



JobStack

# FOUR WAYS TO WIN THE BATTLE FOR TEMPORARY WORKERS

YOUR GUIDE TO ATTRACTING THE BEST TALENT FOR YOUR TEAM

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# INTRODUCTION

It's time to face reality. We've entered a job seekers' market. With more choices, finding the right worker for your job is becoming more challenging every day. But there is a bright side: more and more people are entering the gig economy.

This means the pool of talent looking for temporary work is growing. But how do you harness that talent for your project?

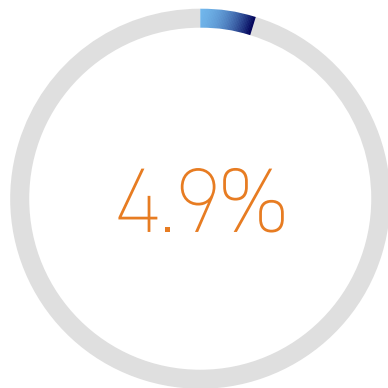
In this eBook, we'll look at the four ways you can attract the top temporary workers for your team:

- 1. The Gig Economy** – Understanding its growth will help you learn more about who your workers are.
- 2. Worker Expectations** – Understanding what temporary workers are looking for during a job search will help you optimize your recruiting strategy.
- 3. Technology** – Understanding where your workers are searching will help ensure your jobs are being seen by the top available talent.
- 4. Partners** – Understanding the different types of partners available will simplify your recruiting process.

# UNDERSTANDING THE GIG ECONOMY

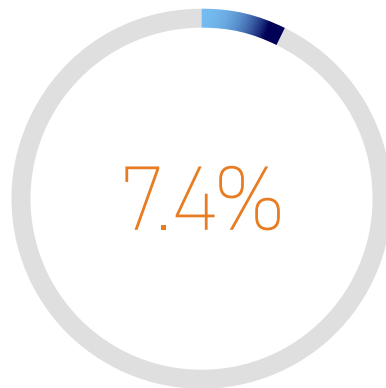
## WHAT IS IT, AND WHY SHOULD I CARE?

The term “gig economy” isn’t just a buzzword. In fact, the gig economy has been steadily growing since the Great Recession. At the height of the recession in 2008, almost 10,000 workers were finding part-time work for economic reasons. A [2016 Bureau of Labor Statics study](#) shows that since 2008, this number has been slowly declining. While this number continues to fall, the number of workers finding part-time jobs for noneconomic reasons has continued to rise, showing that working “gigs” is becoming a viable economic choice rather than a way to get by. Today, about 34% of the workforce participates in the gig economy, accounting for nearly [\\$57 billion annually](#) – and that number is expected to grow. [Studies predict](#) that by 2020, this number will grow to 43%.



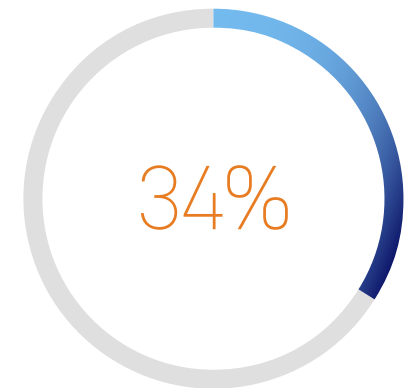
**1995**

[4.9% of workers](#) in the United States held contingent jobs



**2005**

[7.4% of workers](#) in the United States held contingent jobs



**2017**

[34% of workers](#) in the United States held contingent jobs

So what is the gig economy? The gig economy refers to short-term work assignments and freelance jobs, often referred to as gigs. Today, we see more and more workers stringing these assignments together to generate enough earnings to rival salaries offered through full-time employment. Participants in the gig economy range from entry-level laborers to skilled professionals looking to supplement their full-time income.

