



The staffing industry guide

5 key areas where you can use technology to get ahead of your competition

Welcome to your guide on how to get ahead in the staffing industry.

Being a staffing executive is hard—you're under a lot of pressure to perform. But not only that ... in order to secure business, you need to outperform your competition.

That's why we made this resource. It reveals what your competition is likely doing and not doing. And spoiler alert: They're all automation opportunities. Here's why:

- ▶ Great employee prospects, great contractors, and great talent-buying companies are the lifeblood of your business.

And automation makes their life much easier.

Automation creates an incredible experience for your people.

So, where do you start? We've identified five automation opportunities where you can gain an advantage over the organizations in your space.

5 opportunities to get ahead by using technology

01

Use automation to help you pay your employees and contractors faster.

Many staffing executives believe automation isn't worth it.

The rest are implementing automation as fast as they can – but very few are taking advantage of everything automation has to offer.

This is shocking, because industries like retail and healthcare successfully migrated to a more self-serve model in the COVID-19 pandemic ... and it paid off big time. But staffing didn't evolve in most cases.

What does this mean for you? It means opportunity. Here's an example:

Imagine you're a contract worker with a salary card. When you clock out, you'd prefer to know you're getting paid out quickly. With good automation, a company could pay you weekly – or even every night. How would that change your view of the staffing company?

When there's a shortage of labor, automated payment can be a huge competitive advantage.

Automation also improves the efficiency of:

- Closing your books
- Financial reporting
- Journal entries
- Payroll
- Month-end activities
- Expense reporting

Suggested action step

Choose something from this page that you don't have automated, and automate it.

Competitive advantage

Happier workers. Automating makes your process quicker and easier than the competition's.

02

Duplicate your best people's output by turning their best practices into automated SOPs.

Few staffing companies have automated their buying processes.

Even if they have their worker processes automated, they typically haven't done well automating the other side.

This means many of your competitors aren't automating things such as documents for customers. They're still doing five- to 20-step processes, completely manually.

If you find yourself in that camp today, there are plenty of reasons you might believe automating is not worth your time.

You might believe automating buying processes is not worth your time.

Maybe you tried automation before and it created more work, and now you don't believe it's worthwhile.

▶ But the most common reason might be that your perceived cost-benefit analysis doesn't seem to make sense.

"Why would I spend \$50,000 on a solution when my cost right now is one person who spends 10 hours per week on it and I pay them \$15 per hour? For \$600 per month, the problem is solved for me."

To some extent, this logic makes sense ... in *theory*.



But the key words are perceived cost. Because think about this:

- ▶ What would be the cost of that person walking away leaving no one knowing how to do the job?

Imagine you've got an assistant doing a task exactly how the boss likes it. But when the person leaves, the boss is disappointed with the way the new person is doing the task.

Now what are you going to do? It's a costly and painful process. But what if you had automated that assistant's processes?

- ▶ With automation, you're duplicating your best people's best practices by making them standard operating procedures (SOPs).

Then you can take care of 50 bosses and have a consistent experience as you scale, without having issues training or losing your most important institutional knowledge.

Automation is about taking that institutional knowledge, putting those rules into the system, and letting the system orchestrate the processes.

Another example: Let's say you have a salesperson who accidentally offers a discount, saying, "Oh, I didn't realize we didn't offer one on this product, but I already quoted it." Well, if that item is in the system, no one ever makes that mistake again because the system enforces that item.

So, is buyer automation worth the cost?

Well, when you account for turnover, training costs, and manual mistakes, it makes a lot more sense.

OK, but what buyer processes should I automate?

Start with documents.

Instead of having buyers go through a 10- to 20-step process to get master services agreements (MSAs) and statements of work (SOWs), look at simplifying the process. How can you duplicate your best workers' output and reduce manual processes?

Suggested action step

Automate the process of sending and receiving buyer documents – and duplicate your best processes into SOPs.

Competitive advantage

Customer experience. Putting your best processes on autopilot gives you the power to duplicate a great experience every time.

03

Automate applications so your candidates can apply and get hired faster.

Most staffing companies have successfully automated the “submit your resume” portion of the journey, to the point where applicants don’t need help from a human to accomplish the task.

If you’re not doing that, you could be falling behind.

The same goes for:

- Allowing a prospective employee to successfully apply for a job – from start to finish – without human interaction
- Automating the task document downloads by workers and temps

Our recommendation? If you’re not doing so, set up electronic document submissions for job applications, background checks, approvals, and self-service profile maintenance.

► Why? Speed.

If you’re not automating document submission, it’s taking away time and resources when it doesn’t have to. It’s also creating delays.

