



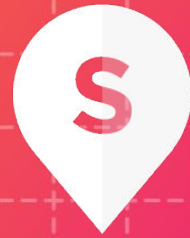
2020

STATE *of* STAFFING

INDUSTRY GROWTH

2020 State of Staffing Sponsors





StaffingHub

The Leading Source for Staffing Industry Intelligence



Presenter:

David Folwell

President, StaffingHub



Presenter and Moderator:

Caitlin Delohery

Editor-in-Chief, StaffingHub

Goals for Today

1. Help you understand industry trends in 2020
 2. Identify specific tools and technology
 3. Discuss what's next in staffing
-

Agenda



1. The State of Staffing Industry Growth

- i. Start of 2020, Pandemic, Post-Pandemic
- **Communication & Candidate Experience**
- **Technology Insights**
- **COVID-19 Impact on Staffing**

2. Future of Staffing Discussion

- Moderator - Caitlin Delohery, StaffingHub
- John Long, Founder & Co-Chairman, Avionte
- Adam Conrad, Founder, Great Recruiters
- Joey Olson, Director of Business Development, Staffing Referrals
- Erich Hugunin, Chief Revenue Officer, TextUs
- Andrew White, CRO / COO, WurkNow

If not now, when?

If you had the opportunity to transform your staffing business, would you take it?

One source of truth.

A complete staffing solution for accessibility, mobility and agility.

Video Interviewing

Mobile Onboarding

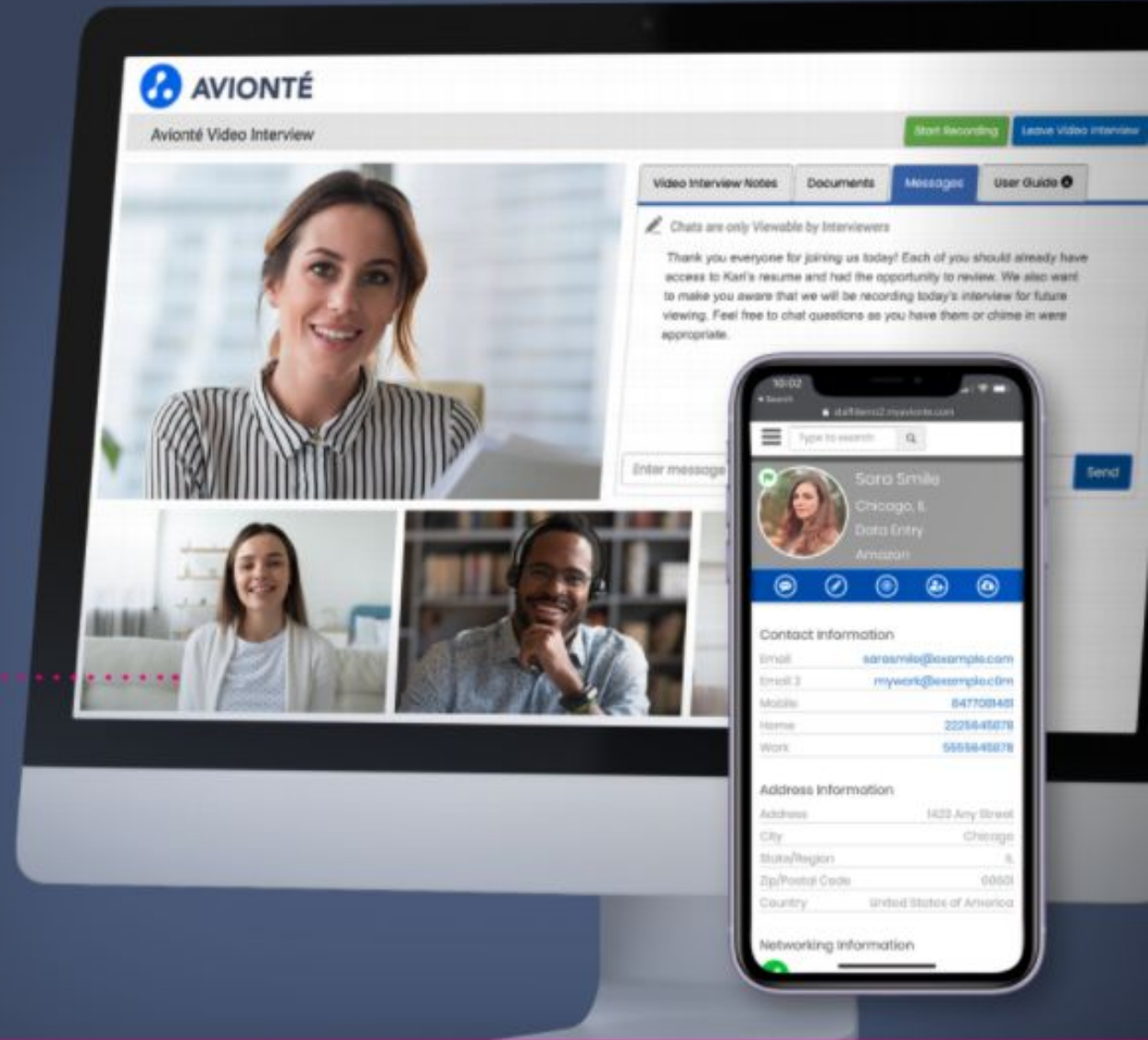
Two-way Texting

Automated Workforce Engagement

Built-in Compliance

Mobile Time Entry

Electronic Invoicing



1.0



The State of Staffing Industry Growth

The staffing industry had a strong start to 2020, followed by rapid decrease due to COVID-19.

Start of 2020: Biggest Challenges

Finding qualified candidates remained the top challenge in 2020.

*Leveraging technology
buy into ROI*

*Finding qualified
candidates*

*Uberworks and other on-demand
staffing agencies*

*Automation, technology advancements,
mobile app, referral management process*

*Technology and reputation
management*

Start of 2020: Biggest Opportunities

Many staffing firms indicated growth opportunities in Q1 that are more relevant than ever in the wake of COVID-19

Expanding into new verticals

Automation without losing personal touch

PR, Social Media, Marketing and Word of Mouth

In this labor climate, it is imperative you partner with your clients so that they don't hop around to different agencies hoping for different results. If you "get in the trenches" with your client, you will capture them, understand their REAL needs, guarantee loyalty and DRIVE growth.

