



Reduce turnover and hire smarter from the start

— Today's agenda

- 01 Introduction
- 02 How the hourly labor market has changed
- 03 How to adjust your hiring strategy to attract today's hourly workforce
- 04 Quick competition
- 05 Q&A
- 06 Conclusion





Introduction



Presenter



Daniel Blaser

Hiring Specialist & Podcast Host

daniel.blaser@workstream.is





How the hourly labor market has changed



— It's a job seeker's market

- The turnover rate among the hourly workforce is **73.9%**
- Only **54% of hourly employees make it to 90 days** on the job before quitting
- **45%** of operators say they **need more employees** to meet consumer demand
- **70%** of operators say they have job openings that are hard to fill



There are **3.5 million** open jobs
in the US for the hourly workforce.

**bls.gov*



Online jobs postings remain steady

The post-COVID job posting boom continues



What does this mean
for **recruiters** and **HR teams**?



Turnover is expensive

Average expected turnover in the next 6 months*:

- 48% of Gen Z
- 32% of Gen X
- 35% of Gen Y
- 24% of Baby boomers

\$5,000

cost to hire and onboard one hourly employee**

73.9%

annual hourly employee turnover rate***

[*bcg.com](https://www.bcg.com)
[**TalentCards](#)
[***Toast](#)



The daily struggle

80%

of applicants don't show up
for interviews

16

average number of HR tools your
managers are bouncing between

15+ hours

spent posting jobs, scheduling interviews, and
paperwork

**That's time that could be better spent
providing a great employee experience**



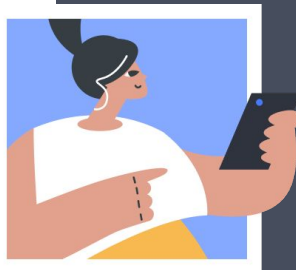


**How to adjust your hiring strategy
to attract today's hourly workforce**



Don't rely on job boards alone

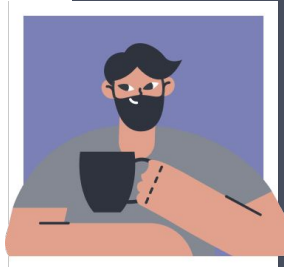
While 90% of job hunters use job boards, they're more likely to mass apply. Applicants who apply through more personal avenues are more likely to be interested in *your* company. **Use a mixed approach!**



Text-to-apply

5x

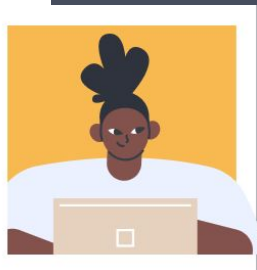
more effective than job boards



Referrals made using
Workstream

8.7x

more effective than job boards



Social media

2.8x

more effective than job boards



500% increase in applicants

A 14-location Zaxby's franchisee was barely getting 20 applicants across all locations by using job boards alone.

By evolving their sourcing strategy and managing it all in one place, they were able to increase their applicant volume by 500%!



- Put application QR codes on receipts
- Speak at your local college or high school
- Post on apps like NextDoor or community groups on Facebook
- Attend local career fairs and job events
- Sponsor events in your community



Focus on the benefits hourly workers *really* want

Wages are important, but they're not everything. Make your job opportunity stand out by going beyond wages to highlight other top priorities for this workforce (listed in order of importance)*:

- Flexibility/work life balance
- Career advancement
- Pay
- Enjoyable work environment
- Recognition

*bcg



Be quick and mobile

Respond to applicants as quickly as possible to capture their attention and keep them interested in your opportunity. Text messages are a great way to communicate quickly—and it's effective. 66% of job seekers say it's **acceptable for recruiters to contact them via text.**



2.4x

greater chance of a
successful hire
when employers
proactively
contact applicants
first



25%

greater chance of
hiring when
employers contact
applicants within an
hour of receiving the
application



78% faster time to hire



A 14-location Hardee's franchisee was losing applicants to slow response times. Job seekers waited days to get a response or an interview scheduled.

