

A Staffing Expert's Guide to **Benefits, Performance,** and **Transparency**



VensureHR
Staffing Alliance

Introduction

The staffing industry is a unique space that connects top talent with clients looking to fill roles. In today's most competitive labor market, staffing agencies need to prioritize the employee experience with better benefits, clear career pathing, and cultivating a culture of transparency. This allows staffing agencies to position themselves to retain and recruit the best of the best workers.

The top reasons people are searching for new jobs are because they dislike their current roles (39%), their position was eliminated (31%), or they are interested in a career change (23%).¹

As the economy continues to ebb and flow, and labor shortages persist, it is more important than ever for staffing companies to invest in technology. Utilizing the appropriate tech stack enables staffing agencies to automate and simplify processes, such as simplifying the application process, onboarding more efficiently, and managing a workforce effortlessly. As a result, staffing agencies can refocus on growing their relationships with prospective candidates and clients.

Though technology is an integral part of a staffing agency's operations, it is equally important to focus on the areas that boost employee retention—offering comprehensive benefits, transforming performance management, and cultivating a culture of transparency.



Top reasons people are searching for new jobs:

39%

They dislike their current role

31%

Their position was eliminated

23%

They are interested in a career change

¹Sparks Group

Boost Your Benefits

A successful benefits package allows employers and employees to reap the rewards—employees satisfied with their benefits are 13% more likely to stay with their employer for three or more years.² However, nearly half of polled organizations (47%) reported that maintaining a comprehensive, competitive benefits package is one of the biggest challenges.³

It should not come as a surprise that 10% of workers would take lower compensation for access to better benefits.⁴ Unfortunately, employer and employee priorities in health and wellness do not always align. For example, 36% of employees left or considered leaving a job due to lack of family benefits.⁵ Yet, 35% of employers plan to eliminate adoption and fertility assistance and 28% will discontinue paid parental leave.⁶

A recent study showed that the top five benefits employees want from employers are:

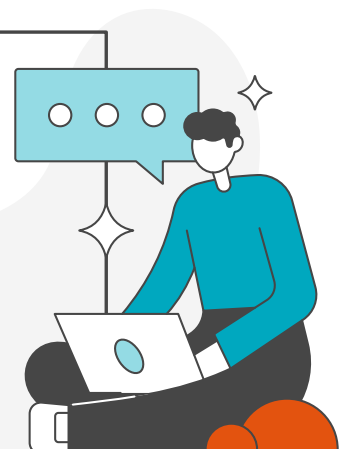
1. Employer-sponsored healthcare
2. Life insurance
3. Retirement savings options
4. Mandatory paid time off
5. Mental health support

Similarly, the top benefits employers provide align with those:

1. Employer-sponsored healthcare
2. Life insurance
3. Retirement savings options
4. Mental health support
5. Employee discounts

To help the staffing industry align with what the workforce is demanding, here are some of the **top benefits trends** for the staffing industry.

- ✓ Flexible Work Arrangements
- ✓ Professional Development Opportunities
- ✓ Retirement Savings Options
- ✓ Financial Wellness and Education
- ✓ Mental Health Treatment and Support
- ✓ Physical Well-Being
- ✓ Self-Serving Technology
- ✓ Inclusive and Expansive Coverage



8 Benefits Trends for the Staffing Industry

1

Flexible Work Arrangements

Since COVID-19, many organizations have shifted to remote and hybrid work models. As the pandemic settles and businesses press on, remote and hybrid work models are here to stay. In fact, many job seekers are specifically looking for flexible work arrangements as a perk in their next place of employment. Flexible scheduling is also a great alternative if you cannot offer remote or hybrid work models. Especially for working parents or caregivers, having flexibility to drop off or pick up a child or be available for a loved one under their care is a benefit that will show you care about your employees' personal lives.

2

Professional Development Opportunities

As employees are seeking career changes and employers wanting to close skills gaps, offering professional development opportunities can be a great way to serve both priorities. Employees can gain access to informational webinars, obtain professional and academic certifications, tap into internal mentors or network with professionals in their fields of interest—these professional growth resources demonstrate your commitment to their careers and professional development, as well as helps you upskill and reskill to fill in the gaps where needed.