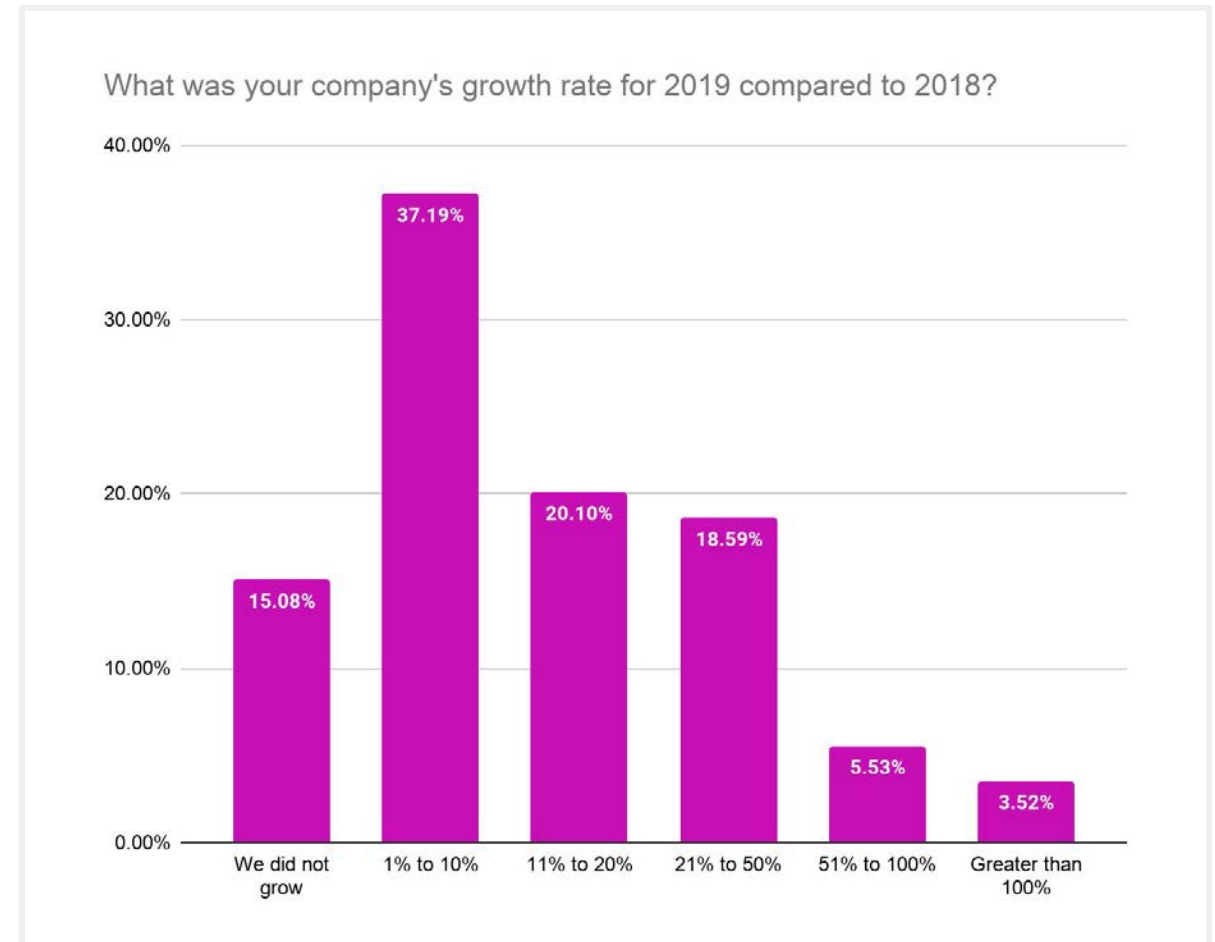
Diversification - providing staffing in various industries

Focus on the supply that best fits the culture and business model of the firm.

Adopt gig economy

Staffing Industry Growth (Pre-COVID)

The majority of respondents (**84.92%**) experienced some growth last year. Nearly half (**47.74%**) of firms report growth rates of 11% or more in 2019.



Growth Segments

To provide actionable data for you and your team, we've segmented the data into two main groups; **no-growth firms (15.1% of respondents)** which said they did not grow in 2019, and **fast-growth firms (47.74% of respondents)** which grew by 11% or more.

Our goal with our segmentation is to identify which strategies, tools, and tactics delivered above average growth.

47.74%

Fast-growth firms in 2019

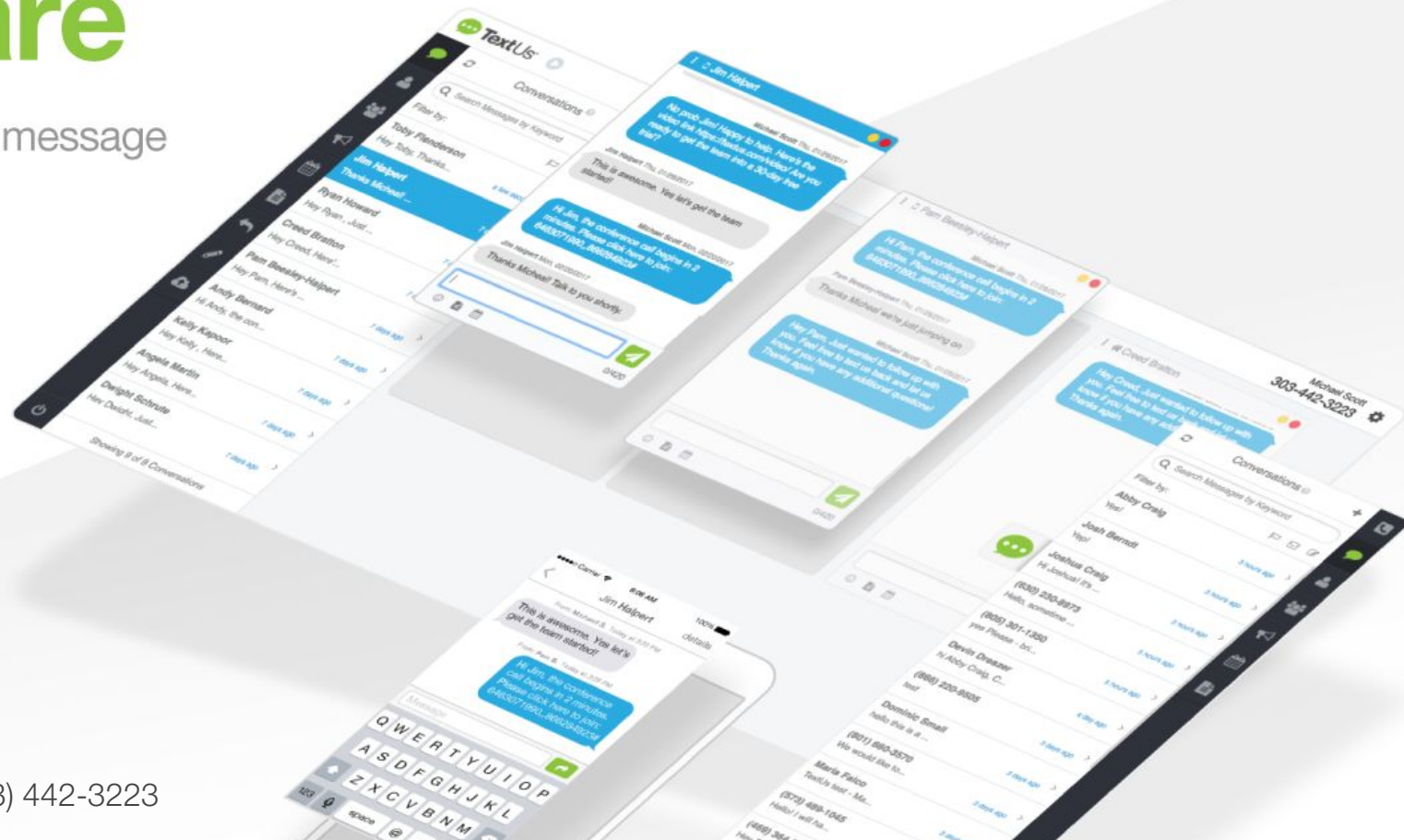
15.1%

No-growth firms in 2019

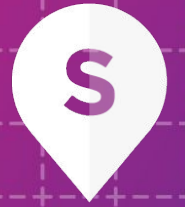


Business-class Texting Software

Get ahold of your contacts faster with a 98% message read rate and 40% response rate.



