



5 WINNING SECRETS FOR TEMP STAFFING

Giving you the edge in Workforce Management



EXECUTIVE SUMMARY

Over the past few years, the recruitment industry has changed significantly, as have the expectations of candidates and clients. Digital savvy Millennials and Zoomers have embraced the gig economy and expect a seamless candidate experience on their mobile phones, while clients require accurately matched temps within the shortest time possible, as well as minimal documentation – a feat only made possible by artificial intelligence and mobile apps.

Failure to meet their expectations in today's ultra-competitive market may mean a weakened entry into the recruitment industry or loss of reputation for an established company.

The solutions are to automate processes, create a smooth candidate and client experience, engage in clear communication, and implement a strong brand strategy. These are the foundations of your future business success.



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INTRODUCTION

If you are the owner or GM of a temp agency, you face the challenges of operating in a technologically advanced world with [major changes in recruitment strategies](#). Recruitment techniques that do not leverage current and upcoming trends will sabotage your entry into the industry, or cause a significant loss of your market share if you are already an established business.

Tech-savvy Millennial and Gen Z candidates, or Zoomers, expect to interact with recruiters on their smartphones via the latest technology, which may typically include artificial intelligence (AI), smart bots and/or virtual hiring. Consider this: Zoomers will not even submit an application if recruiting methods are outdated. And both generations are more likely to accept a temp assignment or job offer if they have had a [great candidate experience](#).

By the end of this white paper, you will know how to implement tried and tested methods of highly successful temp agencies to take yours to the next level.

#1 REDUCE FRICTION

A recent [Randstad Sourceright study](#) found that 60% of candidates say better communication would have the highest impact on their overall satisfaction.

By adopting a ['Make It Easy' mindset](#) you can offer an all-around seamless experience to your candidates and clients. [Reducing the friction](#) of dealing with you in every respect will delight them and ensure they will return, while increasing your word-of-mouth referrals.

COMMUNICATION STYLE

For you to [reduce friction](#) and provide a great candidate experience, which in turn will improve your candidate retention rate, it's important to engage with candidates via their [preferred channel](#). In the case of [Millennials and Zoomers](#), instant messaging and group chats are the way to go.

75% of Millennials and Zoomers would rather text than talk on the phone.

*LivePerson,
global tech company*



TRANSPARENCY

Transparent communication is defined as openly communicating good and bad information upward, downward and sideways for everyone to see the 'why' behind an action.

The respected author and inspirational speaker, [Simon Sinek](#) says that "leaders should choose to practice and model transparency to build trust and solve problems, while Brené Brown, a leading academic researcher and best-selling author who champions vulnerability, reaffirms Sinek's viewpoint that being transparent is essential in today's business world.

Being transparent sends the message that you value an individual's opinion and that their presence is important to you. This is an integral part of building and sustaining [lasting working relationships](#).

Put yourself in your candidates' shoes

Considering that 72% of job seekers report sharing their negative candidate experience online it is imperative to manage, if not exceed, job seekers' expectations. Recall the frustrations you experienced when you were looking for a job and avoid the bad recruiter habits that lead to them.

Be open and realistic about opportunities. Write job descriptions clearly and be accurate with pay rates and benefits.

Acknowledge job applications in a polite and timeous manner and include a response time frame when applicable. Advise applicants when a decision has been made, even if it's not in their favour. Not hearing back after an interview is one of the biggest frustrations of job seekers.

Transparency continues to climb its way to the top of the agenda.

Nina Bibby, leading CMO



When an applicant is successful, prime them before an assignment by discussing expectations, company culture and workplace idiosyncrasies. Share expected timelines and steps in the hiring process and make sure to update them whenever there are delays or changes.

CONVENIENCE

When you are communicating with Millennials and Zoomers, remember that **'Mobile is First.'** Ensure that your agency's website is mobile responsive, as 70% of job seekers use their mobile devices to search and apply for jobs.

Chatbots can significantly lighten your team's workload by pre-screening job seekers and scheduling interviews, and are conveniently available 24/7.