3

Retirement Savings Options

While Millennials and Gen Z are saturating the workforce, there's also an aging workforce demographic looking to retire or shift to part-time roles. Though pensions are becoming less common, offering retirement savings options can help your workforce financially prepare for their futures. If you already have a 401(k) plan, consider alternative retirement options, such as Roth IRA or stock options. If you're interested in learning more about a simplified retirement option for you and your employees, explore [VensureHR's retirement solutions](#).

4

Financial Wellness and Education

Between the skyrocketing student loan debt, housing market, and inflation, workers are struggling to dig themselves out of financial crises. Without resources to educate and support their financial wellness, many are leaning on their employers for help. Offering [wages on-demand](#), financial management tools (i.e. apps), and access to professional support (i.e. financial advisors) can help your employees take control of their finances.



5 Mental Health Treatment and Support

Finding access to mental healthcare professionals and receiving quality care are two of the most challenging obstacles individuals face when it comes to mental health treatment. As a result, many people suffer from undiagnosed or untreated mental health issues. One way to help combat this is to provide a healthy culture that values work-life balance. This means encouraging employees to utilize PTO, offering mental health days to combat burnout, and ensuring employees on PTO disconnect from their devices and focus solely on their health and well-being. Another way to support them is exploring health insurance plans that incorporate expansive mental health services, creating employee assistance programs, and developing employee resource groups. All of these resources can help your employees find the services, treatment, and support they need to maintain their mental health.

6 Physical Well-Being

As everyone navigates away from the impacts of the COVID-19 pandemic, an increased emphasis is being placed on physical well-being. From offering healthier choices in the vending machines or a snack bar for internal employees, to gym memberships and healthy food subscriptions, there are plenty of ways to support physical health. A wonderful benefit to consider is a [supplemental health management plan](#)—a means of creating access to healthcare services and professionals to help educate and help employees manage their health.

7 Self-Serving Technology

It's safe to say that technology is not going anywhere, so you might as well use it to your advantage. When it comes to benefits, utilizing [integrated technology](#) can help empower your employees to take their health into their own hands. From simplified benefits enrollment to accessing and managing important benefits information, your employees can enjoy on-the-go benefits management. Conversely, you can set up role-based permissions to ensure security, create customized reports, and manage other aspects of your business, like HR administration and payroll processing.



Inclusive and Expansive Coverage

As mentioned in tip #5, expanding coverage can help employees find the best plans to match their needs. Additionally, creating benefit offerings that are more inclusive of various needs can prove advantageous. For example, if you offer paid time off, expanding it to include parental leave can help families comfortably welcome their newest additions. If it doesn't already, expand your parental leave to also include fostering, adoption, and other family benefits. One important trend is that as health care and insurance prices continue to rise, more employers are pushing insurance premiums to employees. Instead, employers should look to pay as much of the employee premium as possible, as well as consider extending to spouses, dependents, and domestic partners. Other considerations might include extending leave policies to cover or expand bereavement and paid sabbaticals.



Managing benefits can be difficult as is, let alone trying to find a benefits package that suits a variety of individual and industry-specific needs. If you're looking for a full suite of benefit offerings, connect with VensureHR where one of our representatives can provide an [employee benefits overview](#) and customize an offering your employees won't be able to resist.



Revamp the Way You Track and Evaluate Performance

Long gone are the days of the annual performance review. As businesses grow, so do their processes, and performance management is no different.

With the younger generations (Millennials and Gen Z) settling into the workforce, the way performance is evaluated and critiqued is changing. Real-time assessment and continuous feedback are becoming the new expectation.

As Millennials step into mid to senior-level management roles, their desire for professional development and training is increasing. Additionally, between the skills gap and labor market challenges, organizations are leaning on quiet hiring and creating career development journeys via internal mobility.