2.0

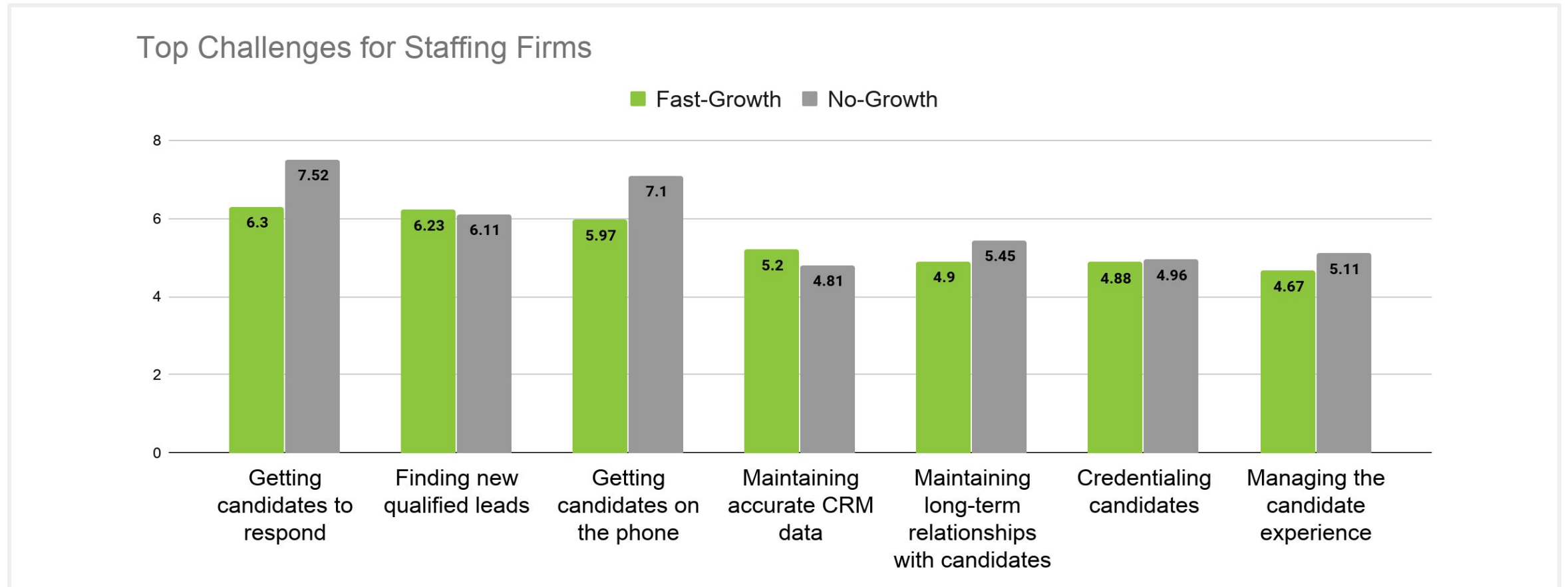


Communication and Candidate Experience

Communication strategy is closely linked to growth rate

Communication Challenges

No-growth firms have a harder time getting ahold of candidates.



Respond Faster to Grow Faster

For the fourth consecutive year, the companies that respond the fastest to leads reported the fastest growth rates.

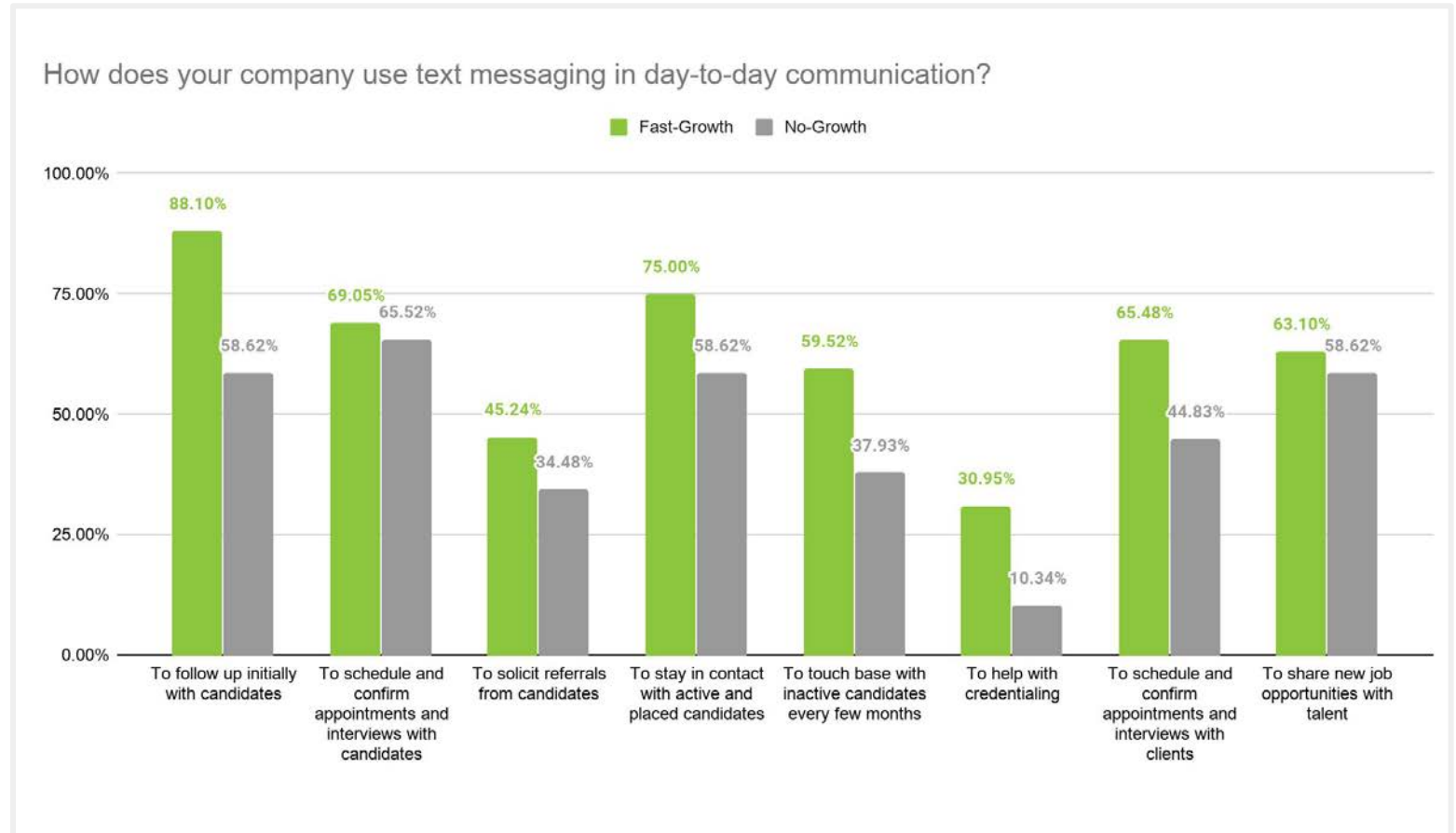
In fact, more than half of no-growth firms (**53.57%**) take more than an hour to respond to a lead.



Use Text to Follow Up Initially

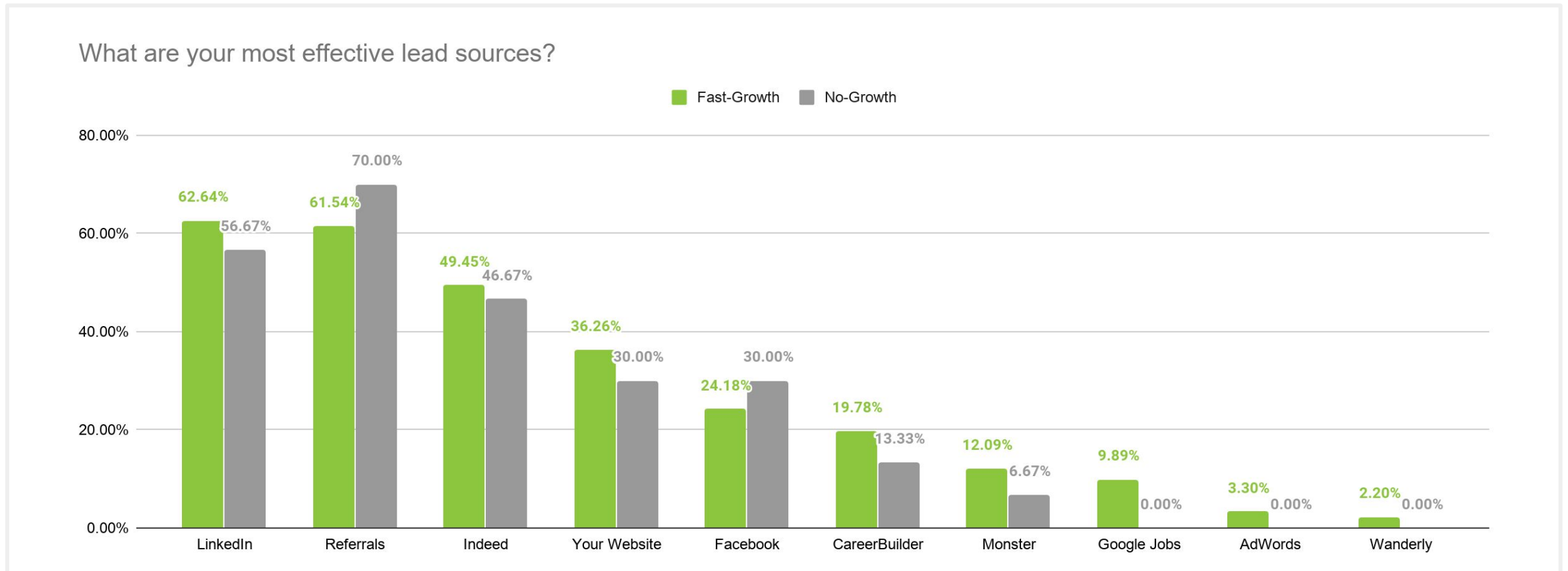
According to survey responses, using text messaging for initial follow-up and for interview scheduling appear to be key differentiators for fast-growth firms.