# WHAT ARE THE BENEFITS OF THE GIG ECONOMY FOR ON-DEMAND LABOR?

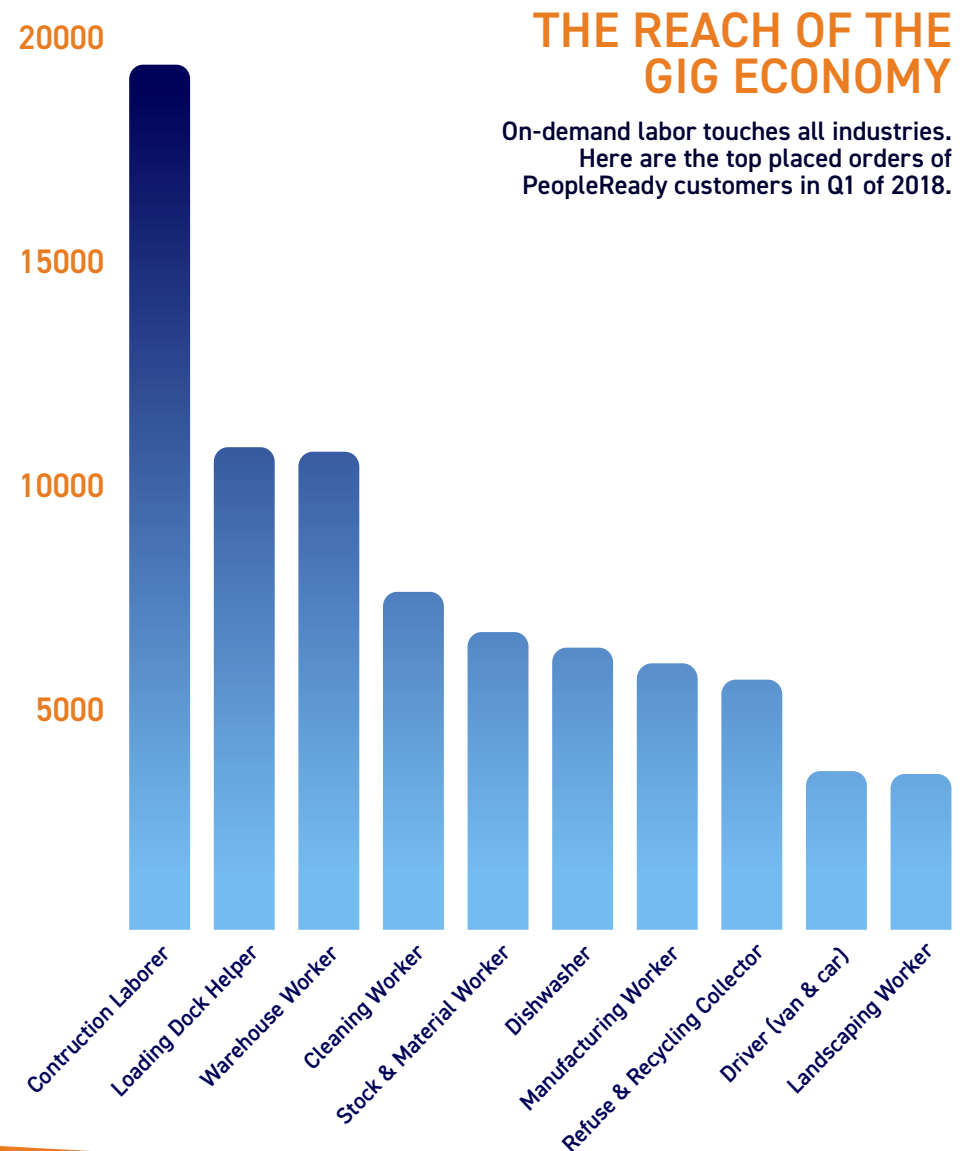
To recap, the gig economy refers to those looking to string together a number of short-term assignments as a means of sustainable income.

In its 2017 hiring forecast, CareerBuilder noted that [the demand for temporary labor would remain high](#) as employers continue to need to grow and contract their staffing needs. In the on-demand labor market, this flexibility allows businesses to scale up when needed.

This could be for a last-minute order or for a predicted busy season. Because flexibility scales across all industries, the gig economy does not thrive in just one particular industry, such as transportation or manufacturing.

Data collected from PeopleReady shows that a range of industries, from construction to waste, have traction in the on-demand world.

Flexibility is not the only benefit of the gig economy. Companies looking to hire temporary workers to build teams can enjoy [lower overhead and lower training costs](#). And when it comes time to add additional full-time help, these companies will have tested employees who can hit the ground running on Day 1.