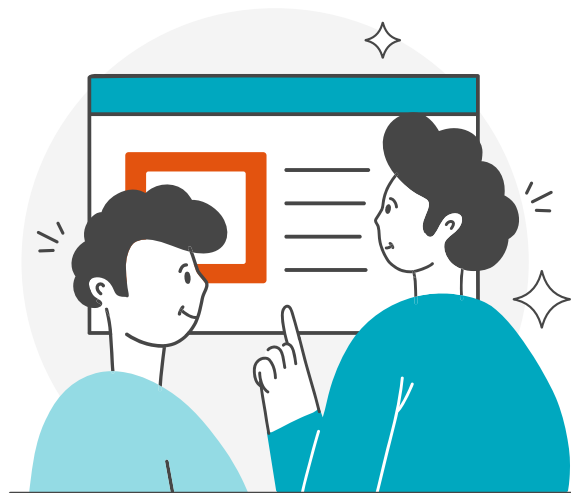
Set yourself apart and equip employees with the tools they need to succeed—here are some performance trends you should consider.

3 Key Performance Trends



Continuous Feedback

Continuous feedback doesn't look the same for all employees or businesses. For example, implementing a 30-60-90 approach—a roadmap for new employees during the first 30, 60, and 90 days of their new role—to onboarding provides an opportunity to present feedback during the most integral time of an employee's employment lifecycle. Beyond the onboarding stage, a 360-degree feedback approach incorporates real-time feedback from worksite managers, peers, and others within the organization. Continuous feedback not only extends immediate assessment, it also fosters an open, honest dialogue between employees and employers to address concerns, communicate regularly, and cultivate transparency.



2 Professional Development and Training

To help employees refresh or learn new skills and close skills gaps, upskilling and reskilling are great professional development strategies. Upskilling is the act of teaching new skills. This could include new software, social media strategies, content marketing, or other skills that align with employee interests and organizational demands of your clients. Reskilling is the process of teaching skills for a new role. Perhaps if an employee's role was eliminated and they have an interest in a different role, you could reskill them. An example would be reskilling an accountant into a benefits specialist. Other professional development and training could include anything from informal training and resources (i.e. webinars, guides) to formal education and certification (i.e. SHRM, marketing).

3 Career Development Journey

Most employees are looking for a role that continues to challenge them and offers meaningful work that aligns with their personal values. Mapping out a career development journey is a great way to collaborate with employees on developing their skills, setting goals, and supporting their careers. Internal mobility—a lateral move across various shifts within different organizations—is a great way to both retain employees and allow them to pursue a new career opportunity.



Performance management is constantly evolving. As you navigate your processes, you might discover the need for new HR technology to support your talent management demands. Learn more about [VensureHR performance management solutions](#).



Create a Culture of Transparency

Ghosting, simply put, is the act of disappearing. Or in the digital age, the art of unresponsiveness. In fact, an estimated 70% of adults have ghosted someone.⁷ Though oftentimes heard in the context of dating, ghosting is also prevalent in the staffing industry.



Generally, ghosting is socially frowned upon, yet people still utilize it for ending personal and professional relationships. In any attempt to prevent it, staffing professionals need to understand the reasons why it occurs. Here are some of the top reasons why candidates may choose to ghost you during the recruitment process or not show up for their assignments.



Convenience. It's likely that doing what is easiest is going to take priority. Unfortunately, severing a relationship can evoke undesirable feelings for both parties and thus, ghosting removes the time, energy, and emotions involved in the experience.



Loss of Interest. Whether they have had time to ponder their options (including your organization), found another opportunity, or perhaps were given too much time between interviews or a decision, a loss of interest in the role or your organization is often a reason behind ghosting.



Negative Interaction. Despite intentions, sometimes candidates have a negative experience. Whether that's through the worksite manager or someone else involved in the process, an undesirable interaction can lead to ghosting.



Low Emotional Intelligence (EQ). EQ involves the discernment of emotional responses in varying situations with empathy. A low EQ may result in inability or difficulty understanding the impact of one's actions.

3 Tips on How to Prevent Ghosting

While not all those who partake in ghosting are ill-intentioned, it is important to respond with empathy and take the necessary precautions to prevent it. Explore these tips on creating a space for both hiring teams and candidates to cultivate open, honest conversations and prevent ghosting.