Fast-growth firms are **51% more likely** than no-growth firms to follow up initially with candidates over text message.



Most Effective Lead Source

LinkedIn, referrals, and Indeed hold the top spots for most effective lead sources for all companies that completed the survey.

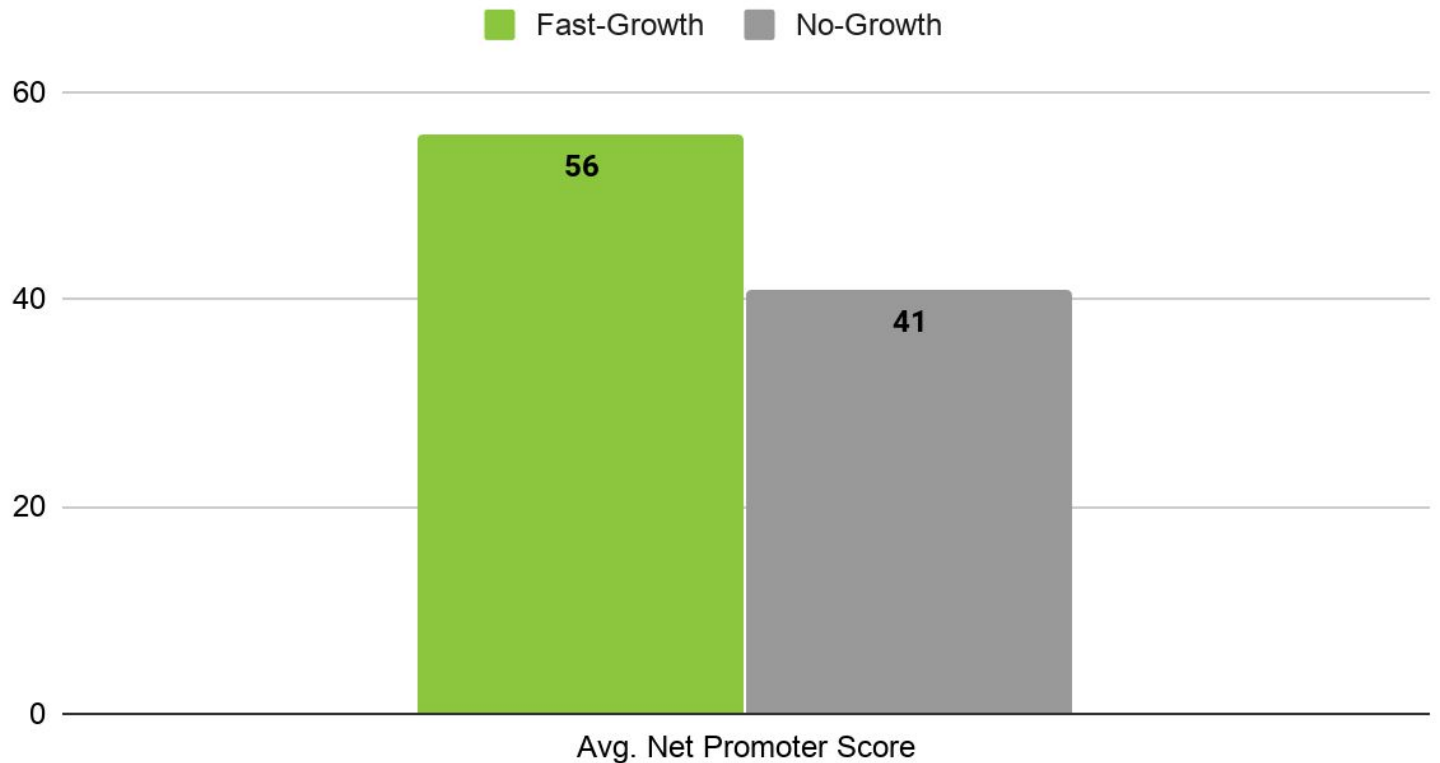


Net Promoter Score®

A Net Promoter Score®, or NPS®, measures customer satisfaction. It runs from -100 to 100.

Fast-growth firms see NPSs that are **37% higher** on average than their no-growth counterparts.

Staffing Firms' Net Promoter Score by Growth Rate





Find Qualified Candidates Faster

Automated Referral Management with
Integrated Interview Scheduling

“

*We were frankly stunned by the
return that we've had on Staffing
Referrals and Great Recruiters.*

