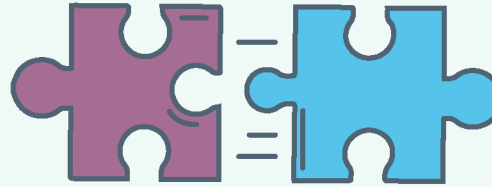


Analyzing engagement and culture



Identifying high-value career paths and leadership candidates

“The highest value in analytics comes after the company is running an integrated, valid, and reliable database.” [6]



Oftentimes, staffing and recruiting agencies struggle to gather the proper data as:

The systems they use are not truly integrated

The systems are behind multiple logins

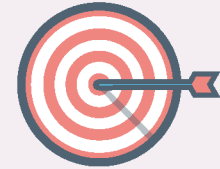
Front and back office technology don't have the ability to speak with each other

The architecture of the platform doesn't allow for data to be easily gathered

That is why having a great solution is so important to your business, especially as the landscape changes in staffing and recruiting.

5 Tips to Help You Find the Right SaaS Staffing and Recruiting Solution for Your Business

4



1 Define your business goals

What are the top challenges you are trying to solve in the short term?

What challenges do you expect your business to face over the next 3 to 5 years?

How is your current software fulfilling or not fulfilling those needs?

What is your timeframe for implementing a new staffing and recruiting solution?



2 Define your requirements

What capabilities are must haves for your business?

What capabilities would be nice to have for your business?

What do your internal resources look like?

What other tools/solutions do you use?

Are you looking to replace them?

Are you looking to integrate them with your new solution?

Which browsers do your team use?

3 Determine the important components for your SaaS provider

How flexible and configurable is the solution to accommodate your specific requirements?

How much money can you budget?

How important is it to access your solution from anywhere?

How important is being able to access the solution from all mobile devices?

Do you have an internal IT team and infrastructure, or do you need your solution provider to manage that for you?

Can the provider meet your timelines?



4 Determine how the solution providers you are considering serve their customers:

Do they treat you as a ticket number when you have a question, or more like a partner who is ready and able to help?

Do you have to pay for customer support, or are they confident enough in their product to include it?

Is there a dedicated phone number you can call to speak with a real person, in real time?

Do they provide a dedicated contact for you to work with?

How accessible is their management team when and if there is a need to escalate an item or issue?

Are they dedicated to the staffing and recruiting industry and investing in its future success?

5 Ask the tough questions

Many solution providers have large marketing budgets and create staged demo environments. When doing a demo, ask them to demo the functionality and workflow in a live environment, not a demo environment.

When a solution provider brags about its size, ask them if all of the feature functionality they have acquired is available seamlessly or behind separate logins.

If a company claims to offer a SaaS solution, determine if it is a web-based solution or if it is simply web-enabled.

Understand the speed of the solution to avoid potential latency issues.

If a provider's solution is built on a platform that is not their own, question how you will receive customer service. Will you have direct access or have to go through the partner? Truly understand what that means when an issue arises.

Other Considerations When Selecting a Staffing and Recruiting Software Provider

5



A

Ensure your provider is equipped to support your growth and scale in a cost-effective manner.

B

Evaluate whether your selected solution considers itself your software vendor or solution partner. [7]

Work with a solution that goes the extra mile to understand your business, processes, and workflows.

Ensure your solution provider will be committed to your success.

F Pay attention to back office functionality. Many providers offer solutions that:

Only have front office capabilities

Claim to be integrated, but are not

Don't offer integrated back office functionality

G Make sure your solution provider has expertise migrating data, and isn't just following basic processes that will convert limited data sets for you.



H Find a solution that automates tasks, enables your business to reduce recurring expenses, and cuts the need for additional staff members for menial tasks. [8]

I Focus on metrics and compliance.

J See the solution in action and confirm it can accommodate and improve your current workflows and processes.

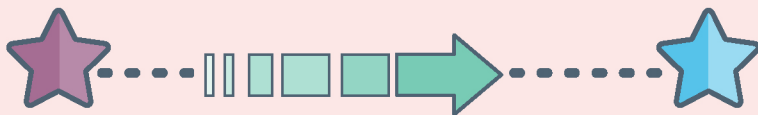
Check system performance

Make sure the UI is easy to navigate and conducive to making your workflow more efficient

Ensure multiple people can login and perform complex tasks simultaneously

A screenshot of a web application interface for managing video interviews. The interface has a header with a title "Submissions for Administrative Assistant" and a link "(view job order)". Below the header is a table with columns: Submitted Date, Candidate Name, Candidate Photo, Last Updated, Status, Video Interview, Placement, Submitted on, and Type. The table contains several rows of data. At the bottom of the table, there is a pagination bar that says "Showing records 1 to 16 of 16". The interface also includes a sidebar with links for "Manage Video Interviews" and "Setup Video Interview".

Submitted Date	Candidate Name	Candidate Photo	Last Updated	Status	Video Interview	Placement	Submitted on	Type



C

Select a solution that is best suited for:

The verticals and markets you serve today

The verticals and markets you plan to serve in the future

D

Make sure their database is easily searchable, is optimized to help your team quickly find and place the top quality candidates, and helps you spend less time on menial tasks.

eDesk	CRM	HRM	Collaboration	Accounting	Analytics	My Profile	Admin																																										
February 2016 <table><tr><td>Su</td><td>Mo</td><td>Tu</td><td>We</td><td>Th</td><td>Fr</td><td>Sa</td></tr><tr><td>31</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td></tr><tr><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td></tr><tr><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td></tr><tr><td>28</td><td>29</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> Calendar (New) Reminders eCampaigns Call-Em-All Broadcasts				Su	Mo	Tu	We	Th	Fr	Sa	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	1	2	3	4	5	Email (New) Postings Submissions Assessments (New) Employees			
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E

Check off the basic system requirements. Their solution should be:

Web-based and browser agnostic

Mobile enabled and compatible on all mobile devices

Hosted in a world-class data center

Easy to use

Conclusion

The staffing and recruiting industry plays a vital role in today's economy. When staffing and recruiting firms are equipped with the right software, they succeed.

- They see improved communication and productivity.
- Workflow is streamlined, eliminating the need for manually entering data.
- Recruiters can automate menial and time-consuming tasks.
- Your team gets more time to focus on building and nurturing relationships with the people you serve.
- Your business will generate more sales at higher margins.

Use the advice in this ebook to select the best software for your needs so your firm can continue its success and position itself for growth in the years to come.

Sources

- [1] <https://americanstaffing.net/staffing-research-data/fact-sheets-analysis-staffing-industry-trends/staffing-industry-statistics/>
- [2] <http://money.cnn.com/2015/08/07/news/economy/us-economy-job-skills-gap/>
- [3] <http://www.gallup.com/poll/165269/worldwide-employees-engaged-work.aspx>
- [4] <http://blogs.wsj.com/atwork/2014/09/04/one-in-three-u-s-workers-are-a-freelancer/>
- [5] <https://dupress.deloitte.com/dup-us-en/focus/human-capital-trends/2016/gig-economy-freelance-workforce.html>
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- [7] <http://www.akkencloud.com/business-process-optimization/>
- [8] <https://www.recruiter.com/i/5-tips-for-selecting-staffing-software/>

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