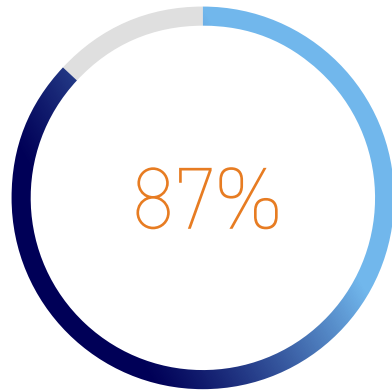


# WHAT IS THE FUTURE OF THE GIG ECONOMY?

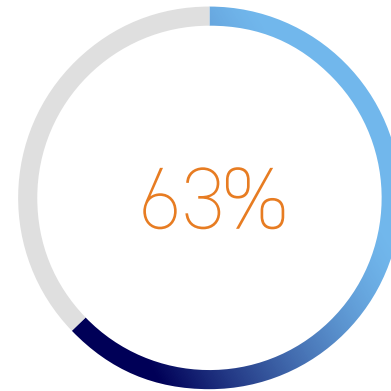
Because of its versatility, the gig economy will continue to grow. While flexibility is certainly a driving factor in the gig economy's growth, it's not the only one.

The gig economy has continued to grow because of its appeal to today's workforce. The largest generation currently represented in this workforce is Millennials. This generation is driving change, with a reported [87% wanting to choose their own hours](#). This generation is not looking for the traditional 9-to-5 desk job. Instead, they are looking to schedule work around their life. That's exactly what the gig economy is doing: shifting the power back to the worker to schedule work around life.

Though gig work is growing in popularity, questions still remain. Today, members of the gig economy are concerned about access to affordable health care, debt, and the ability to save. [Sixty-three percent of freelancers dip into their savings about once a month](#). This unpredictability is what holds back many workers from fully committing to the gig economy.



[87% of gig workers](#) want to choose their own hours



[63% of gig workers](#) dip into savings about once a month

# IMPROVING WORKER EXPECTATIONS

## THE IMPORTANCE OF MILLENNIALS

As a driving force in the change from the traditional 9-to-5 to the gig economy, Millennials will be the target for recruiters and employers for years to come. As an employer, understanding the motives of this generation will help you adapt to improve job seeker expectations.

According to a Pew Research study, [56 million Millennials](#) were working or looking for work in 2017. Of this 56 million, [more than a third were reported as being active in the gig economy](#). As the largest generation looking for work, it's important to understand what job seekers are looking for in a job search. Looking at trends in workforce data is a great place to start when it comes to understanding the millennial generation.

A recent survey of gig workers revealed trends behind [the appeal of the gig economy](#). The highest cited reasons for doing gig work included making money and having flexible hours. An astonishingly low 11% stated that gig work was a stopgap while looking for full-time work, while an astonishingly high 65% stated that they would not quit their gigs for full-time jobs. These numbers are in line with what one would expect to see after the Great Recession: a fear of putting trust in one company for a long period of time. What these numbers also show is that the millennial generation craves independence and flexibility in a work schedule. If pay is comparable, they're likely to work in the gig economy to make ends meet.

### THE APPEAL OF THE GIG ECONOMY

A recent survey of gig workers revealed emerging trends behind the appeal of the gig economy. See why Millennials are giving up the traditional 9-to-5 job.



- 22% work a gig for flexibility
- 25% work a gig for everyday money
- 77% of gig workers said they would perform more work if they received same-day or next-day payment

Source: [The Gig Economy Index Report from PYMNTS.com](#)

# WHAT TEMPORARY WORKERS WANT AND NEED

While Millennials are driving the growth of the gig economy, they're not the only participants. Two-thirds of the gig economy is composed of Baby Boomers and Gen Xers. Though it's true that most participants in the gig economy are looking for freedom and flexibility, these are not the benefits you can use to attract temporary workers to your jobsite.

A great way to attract and [retain top talent for temporary work is through reliability](#). Reliability can mean a number of things, including consistency and pay. Consistency allows gig workers to create weekly schedules, and pay allows workers the ability to predict how long it will take them to hit their target income for the week. Together, the two help workers plan work around their lives, creating the flexibility and freedom they desire.