Mullady Voelker
President of Growth and Strategy
GIFTED Healthcare



3.0



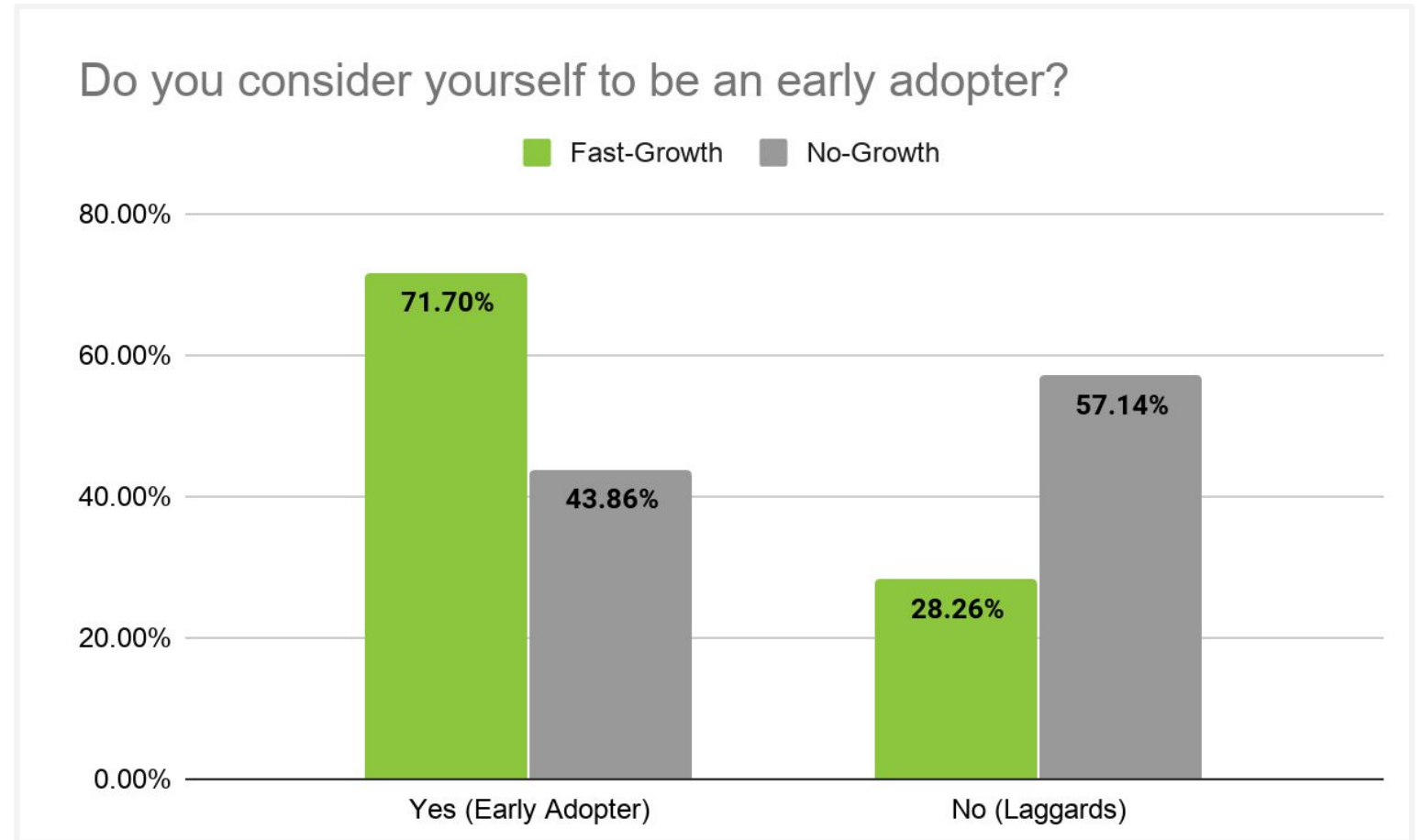
Technology Insights

Attitudes about technological change and the tech choices agencies make directly tie to growth rates.

Early Adopters Grow Faster

Increasingly, the staffing industry is shaped and defined by technology trends. The tech choices that firms make help them build better relationships, operate more efficiently, and grow faster.

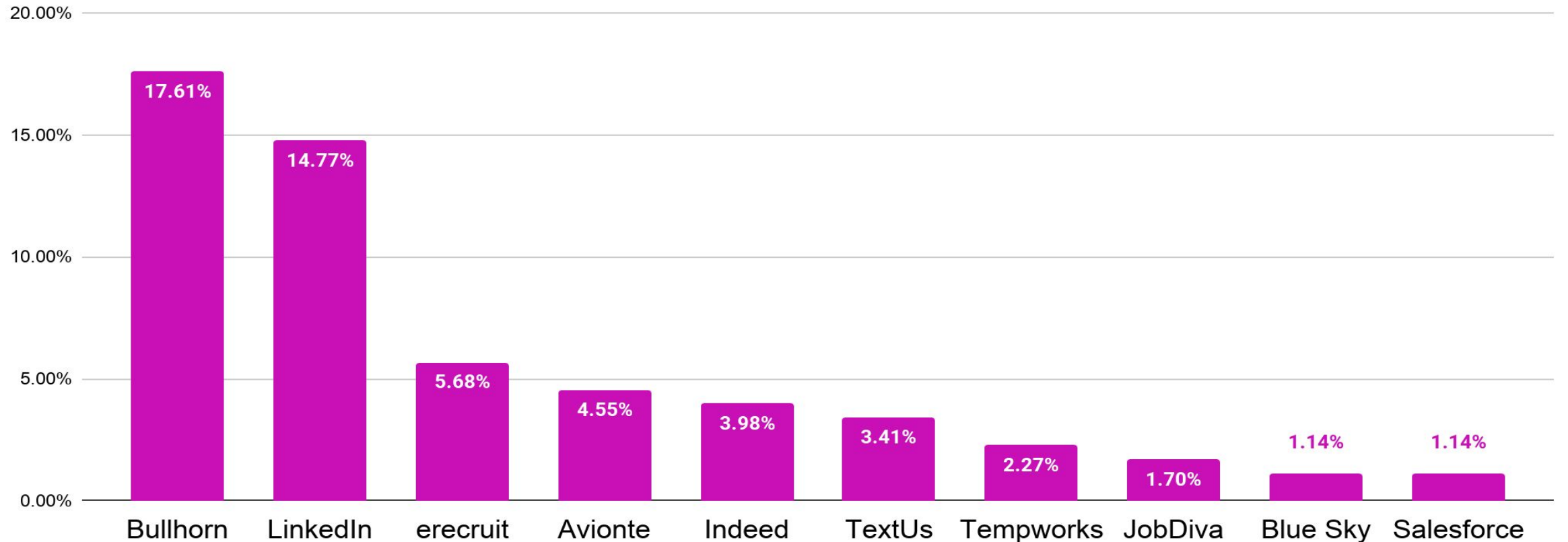
So, it's no surprise that fast-growing firms self-reported as early adopters more often than their no-growth counterparts -- **63.3% more often**.



Top 10 Most Valuable Platforms

Firms listed their ATS, LinkedIn, and TextUs as the most valuable software for their company in 2019

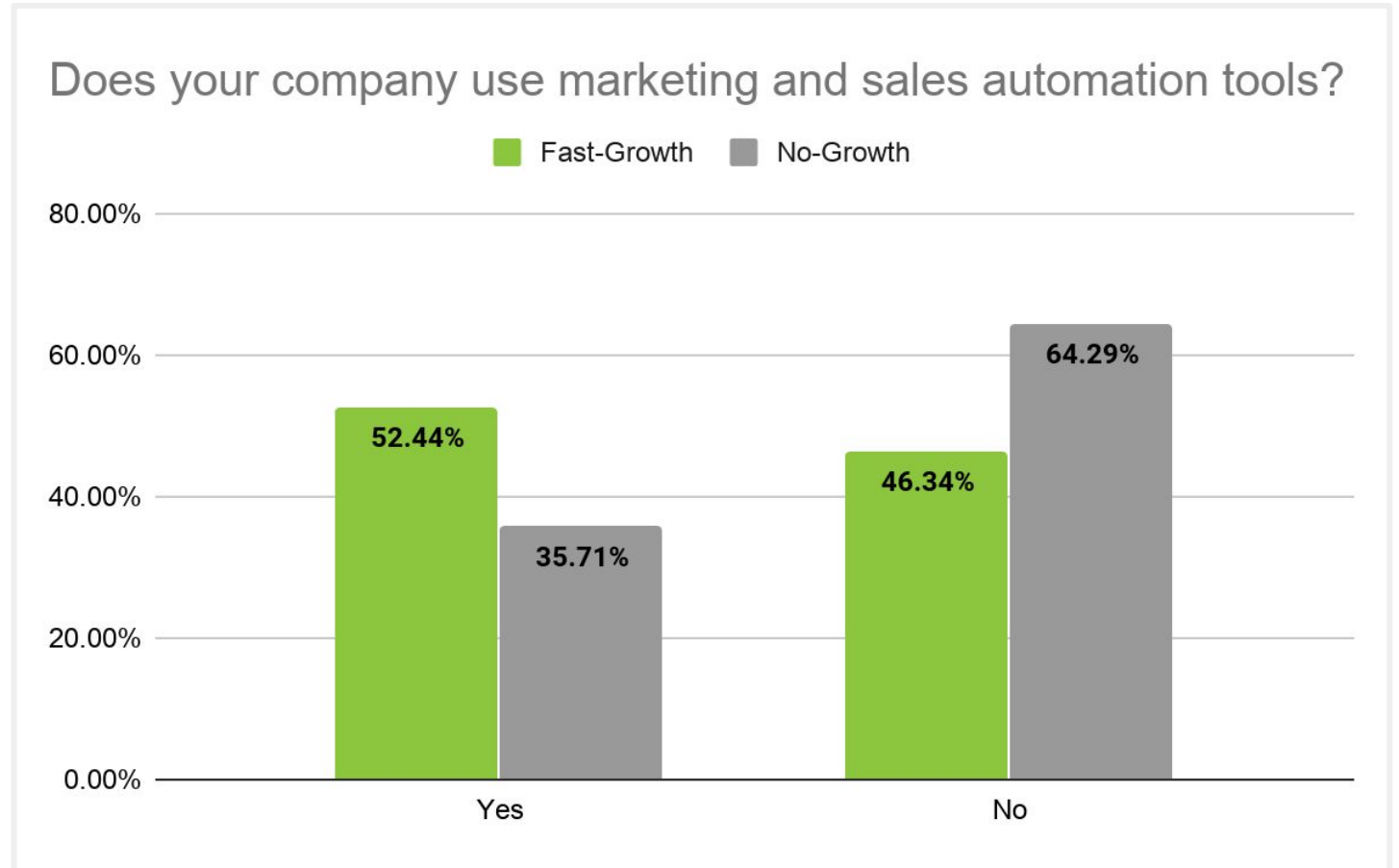
Most valuable platform or tool?