By adopting **automated messages and a text-based communication strategy**, they were able to keep applicants engaged throughout the process—and make the hire!



Faster hiring thanks to automated scheduling, texting, and a hiring mobile app!



Don't forget the data

How do you know your hiring strategy is working if you're not tracking:

- Which applicant sourcing strategies are working and which ones aren't
- Which of your locations/departments are struggling and why
- How fast your hiring managers are responding to applicants
- How long applicants are waiting in hiring stages
- How long it takes you to hire



Data drives retention

“

Within the first 90 days is when we typically lose people. If we can monitor their progress at 30, 60, and 90 days, we're more likely to retain them over a year. Workstream has helped keep that organized because we know when they've applied, interviewed, have data and key metrics from pre-hire to post-hire that helps you to retain people, which is obviously huge dollars and cents.

”

Rajiv

Franchise owner, 41 Bojangles locations

Dinakaran

Bojangles



Automation, automation, automation

If speed is the name of the game, win by automating as many manual processes as possible:

- Applicant communications (email and text!)
- Application screening
- Interview scheduling
- Onboarding paperwork
- Work Opportunity Tax Credit (WOTC) applications



Accelerating hiring



A 48-location franchise group was doing hiring manually: sifting through resumes, scheduling interviews, making phone calls. The responsibility fell on one person and made hiring painfully slow.

By **automating resume sourcing, transactional messages, and interview scheduling**, they were able to free up time to focus on the applicant experience, like having their favorite drink ready when they come in for an interview!





Consolidate your HR tools



Grow and retain your existing team!

You know what's easier than chasing turnover? Stopping it.

Build worker loyalty by focusing on your employee experience. Ask yourself:

- Are you providing career advancement opportunities and do your workers know about them?
- Do you trust your workers and empower them to make decisions on their own?
- Are you providing opportunities for workers to grow their skills or learn new ones?
- Are you training your managers to be good people leaders?





Why Workstream?





Office Workforce



Hourly Workforce

Desk-bound	Deskless / Mobile-first
Fixed monthly salary	Pay changes every day or week based on total hours worked
No concept of tipping	Tipping is prominent
Standard labor rules	Complex labor rules for lunch breaks, overtime pay, etc
English as first language	Multilingual
No minimum wage	Minimum hourly rate set by state
Majority have benefits	Benefits if working > 30 hours
Single role in one location	Multiple roles across locations, leading to different pay rates
Low turnover	High turnover

CHALLENGE

Today's
software is
not built for
the hourly
workforce



Workstream is modern Payroll and HR built for hourly businesses

Move fast, reduce costs, and simplify operations

1



Save 10s of hours
each week by
automating
manual tasks

2



See up to 40%
in annual cost
savings with
all-in-one

3



Simple, or often
zero, integrations
needed between
systems

4



White glove
service for all
customers



Workstream is all-in-one HR



Our smart technology streamlines tasks so franchise and business owners can move fast, reduce labor costs, and simplify operations—all in one place.

Our purpose is to bring access to opportunities and growth to the 2.7B people in the global deskless economy through technology—from business owners to the workers they employ.

2017

Founded

30,000 +

Locations served

4,000 +

Customers

\$120 mm

Funding & Investors



Data drives retention

“

Within the first 90 days is when we typically lose people. If we can monitor their progress at 30, 60, and 90 days, we're more likely to retain them over a year. Workstream has helped keep that organized because we know when they've applied, interviewed, have data and key metrics from pre-hire to post-hire that helps you to retain people, which is obviously huge dollars and cents.

”

Rajiv Dinakaran

Franchise owner, 41 Bojangles locations

Bojangles



78% faster time to hire



A 14-location Hardee's franchisee was losing applicants to slow response times. Job seekers waited days to get a response or an interview scheduled.

By adopting **automated messages and a text-based communication strategy**, they were able to keep applicants engaged throughout the process—and make the hire!



Faster hiring thanks to automated scheduling, texting, and a hiring mobile app!





Want to
see a demo?

Scan the QR code



QUESTIONS?

Daniel Blaser

Hiring Specialist and Podcast Host

daniel.blaser@workstream.is