Partner with a software company that offers an intuitive app with a modern interface that Millennials and Zoomers will want to engage with. Using an app offers many benefits to you, your candidates and your clients, with specific reference to:

Timesheets

Timesheets are a mainstay of any staffing agency, however, using a manual timesheet system like Excel or hard copy allows human error to creep in. Chasing timesheets via texts, emails and phone calls can be time-consuming and counterproductive. **Make it easy** for your candidates and clients with digital timesheets, automatic reminders and one-click confirmation in emails.






Self-service

Having a knowledge base can help reduce calls and emails to your busy team by giving your candidates the **autonomy** to find answers to common queries on their own. Also known as **help centre software**, this typically includes troubleshooting material such as FAQs, tutorial videos and how-to articles or blogs.

Allowing candidates to see upcoming job openings gives them the ability to plan their life by locking down their diaries. After all, flexibility is one of the main reasons people choose to temp.

Choose an app that offers your clients the ability to contact and book temps directly and provides the required documentation as well. This feature adds **another benefit** to your client service and underscores your trusting relationship with your companies and candidates.

Reduce friction by ...

-  Communicating with your candidates on their preferred channels.
-  Being transparent, clear and realistic to instill trust and respect.
-  Providing convenient features on your mobile app.

#2 INVEST IN YOUR CANDIDATES

Finding suitable candidates and building a reliable candidate base takes time, effort and money. It's therefore vitally important to make your candidates feel valued, appreciated and part of your team.

When you and/or your client provide onboarding, training or coaching programs, your candidates are more likely to remain loyal, as they recognise your commitment to invest in them and your dedication to seeing them succeed.

Opportunities to develop their skills can also be found [while they're working](#) on your temp assignments. Each temp assignment builds confidence in your temp's ability to hit the ground running and add value immediately to your client.

Ensure you are well versed in your temp's background, so you can offer them new challenges that make their resumes shine.

The New Zealand government developed the '[School Leavers' Toolkit](#)' catering to the 16 - 24 age group. This is an excellent resource site to share with your Zoomer candidates. And for the Millennials, you can find out more about various government initiatives and support [here](#).



Get the *inside scoop* on NZ Millennials and Zoomers in Deloitte's 10th annual survey.



FEEDBACK & REDEPLOYMENT

Temps love the fast-paced world of moving from one assignment to another. Growth is important to them, so let your temps know how they are doing by giving honest [feedback](#). They will appreciate the information as it will help them develop and improve.

This system can be implemented easily by using the latest staffing software that automates the process of collecting feedback.

Feedback is a two-way street though, so encourage your temps to share their thoughts, ideas and experiences with you so that you can follow up, improve or mediate a situation timeously.

Measuring their [overall happiness](#) by using short and simple questionnaires will give you more insight into what is important to your temps and where to focus your efforts for improvement.

Redeploying trusted temps will save you time and improve the quality of your service to clients.

And reassigning them before they have completed their current temp assignment will reaffirm your commitment in a tacit manner.

Having technology in place to see who will be qualified and ready to go for redeployment will speed up the process. There are a range of staffing software that will provide this [data](#) for all your temps.



Read about what hiring and recruitment trends to expect.



CANDIDATE RETENTION

To retain **your candidates** you need to build a partnership with them. Pay them their worth, or even higher. Familiarize yourself with the company culture of your clients, as well as the hiring managers' styles, to ensure a good fit for your temps.




Share a **first-day checklist** with the hiring manager to facilitate a smooth onboarding process. Also, encourage them to treat your temp like a permanent employee to promote better team integration.

All these make a happier, more productive, more loyal candidate.



How to **prevent** temps from quitting early.

Invest in your candidates by...

-  Giving them feedback and redeploying them.
-  Developing their skills.
-  Paying them well and working with their Hiring Managers.