Automate and Grow

A few years ago, automation was more or less a buzzword in the industry. Now, for leading firms, it's hard to imagine operating efficiently without it.

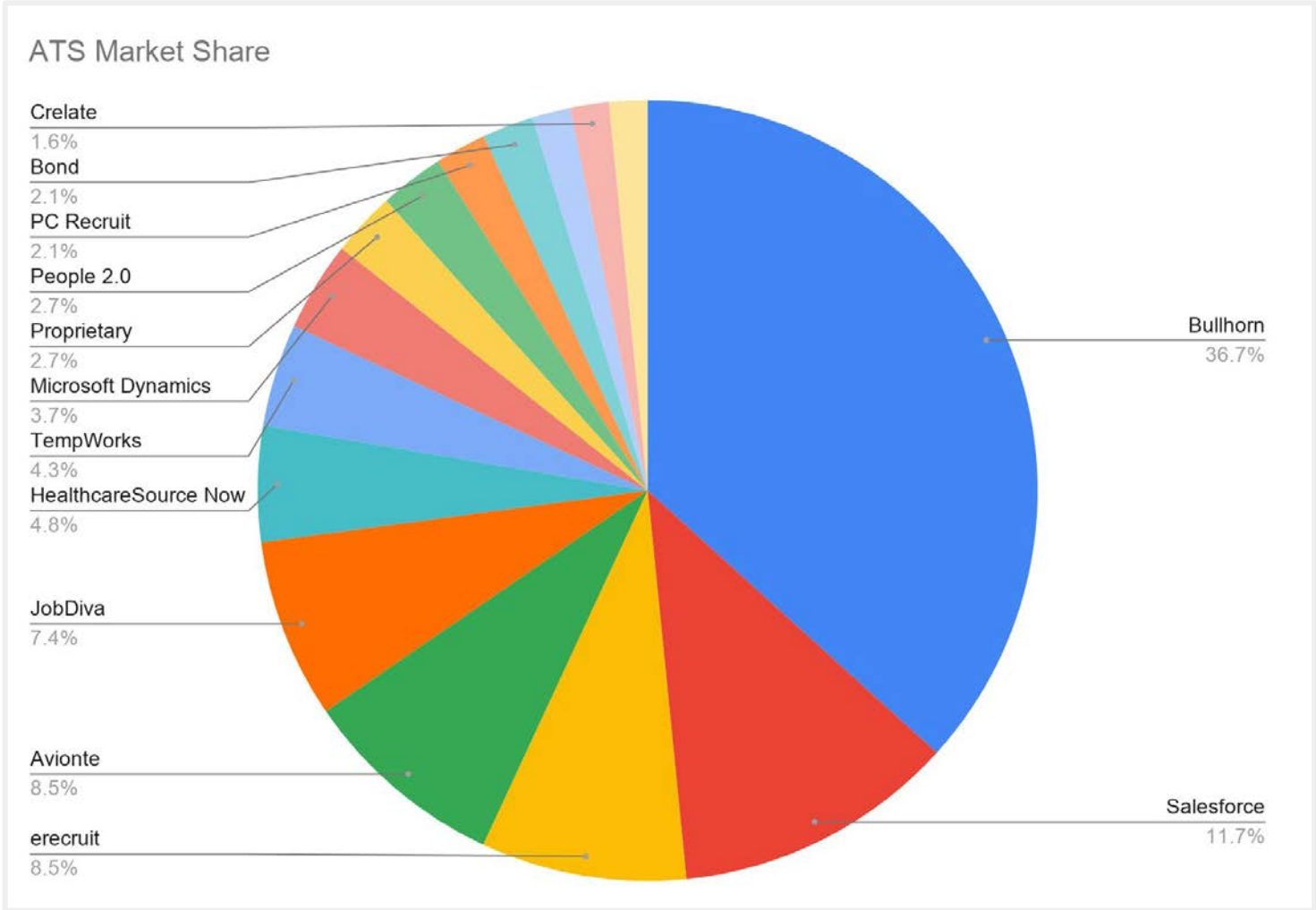
Fast-growing firms prioritize automation and candidate engagement software at higher rate than no-growth firms -- **nearly 65%** of no-growth firms still do not use marketing and sales automation tools.



ATS Market Share

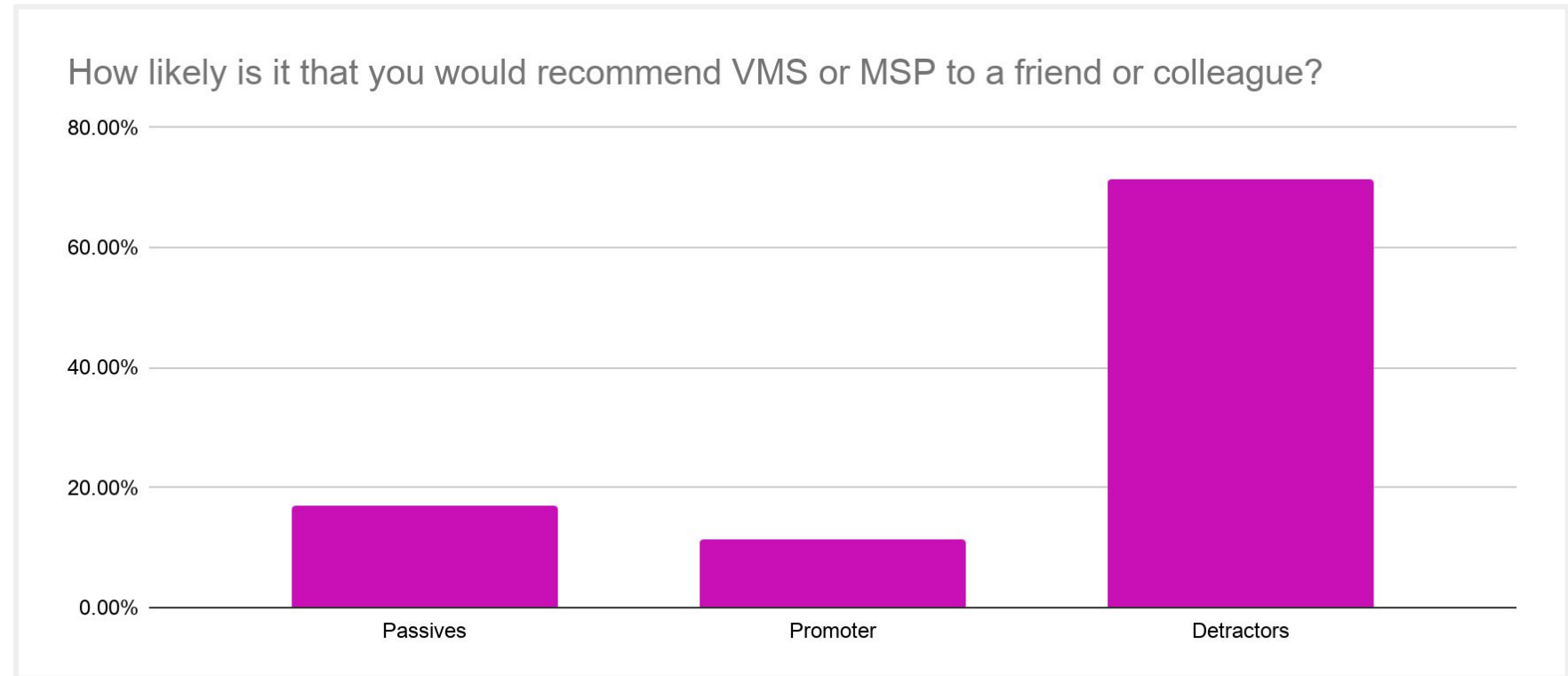
Bullhorn maintains the lead with majority of the market share.

