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WHAT MOBILE APPS MEAN FOR THE FUTURE OF BLUE-COLLAR STAFFING

Blue-collar staffing is a considerable part of the recruitment industry, making up an estimated $400 billion each year. As blue-collar industries have seen greater opportunities to connect workers with available jobs, staffing apps specific to these positions have emerged and continue to gain in popularity.

These staffing apps help job candidates find temporary positions that fit their particular skill sets while allowing businesses to hire workers who can support their daily operations. The temporary workforce in the U.S., or workers who pick up jobs on a seasonal or irregular basis, included 2.9 million workers at the end of 2019, according to the U.S. Bureau of Labor Statistics.

For businesses that are reorganizing their operations, staffing apps can facilitate and shorten the hiring process, providing direct access to local, qualified workers. And businesses with urgent or future staffing needs can connect with candidates who are available to work right away or at a time to be determined, access that is often critical in keeping their projects on track and contributing to their overall productivity.

WHY DO BUSINESSES NEED STAFFING APPS?

Work environments, especially blue-collar and supply-chain work environments, have changed dramatically in recent years. More and more, businesses need workers to fill temporary, temp-to-hire or even permanent jobs as quickly as possible. But too many of them use outdated processes and limited data to manage staffing, consequently failing to meet the demand of our increasingly digital economy.

By using the state-of-the-art technology afforded by staffing apps, businesses can stand apart from the competition. Temporary workers performing a range of on-demand tasks can be found with just a few clicks of a button. Businesses around the world and in every industry have seen staffing apps become the easiest and most efficient way to hire staff on a flexible basis.

Around **3 million** temporary and contract employees work for America's staffing companies during an average week.

(Source: American Staffing Association, 2020)

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

(Source: American Staffing Association, 2020)

The number of on-demand workers using digital staffing technology in the U.S. rose to **6.6 million** in 2018 from 5.4 million in the year prior.

(Source: Mary Meeker, Internet Trends 2019 report)

WHY DO WORKERS NEED STAFFING APPS?

Staffing apps are the latest job search tool for people who are looking for extra income, who are between other jobs, or who are looking for flexibility in their schedules. For many people, apps may be the new solution to finding temporary employment as quickly as possible.

Especially now as an increasing number of adults stay home with their children who are going to school remotely or serve as caregivers for older family members, their need for immediate opportunities with flexible schedules has increased.

At the same time, people who have been forced out of work because of businesses that have shut down are also looking for jobs. As people are turning online to find temporary work, it's imperative that staffing apps give them the tools they need, as evidenced by a recent survey from Staffing Industry Analysts.

What anonymous feedback would you like to give to your current or most recent staffing firm about its website/app?

- Add more **capability**

- Improve the **technology**

- **Organize** website/app better

- **Demonstrate** the website/app

Of those features that your staffing firm's website or app does not offer, which do you most want?

- The feature most desired by temporary workers that they currently do not have access to, is **"rate client,"** which 23% of temporary workers selected.

- 22% said they would like to be able to **"view available jobs."**

Source: Staffing Industry Analysts, 2020

WHAT ARE THE MOST IMPORTANT QUALITIES OF A STAFFING APP?

In order to be successful, staffing apps should have three key components:

SPEED

SUPPORT

CONVENIENCE

SPEED

Traditional methods of finding skilled labor, such as word-of-mouth, are often too slow and create significant challenges for temporary workers as well. Though businesses hire people on a project basis often, some temporary projects require new skills. That results in a need for urgent hiring, which requires an extensive talent search.

Staffing apps serve a critical role in speeding up the process of matching open positions with appropriate candidates. Unlike job-posting sites, businesses and workers won't have to spend hours sorting through unqualified candidates or irrelevant job postings. The advantages for employers to rely on these platforms extend beyond the ability to find the right candidates.

Staffing apps also make it quicker and, as a result, less expensive to find and place qualified candidates to fill specific positions for temporary assignments. It typically takes much longer to hire through traditional staffing agencies, company ads or personal referrals. With such an unpredictable and fast-moving change in demand for staffing levels, managing workers through technology is often more effective. Businesses are able to request a workforce in the morning and be provided with staff by the afternoon.