#3 TAKE ADVANTAGE OF AUTOMATION

Automated systems in your agency can **significantly reduce manual efforts**, streamline routine tasks, expedite information retrieval, seamlessly connect departments and functions, and assist with identifying gridlocks.

By automating your team's routine tasks with intuitive and uncomplicated software, you will gift them the luxury of time to invest in building committed relationships with their candidates and clients.

HARNESS DIGITAL TOOLS

Digital tools that empower your team to deliver their best work typically include scheduling software, email automation, job boards and real-time chats.

Programs, such as Power Automate and Zapier automate workflow while integrating multiple apps, thus improving your desktop and event workflow.



The **benefits** of automating your workflow.



Modern app features like map-based filtering can encourage candidates to respond to job invites and help lighten your team's workload. Map-based filtering considers a candidate's location and distance preferences, ensuring they only be offered jobs in areas they'd be willing to go.

FIND FLEXIBLE SOFTWARE

Consider the following factors when you shop around for an app to fit your needs:

User interface (UI)

This is the visual design of the app. It needs to offer clear and logical user navigation, make use of common elements, and have a consistent layout and design.

Usability

To be user friendly the app needs to be effective, efficient, engaging, error tolerant and easy to learn. Look for software with a simple overall design that loads fast, has a search function, and offers routine updates.

73% of IT leaders say that thanks to automation success, employees are saving between 10% and 50% of the time they previously spent doing manual tasks.

42% of business leaders agree that workflow automation speeds up the completion of repetitive tasks.

Frevvo



Integration

The app needs to seamlessly connect to other software, like social media platforms, applicant tracking software, communication software, and customer relationship management (CRM) software.

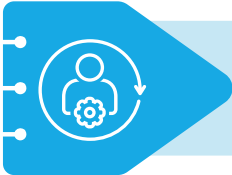
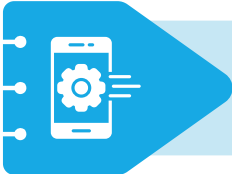

Value for money

Shop around for an app that offers a sliding price scale for different user group sizes. Also, investigate beyond the average star rating of an app by reading the reviews to discover issues and if they have been resolved with new updates.

Automation is cost cutting by tightening the corners and not cutting them.

*Haresh Sippy,
established industrialist*

Take advantage of automation by...

-  Harnessing digital tools to handle routine tasks.
-  Using modern features like filters in candidate selection.
-  Exploring app interfaces and features to find the right fit.

#4 KEEP YOUR CLIENTS ENGAGED

The [digital revolution](#) has prompted recruiters to re-think and re-strategise their gameplay to remain relevant and meet, if not exceed, their clients' expectations. Managing your client relationships and controlling your workflow needs to be automated to give you the time to effectively communicate and build rapport with your clients. If your systems are siloed, instead of interconnected via software, you may fail to see the big picture that brings all the data together for meaningful analysis and improvement.

THE THREE WAY RELATIONSHIP

Strengthening the three-way relationship between agency, clients and temps will improve outcomes for your clients while increasing your temps' job satisfaction. A study [investigating](#) triangulated relationship found that temps will increase their level of commitment based on the support and resources they receive from the agency and the client. Therefore, forging a strong partnership with your client will increase the temp's loyalty and assure an all-round great experience for everyone.



TRUST YOUR CLIENTS

Building mutual trust takes time, transparency and consistency, but once a strong relationship is established the connection may last for several years.

Allowing your clients more information and access to your candidates will deepen their trust as this demonstrates having their best interest at heart. An app that enables this connection between your clients and temps is the ideal solution as it will simplify the hiring process while keeping all parties 'in the loop.' And this will make you stand out from the competition.

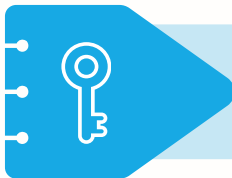


Develop a trusting relationship with your clients by letting them understand you are looking out for their best interests and not just another placement.

Keep your clients engaged by...



Building a strong and trusting relationship between you, the client and the temp.



Allowing your clients direct access to your candidates.