When combined with Erecruit, which Bullhorn acquired in 2019, Bullhorn holds **45.2%** of the ATS market.



MSP/VMS NPS®: -60

Overall, the industry showed dissatisfaction with their MSP/VMS providers across the board, with a **-60 NPS®**

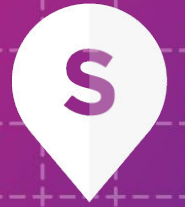


DISCOVER THE POWER OF AN AUTOMATED, END-TO-END WORKFORCE MANAGEMENT SYSTEM



www.wurknow.com

4.0



COVID-19 Impact on Staffing



**STAFFING
INDUSTRY**

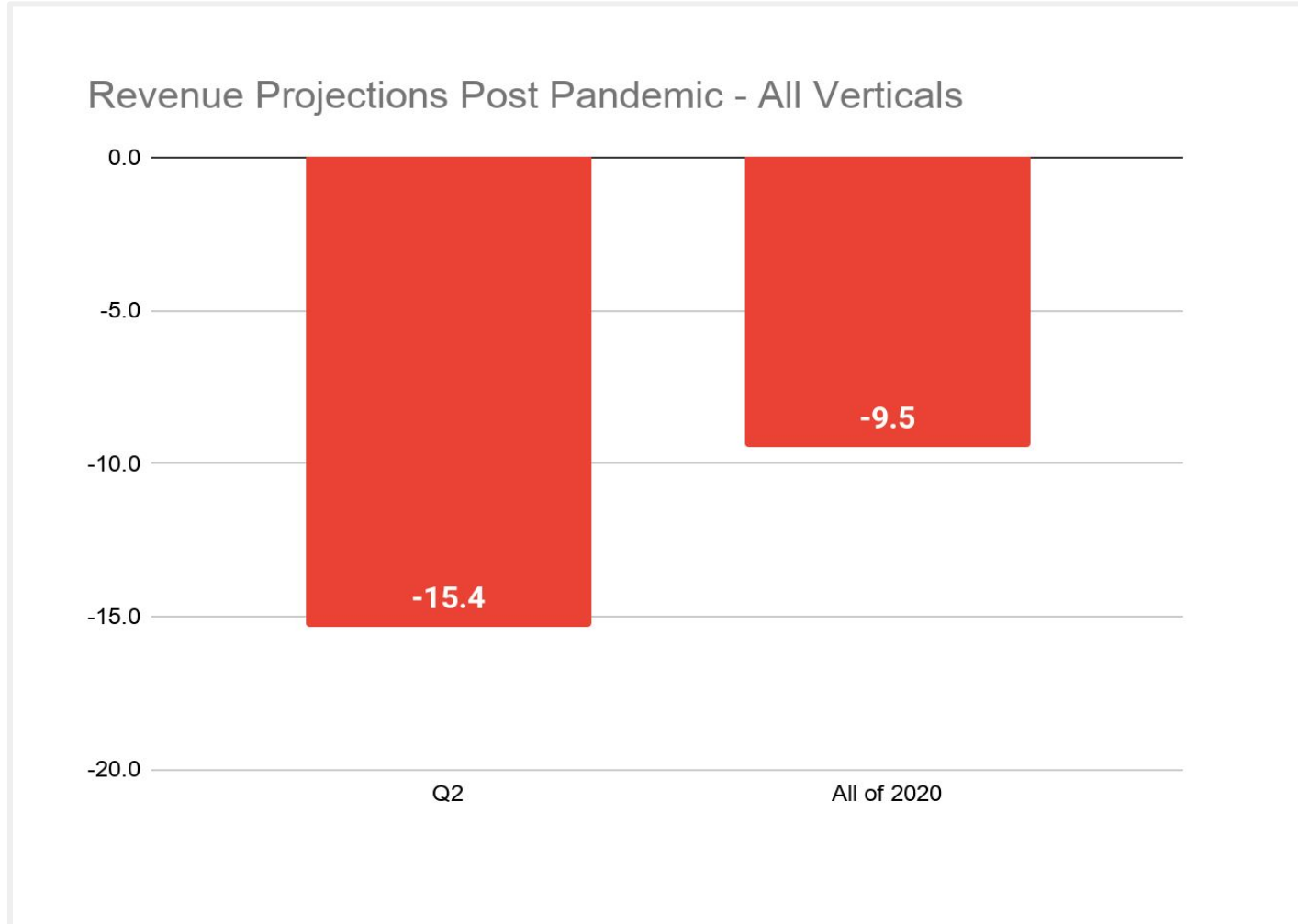
COVID-19

PULSE SURVEY

Staffing Industry COVID-19 Pulse Survey Sponsors



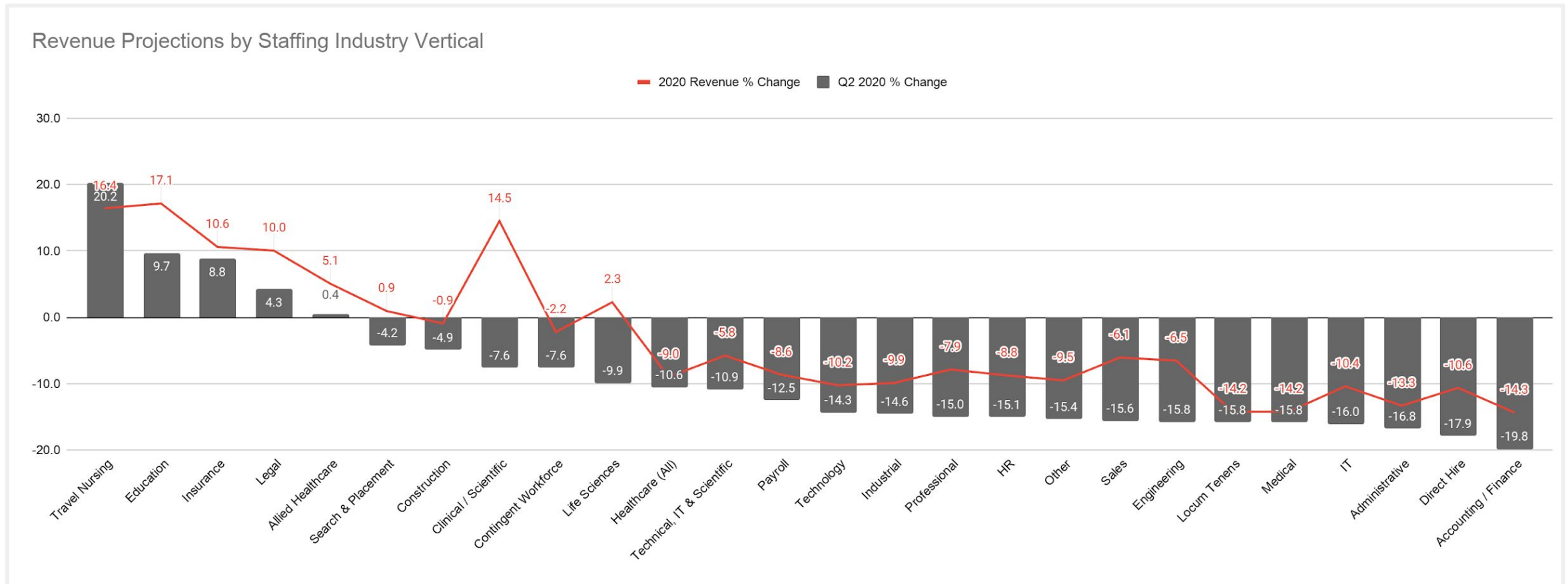
Revenue Impact Overview



Staffing firms expect business revenue to decrease by **-15.4%** in Q2 2020 and **-9.5%** in 2020.