When you can’t turn around paperwork fast enough, you are slower in serving your most important people – and you risk losing them to the competition.

Staying competitive in the staffing business relies so much on speed.

Employer:

“I want my candidate now.”
“I want quality resumes now.”

Prospective employee:

“I want offers now.”
“Wait, I can start next week instead of in three weeks.”

That speed in getting paperwork collected and verified is a competitive advantage when you’re trying to recruit the talent.

When you deliver quick results to workers, you can start hearing feedback like:

“Hey, you got me started and earning money a week before the other guys, so I’m going with you.”

Suggested action step

Automate the entire application process for employees and contractors.

Competitive advantage

Speed. You’ll keep up with most other staffing companies in how fast you can get applicants working – and rise above those who haven’t automated the process.

04

Fully automate the process of timekeeping.

Recording hours is one of the most time-intensive elements of the staffing industry.

But if you can get this one figured out, it'll be a massive advantage over those who haven't.

How do you do this, though, when so many different software applications have to talk to each other?

- ▶ **Simple. Use NetSuite.**
It's simple to integrate and streamline, fully automated, and easily viewable.

Crowe has the experience, ability, and track record to integrate NetSuite. Our automation gets your data from disparate systems so you can complete a process and take advantage of systems.

Suggested action step

Research integrating and automating time and expense reporting.

Competitive advantage

Bandwidth. Imagine how much time you'd save – not just now, but as you scale – if you didn't have to keep pouring resources into this task.



05

Stand out by automating workers' ability to indicate their availability for shifts.

It might sound small, but if you automate things like this, you can gain a significant advantage.

For instance, think about this situation:

A worker calls in sick. Another one has vacation coming up. Imagine if you automated messaging such as, "Hey, we're short on this shift. Can you pick it up?"

The automation can send it to a bunch of workers, see who responds first, and then follow up with everyone else it sent messages to, letting them know the shift was filled.

The system can see this is an urgent need and automatically pull qualified people in at a small incentive.

Instead of a stressed-out human trying to figure out the problem, automation can do it quicker, more efficiently, and without human error.

Why aren't more companies automating shift availability and scheduling like this? Likely because they don't know how or don't have systems to do so.

▶ That's an opportunity for you.



Suggested action step

Automate your shift availability indication process.

Competitive advantage

Reliability and ease. When your staffing company can more reliably staff jobs, buyers typically favor you. Not to mention the time and resources you can save.

What's next?

Plenty of ways exist to gain a competitive advantage using automation. The staffing industry is ripe for being transformed by automation. But these five areas are the low-hanging fruit that could get you a powerful advantage over your competitors.

If you're ready to implement automations that have the potential to save time and money – and let you rise above your competitors – we can help you with NetSuite applications. Ask us about what Crowe Staffing Accelerator for NetSuite can do for you.

- ▶ And the great news?
The investment might be less than you think.

You can start small and grow over time. You don't have to automate your whole buyer and worker process. Simply start with what will have the greatest impact on your business.



Hi, I'm Adnan.

I'm here to help you identify which NetSuite automations would be most impactful to your business.

My recommendation?

Automate at least **one thing** you don't have automated. We can help.

Just reach out to me at adnan.patel@crowe.com or by clicking the button below.

Reach out to Adnan



"Crowe" is the brand name under which the member firms of Crowe Global operate and provide professional services, and those firms together form the Crowe Global network of independent audit, tax, and consulting firms. "Crowe" may be used to refer to individual firms, to several such firms, or to all firms within the Crowe Global network. The Crowe Horwath Global Risk Consulting entities, Crowe Healthcare Risk Consulting LLC, and our affiliate in Grand Cayman are subsidiaries of Crowe LLP. Crowe LLP is an Indiana limited liability partnership and the U.S. member firm of Crowe Global. Services to clients are provided by the individual member firms of Crowe Global, but Crowe Global itself is a Swiss entity that does not provide services to clients. Each member firm is a separate legal entity responsible only for its own acts and omissions and not those of any other Crowe Global network firm or other party. Visit www.crowe.com/disclosure for more information about Crowe LLP, its subsidiaries, and Crowe Global.

The information in this document is not – and is not intended to be – audit, tax, accounting, advisory, risk, performance, consulting, business, financial, investment, legal, or other professional advice. Some firm services may not be available to attest clients. The information is general in nature, based on existing authorities, and is subject to change. The information is not a substitute for professional advice or services, and you should consult a qualified professional adviser before taking any action based on the information. Crowe is not responsible for any loss incurred by any person who relies on the information discussed in this document. © 2022 Crowe LLP.