Another key to attracting and retaining quality talent is making sure temporary workers feel welcomed and included. Temporary workers are filling more spots on job rosters than ever before. It's important that you include them in meetings, encourage them to share feedback, and – most importantly – [keep the lines of communication open](#). In order to do this, make sure you have the right supervisor in place. This supervisor should be able to provide both performance-based and developmental feedback. This feedback will help your temporary workers grow in their roles, making them great candidates for full-time positions as they become available. Temporary staff is often your front line on the jobsite. Take their feedback seriously, and acknowledge their contributions.



# HOW A JOB DESCRIPTION CHANGES EVERYTHING

Even if you acknowledge the need for consistency, offer competitive pay, and have the best supervisors in the industry, you won't attract the right talent if your job description misses the mark. In today's gig economy, job seekers have more choice.

A job description could make or break your ability to reel in top talent.

Having a clear and concise job description sets expectations before a worker submits an application or accepts a job.

Job descriptions are a job seeker's first look into your company. A job description should give a job seeker a vision of what it's really like to work for your company, so avoid clichés whenever possible.

At PeopleReady, workers are able to pick and choose the jobs they want via JobStack, a mobile app that connects workers with available jobs in their area. Here are some of our workers' insights on the importance of job descriptions:

## THE IMPORTANCE OF JOB DESCRIPTIONS

Here is feedback on the importance of job descriptions from current temporary workers.



[JobStack] informs you on all aspects of the position you're likely to be interest in taking before you commit.

TVID: 554-0DA-504



[JobStack] has helped me be prepared with the necessary PPE, job location, distance, contact info, and pay rate.

Cory D., General Labor Worker

TVID: 443-537-7DC

I can see the job and its requirements, and I don't have to wait in line or keep calling. Everything I need is provided for me with a click of a button.

Smith J.

TVID: AF7-C8F-C8D



I know exactly what is expected of me: time of arrival, rate of pay, uniform, address, etc.

TVID: C9D-EA2-D04



# EMBRACING TECHNOLOGY

## ACCELERATING COMMUNICATION

Attracting top talent can be tricky when recruiting for temporary workers. Because of their need to keep their schedules full, temporary workers very much subscribe to the “I Want It Now” mentality. Today, people demand a certain level of responsiveness in customer service. The application process is not immune to this demand.

A job search is a two-way street, meaning candidates expect prompt and frequent feedback during the application and hiring process. One way to improve the communication process is by discovering a candidate's [preferred means of communication](#). Knowing this will not only help you get information to the candidate quickly, but it will help the candidate know where to look to find new information.

In an age when phones have become a necessity, [texting has become more and more popular with job seekers](#). Texting allows you to keep candidates easily updated throughout the application process and, once hired, to pass on information to them quickly and efficiently. This is especially helpful if you are looking to invite a temporary worker back for another shift.

# BE MOBILE-FRIENDLY

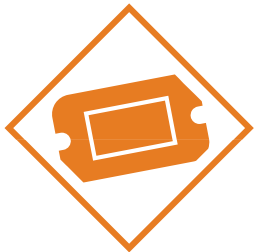
Aside from texting, phones have become much more prevalent in the job search process. To find the best temporary employees, you need to be where they are. Mobile. And not just for the application and hiring process, but for future job notifications as well.

Mobile allows job seekers to search for jobs anytime, anywhere. In fact, [35% of job seekers](#) want to be able to find jobs no matter where they are. Another 24% want to receive notifications as jobs become available. If your site isn't built for mobile, or you don't have the technology in place to connect instantly with job seekers, you're missing out on a number of qualified candidates.

The type of industry your business is in will determine how important it is to have some presence on a digital platform. A recent study conducted by Pew Research showed that nearly [one in ten Americans have earned money from temporary jobs found on digital platforms](#). For laborers, the ability to take jobs from mobile devices is critical, with 60% stating that the money they earn from jobs found on mobile is essential to their overall financial situations.

## WHO'S TAKING JOBS ON MOBILE

How important is having a mobile presence for your industry? Use the information here to see if your lack of a digital presence is causing you to miss out on attracting top talent for your short-term assignments.



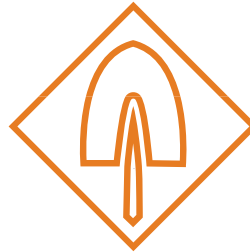
44% of events & venue workers



36% of hospitality workers



57% of warehousing workers



62% of general labor workers\*



21% of waste & recycling workers



40% of construction workers

\* General labor is defined as clean-up, loading and unloading, and other entry-level positions

# HOW STAFFING PARTNERS CAN HELP

## SELECTING THE RIGHT PARTNER

You're busy running your business, and temporary workers are an integral part in ensuring that your jobs are completed on time. But finding the right temporary worker takes time. It means posting jobs and following up in a timely manner. And, let's be honest, it's not your top priority.