Choosing a customisable app to simplify the hiring process.

#5 OWN YOUR BRAND

The importance of company branding cannot be overstated because the stronger your brand is, the more people will want to work with you.

72% of staffing agencies say that brand has a significant impact on their ability to grow their business and that it sets them apart from the competition.

Building your brand is an ongoing process that continually involves the following:

Define your brand

- Refine your brand message and make sure it remains relevant
- Audit your brand across all touch points

Promote your brand

- Empower your team to be brand ambassadors.
- Set up/strengthen your LinkedIn company page and grow your audience.
- Promote your brand across different social media channels.

Measure your brand

- Track and analyse your website and social media activity
- Gather feedback by sending out surveys and requesting online reviews.

BRAND IDENTITY

Your brand has to stand out and register well in the minds of your customers.

Design (or re-design) an eye-catching logo to form the foundation of your brand identity. It should be placed everywhere: advertising, correspondence, website, social media, business cards and apps.

Develop a memorable tagline that reflects your agency's **overall purpose and value**.

Integrate your logo, tagline, values, persona and style in everything you do; from your office design to your email signature, how you answer calls and what you wear on a sales visit.

***The stronger your brand is,
the easier it is for clients
and candidates to say
yes to you.***

*LinkedIn, the world's largest
professional network*



Download the
Complete Guide for Staffing Firms
by LinkedIn that shows you how to
win candidates and clients
with your branding.

BECOME AN EXPERT IN YOUR NICHE

Specialist recruiters are always in demand. They become better known, earn more, and generally enjoy more repeat business than generalists. It's always good to focus on your passion. What industries or fields are you naturally drawn to? What captures your imagination? Being passionate means you will weather the industry storms better and avoid burnout or becoming bored.

Know the industry

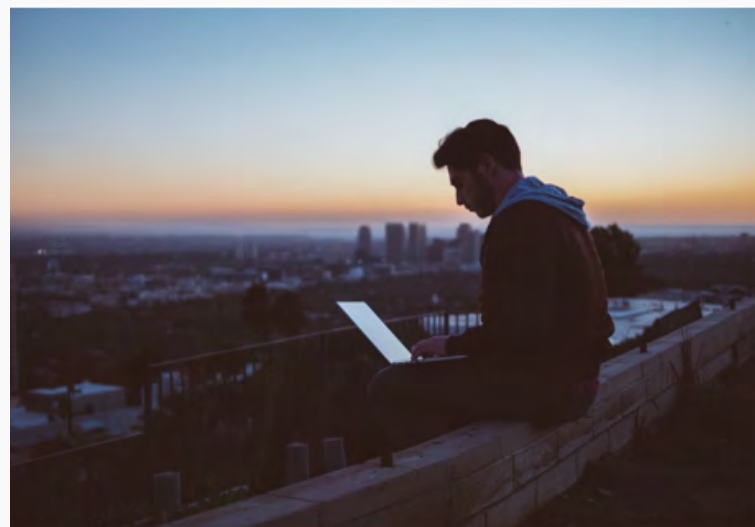
Identify current trends by conducting research on staffing agencies already within your target niche area. Also, research typical agency pricing structures and terms of service to ensure your agency's profitability while remaining fee competitive.

Know your candidates

Determine who your candidates are to find out where and how to source them so you can build a quality temp pool. Strategies may include SEO friendly adverts and leveraging LinkedIn to build your candidate base while strengthening your brand.

Know the jargon

It is essential that you become familiar with the most common recruitment terms to ensure you speak the same lingo as your clients and candidates. To start you off, download this super handy [recruiting glossary](#).



HOW TO GET THE WORD OUT

Start by conducting an online competitor analysis; investigate what they are good at and what not, identify gaps in their offering, and what people don't like.

Instead of only focusing on your product and service features, highlight all the positive outcomes that exist for clients and candidates.

Adopt an overall simplistic and streamlined approach to everything you do to avoid slogging through paperwork when you could be building relationships with clients and candidates.