The benefit of using a staffing app for workers is the ability to find work quickly. And without needing to visit a branch location or complete a significant amount of paperwork, they create a schedule that works for them.

SUPPORT

Businesses have to balance their own constraints, whether it's how many employees they can bring back while still observing social distancing rules, or how many employees they can afford to pay after a months-long shutdown, with the availability of potential staff.

Technology is only as good as the power that supports it. For businesses considering the use of a staffing app, it's important to find one that also carries personal support from a staffing agency with extensive industry knowledge and excellent customer service. As businesses recover from the COVID-19 pandemic—or any other future economic downturn—having a relationship with a staffing partner can provide essential support.

On-demand workers are an ideal alternative for businesses as they assess the future state of their operations. And partnering with an agency who knows how to find the right workers for you can be essential to their success. Staffing apps are most effective for businesses when their search is streamlined because of certain key factors:

- **They can review candidates who are qualified and live within close proximity to the job.**

- **They can search for specific characteristics they're looking for and the app will show them active candidates that match their criteria.**

- **They can also request workers who have done well in the past to return for future projects.**

PeopleReady asked our customers how they would rate their previous experiences with a staffing app:

1 (Poor): 21.9%
2: 24.8%
3: 30.7%
4: 14.6%
5 (Excellent): 8.0%

CONVENIENCE

Many economic sectors have been facing an increase in demand and need additional workers. In times of an unpredictable crisis, staffing apps help solve this problem.

Today's businesses are shifting to a more blended workforce where temporary workers represent a greater share of the workforce. Mobile apps solve staffing challenges such as limited access to reliable staff, lengthy and costly onboarding processes for temp workers, and a lack of availability of staff at short notice.

PeopleReady asked our customers, "What is the greatest benefit of using a staffing app?"
Fifty-two percent of respondents said **convenience**.

Many businesses are unable to justify employing additional full-time staff, as some seasons are busier than others. Temporary workers provide a welcome alternative if an employee calls in sick or doesn't show up for work, or when regular team members have gone on vacation. Through a staffing app, businesses can post requests for workers instantly by inputting their location, a shift's start time, and the position that needs filling.

A set schedule may be a tremendous benefit in supporting workers as well, helping them overcome challenges that could otherwise interfere with their work. People can schedule medical appointments outside of work or balance their responsibilities as a caregiver for their older family members. Parents now experiencing unexpected daycare and school closures may be better able to create a regular schedule.

In order for businesses to find the right staff, it's important to work with an agency who can access the best talent available and easily analyze workers' experience and skills so that they will fit your needs.

SUMMARY

As new patterns of consumer demand emerge and the overall economy continues to fluctuate, businesses will need to be innovative when filling workforce gaps to meet consumer demand. Many businesses will now seek contingent workers where they would have previously had permanent staff, which helps them to stay flexible and agile in this environment.

Fortunately, there are a variety of agencies that offer on-demand talent solutions along with mobile apps and other vital technology that help manage the entire staffing process. Because staffing accounts for a large proportion of overall expenses, even minor adjustments can save thousands of dollars annually. Whether you require seasonal staff for busy periods or you're just looking for extra support during a challenging time, a staffing agency can help your business thrive and better prepare for the future of work.

ABOUT PEOPLEREADY

PeopleReady provides the best match of dependable, hardworking employees—when and where you need them—by applying our experience and specialized knowledge to improve the productivity of each customer we serve. PeopleReady is part of TrueBlue, Inc. (NYSE: TBI), a leading provider of specialized workforce solutions, including staffing, large-volume on-site workforce management, and recruitment process outsourcing to fill full-time positions. Based in Tacoma, Washington, TrueBlue serves clients globally and connects as many as 724,000 people to work each year in a wide variety of industries. Learn more at trueblue.com.

ABOUT JOBSTACK

JobStack, PeopleReady's mobile app allows companies to place orders for on-demand or temporary talent from a smartphone or desktop 24/7. With JobStack, you can find workers at any time, confirm their hours, rate their performance, and even invite your favorite workers back. JobStack has filled approximately 6 million shifts since its inception and serves over 20,000 customers.

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