That's where a staffing partner can help. [Recruiting is what staffing partners do](#). They have the resources to find the right talent for your company. And this doesn't mean just dedicated recruiters; it means a team of industry experts who can match the right worker to your job. Plus, staffing partners have a deep understanding of what temporary workers want and need. They're where job seekers are: at job fairs, online, and on mobile.

When peak season comes and you need to expand your workforce, consider using a staffing partner to help find the best temporary team for your jobsite. But make sure you consider the right one. There are three types of staffing companies to consider: traditional, app-based, and full-service.

	Traditional Staffing	App-Based Staffing	Full-Service Staffing
App based technology		✓	✓
Ability to fill last minute orders quickly		✓	✓
Local footprint and local expertise	✓		✓
Dedicated service rep	✓		✓

**PEOPLEREADY – YOUR FULL-SERVICE STAFFING PROVIDER**

[PeopleReady.com](https://www.peopleready.com)

## TRADITIONAL STAFFING PARTNERS

Traditional staffing partners provide businesses with a consistent quality of workers based on preset screening processes. These screening processes typically include an interview, an evaluation of skills, and a background check if necessary.

The major advantage of a traditional staffing partner is having a [dedicated service representative](#). This representative learns about your company to service it properly. This knowledge helps when matching workers to your jobsite today as well as planning for future needs.

Where a traditional staffing partner may falter is with last-minute orders. While traditional partners may have some digital presence, without the right technology in place they will be unlikely to find a large pool of workers for a last-minute order.

## APP-BASED STAFFING PARTNERS

Because mobile has become more prevalent in job searches, app-based staffing partners have grown in popularity. Today, job seekers want to be able to use mobile to find jobs anytime from anywhere. An app-based staffing partner offers you this ability.

App-based staffing platforms offer you access to their employees 24 hours a day, 7 days a week. As soon as you post a job, qualified workers will be notified and have the opportunity to take that position. Today, 24% of job seekers want to [receive notifications for new job listings](#). Having a mobile app reach out to qualified workers immediately can help make filling last-minute shift openings a breeze. It also allows you to see order fulfillment in real time.

One disadvantage to using an app-based staffing partner is the lack of a dedicated service representative. Because they are based on a mobile platform, this type of staffing partner may not be close to where your jobsite is. This means there is a lack of local knowledge – and a lack of knowledge about your company.

## FULL-SERVICE STAFFING PARTNER

A full-service staffing partner is your one-stop shop for staffing solutions. These partners blend the benefits of both traditional staffing and app-based staffing. Not only can these partners offer you staffing solutions 24/7, they are there when you need them.

For traditional staffing partners, filling last-minute orders can be a challenge. Much like app-based partners, full-service partners have the technology necessary to get in front of workers whenever you need them. This unique blend of technology and human interaction means your order is being touched twice, which increases the chance that it will be filled on time.

A major drawback of app-based staffing is that they aren't everywhere. A full-service staffing partner will have the local footprint you need. This footprint means local relationships that help get recruiters in front of the best talent early and often.

# CONNECT WITH THE RIGHT WORKERS TODAY

The success of your business is top of mind, and you know you need the right workers to keep your projects on track. Finding the right temporary workers in a job seekers' market starts with finding the right partner. With PeopleReady as your full-service staffing partner, you have access to the JobStack mobile app and JobStack Online.



## MOBILE AND WEB ENABLED

Multiple access points give you greater transparency into your staffing orders. JobStack offers you both mobile and web portal access. Place orders at work, at home, or on the go.



## AROUND-THE-CLOCK ACCESS

When a big storm uncharacteristically hits, when a last-minute order is placed, or when busy season is busier than expected, we have you covered. Place your order anytime from anywhere, and get notified as it's filled in real time.



## GROW YOUR TEAM

Rate each worker we send to your jobsite. Invite the highest-rated workers back for another shift to build a customized team of temporary workers for the consistency you need.

[Learn more about PeopleReady | JobStack](#)