Consider a **customised app** that is tailor-made for the staffing industry. The app should also allow you to brand it as your own to reflect your style and maintain brand recognition in the minds of your candidates and clients.

**Remember the
Come Back
sauce recipe**
- 1 part recognition
- 1 part connection
**Add a dose of the
unexpected.**

Mary B. Lucas, Chief Talent Officer for Supplemental Health Care and motivational speaker

Own your brand by...

-  Defining, promoting and measuring your brand.
-  Using a customised app.
-  Becoming an expert in your niche.

CONCLUSION

Due to rapid changes in the recruitment discipline, only those who use the latest technology and stay abreast with current recruitment techniques will become front runners and continue to flourish.

Communicating in a meaningful manner with Millennials and Zoomers needs to take place on a platform and in a manner best suited to their needs. As tech-savvy generations, they expect to interact with leading-edge technology such as AI, smart bots and mobile apps. In addition, candidate loyalty is fostered through investing in their upskilling and redeployment.

Moreover, automating internal processes frees up valuable time to cultivate and strengthen client relationships, as well as allowing clients direct access to candidates which reinforces the three-way trust relationship between agency, client and candidate.

Finally, having a clear and focused brand strategy is imperative to set you apart from your competitors, spark an emotional connection with your audience, and cultivate loyalty.

The most important question of all remains: Is your business poised and ready to meet the challenge?



CHECKLIST

#1 Reduce Friction

- Evaluate your response rate on email, SMS, instant messaging and other communication channels. Identify causes for delay and brainstorm for solutions.
- Update your communication channels to include popular instant messaging platforms you may not yet be using, such as Instagram, Facebook Messenger, What's App, and the like.
- Create communication templates for various stages of an applicant's journey (upon submission, while waiting, shortlisting, acceptance and rejection).
- Use email automation to immediately acknowledge job applications and schedule periodic status updates throughout the applicant's journey.
- Create a job advertisement template with clear job descriptions and accurate summaries of pay and benefits.
- Explore options for a scheduling and timesheet app to automate and speed up submissions and confirmations.
- Ensure that you have a mobile-responsive website, and engage a web agency if needed, to improve the mobile experience.

#2 Invest in your Candidates

- Create a Pulse Check questionnaire for your temps. It should cover feedback on recent assignments, interactions with your team, and their goals for future assignments.
- Create a first-day checklist to share with hiring managers to facilitate a smooth onboarding process for your temps.
- Negotiate with your clients to provide onboarding and training programs so your temps can grow their skills.
- Analyse your business model and margins to ensure you are able to pay your candidates their worth.

#3 Take Advantage of Automation

- Map out your routine tasks that are error-prone and inefficient.
- Investigate options in the market that address the specific tasks you wish to automate.
- If possible, do free trials so you can evaluate how much time you actually save.

#4 Keep your Clients Engaged

- Survey your clients to evaluate if there is appetite for a self-service option. You might find a new revenue stream through providing your clients some access to your candidate database.
- Create a dashboard or tracking system to help ensure you regularly sit down with them for feedback and relationship building.

#5 Own your Brand

- Run an internal “brandstorming” workshop or North Star Metric workshop to foster involvement and brand ownership among the team.
- Audit your brand presence across all marketing collateral and channels for consistency and alignment with your values.
- Check your website’s domain authority and research on ways to improve it in order to strengthen your credibility and increase your ranking in search engines.
- Seek out credible organisations you can potentially partner with so they can become referral sites for your website.
- Assign or commission a copywriter to create a content calendar and produce regular content, so that it will give your brand a consistent online presence, especially on social media.
- Utilise software which allows you to survey candidates and clients for feedback so you can continually improve your brand experience.
- Download a recruitment glossary and keep abreast with the jargon.
- Join forums and online groups that cater to your niche.

Scissors is an intuitive workforce management tool that helps recruiters save time and money, delight their candidates, and offer maximum client experiences. Contact us for a free demo to explore how we can help you win at temporary recruitment.



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