Create a Positive Candidate Experience

While this may be easier said than done, there are many ways to improve and cultivate a positive applicant process. First, conduct an intake meeting with the hiring manager and team. Ask questions and determine the job requirements, an ideal candidate profile, the finer details (i.e. compensation, work model, team members to be involved in the interview process), and a timeline for a decision. From there, you can craft a detailed job description and start vetting applicants. Make sure you establish both a channel of communication and a cadence of communication with the applicant regardless of where you are at in the interview process. Someone on the hiring team went on PTO? Inform the applicant. The position has been closed? Let them know. Lastly, it is critical that you create an opportunity for candidate feedback. In any communication, but especially after a rejection or candidate withdrawal, highlight a place for candidates to provide feedback. Learn from what works and strategize to fix or improve what didn't work. Continually review this feedback and make adjustments to your process as needed.



Set Expectations

Part of being transparent is establishing expectations, both from the employer's and applicants' perspectives. Not only should you provide adequate information, such as a timeline and details of what to expect during the interview process, but also ask the candidate if they have any questions or concerns regarding it. Even if tentative, try to provide a realistic overview of what they can expect—communication and a contact they can reach for any questions, concerns, or accommodations, who they will be interviewing with, how many interviews to expect, final decision timeline, etc.



Practice Pay Transparency

Though many local and state jurisdictions require pay transparency in job posts, providing a salary or hourly wage range can be beneficial to both you and candidates. Instead of finding out during the phone screening or even three interviews into the process that your compensation expectations do not align, implementing pay transparency can help you set compensation expectations. Especially in a time where inflation has offset the gains of higher wages and opportunities for promotions, pay transparency can provide a range for which candidates can make the decision to apply or not.



Though the Great Resignation is becoming a thing of the past, ghosting is becoming more prominent. These tips provide a great opportunity to learn and grow as an organization. Take the opportunity to review, revamp, and relaunch your recruiting and retention efforts. Learn some of the [top recruiting strategies for staffing firms](#).

Final Thoughts

The staffing industry faces unique challenges that require specialized solutions. As you navigate employee retention in 2023 and beyond, this guide offers suggestions that may vary depending on internal employees, temp workers, or the industry for which you work. However, through boosting your benefits, tracking and evaluating performance, and cultivating transparency, we hope that this guide provides you valuable tips and tricks to stay on top of the industry's latest news, trends, and products.



Resources

Below are some additional resources that may provide you with further insights into specific areas of business. VensureHR is devoted to helping staffing agencies continue to succeed and bring industry expertise, tools, and resources to support them.



Performance Management

- ↳ [Reinventing Performance Management: Trends and Strategies for Success](#)
- ↳ [Addressing the Skill Gap: Developing a Comprehensive Training and Development Program](#)
- ↳ [Performance Profiles Vs. Traditional Skills-Based Job Descriptions](#)

Benefits

- ↳ [Financial Wellness Programs: How HR can Improve Employee Stress](#)
- ↳ [Mental Health Awareness Month: Understanding the Importance of Self Care in the Workplace](#)
- ↳ [How to Foster a Culture of Continuous Learning in Your Organization](#)

Transparency

- ↳ [The Power of Employee Feedback](#)
- ↳ [Developing a Strong Employer Brand to Attract Top Talent](#)
- ↳ [Employee Motivation: Understanding What Drives People at Work](#)

Staffing Industry

- ↳ [The Next Evolution of Staffing](#)
- ↳ [Why Do You Stay? What Keeps You Here? How to Prevent an Early Exit](#)
- ↳ [The Role of HR in Managing Cultural Differences in a Global Workplace](#)





About Vensure Staffing Alliance

Total Commitment. Complete Support.

Vensure Staffing Alliance's expertise and reputable service free your organization from the responsibilities and associated risks of managing core aspects of an HR program. Together, we'll design a customized solution to keep your HR backend functioning efficiently. Our emphasis on customer satisfaction means you and your employees receive excellent service and gain the ability to focus on revenue generating activities.

Experience the difference Vensure Staffing Alliance delivers to your business. To learn more about our customized HR solutions, call us today or visit vensurestaffingalliance.com to explore our comprehensive services and to request a free consultation.



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800.409.8958
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