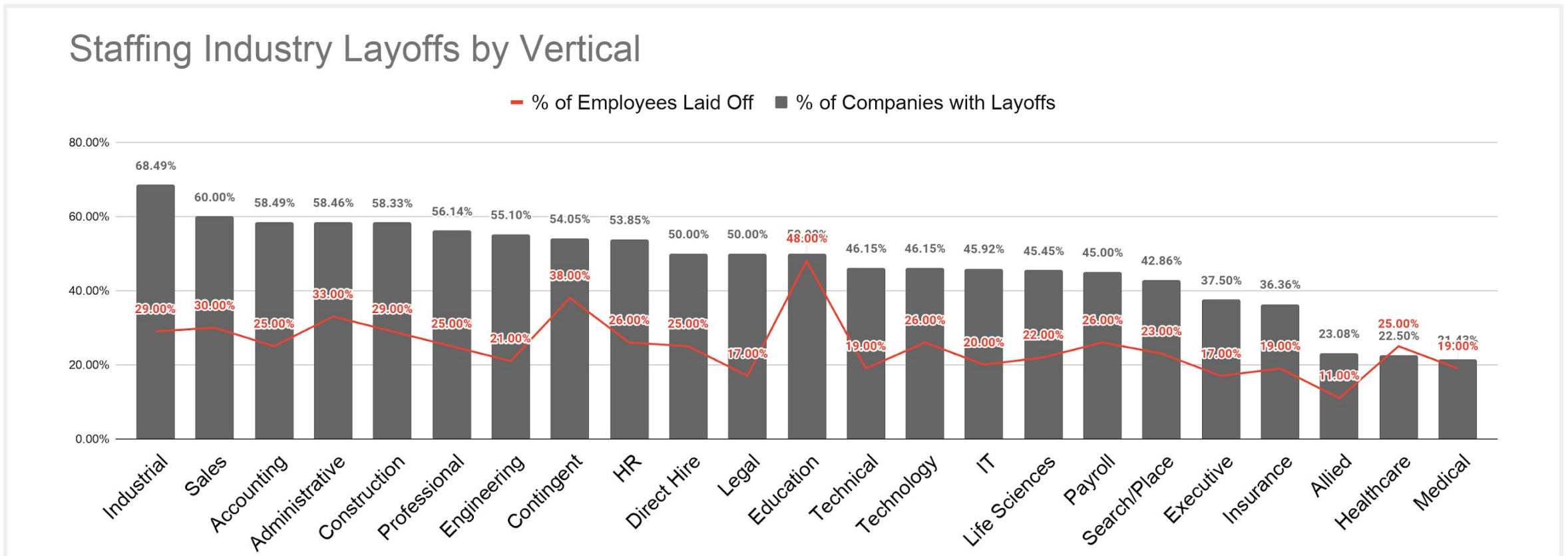
Revenue Impact by Vertical

Most verticals anticipate revenue declines in 2020, but staffing firms in travel nursing, education, clinical/scientific, and insurance verticals expect to see growth.



Layoffs by Vertical

45% of staffing firms reported layoffs due to COVID-19, with an average of 30% of the workforce being laid off. Education firms and contingent workforce solutions saw the deepest cuts, laying off 48% and 38% of their employees respectively.



Overall Change in Business Strategy

Firms are looking to shift priorities and change the type of business they go after. As firms adjust to the new realities of working remotely they are focused on building stronger relationships with clients and candidates.

Focusing on building relationships

Focused on essential business' staffing needs

Leveraging the time to train the team

No longer allow longer payment terms

Opening two new lines of business. One of which is not related to recruiting.

Yes, marketing more to the essential businesses and other industries that could see a spike in business once things are back like bankruptcy firms and credit and collection.

Very much day by day, priority of take care of our nurses and clients.

2020 Overview

Start of 2020

1. Finding candidates
2. Identifying automation
3. Improving experience

Start of Pandemic

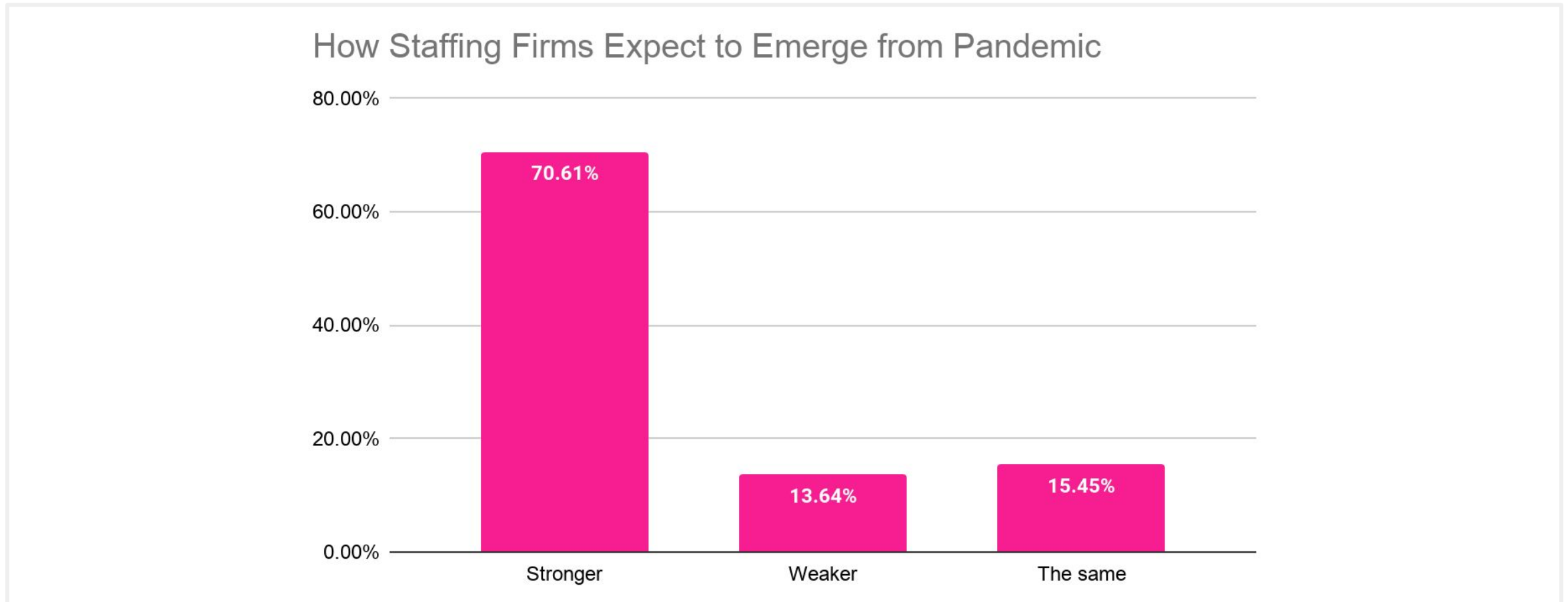
1. Uncertainty
2. Shift to finding clients
3. Working from home
4. Managing layoffs

Now & Going Forward

1. Dynamic demand
(*clients/candidates*)
2. Focus on experience
3. Gig-economy
4. More software/automation

Emergence from COVID-19 Stronger

The staffing industry isn't going to be knocked down: the vast majority of respondents think the industry will come back from the pandemic stronger than before.



Grow Faster with Real-time Feedback

The Only Experience & Reputation Management Platform For Staffing Firms

“We’re seeing a 50% response rate on reviews from Great Recruiters – we were only seeing a fraction of that with the other services we’ve tried.”

Tara Sprakel
Chief Marketing Technologist
Fusion Medical Staffing

greatrecruiters.com | sales@greatrecruiters.com | 248.658.9494



The Future of Staffing Roundtable

- John Long, Founder & Co-Chairman, **Avionte**
 - Adam Conrad, Founder, **Great Recruiters**
 - Joey Olson, Director of Business Development, **Staffing Referrals**
 - Erich Hugunin, Chief Revenue Officer, **TextUs**
 - Andrew White, CRO / COO, **WurkNow**
 - Moderators: Caitlin Delohery and David Folwell, **StaffingHub**
-

Tune in:

The Staffing Show

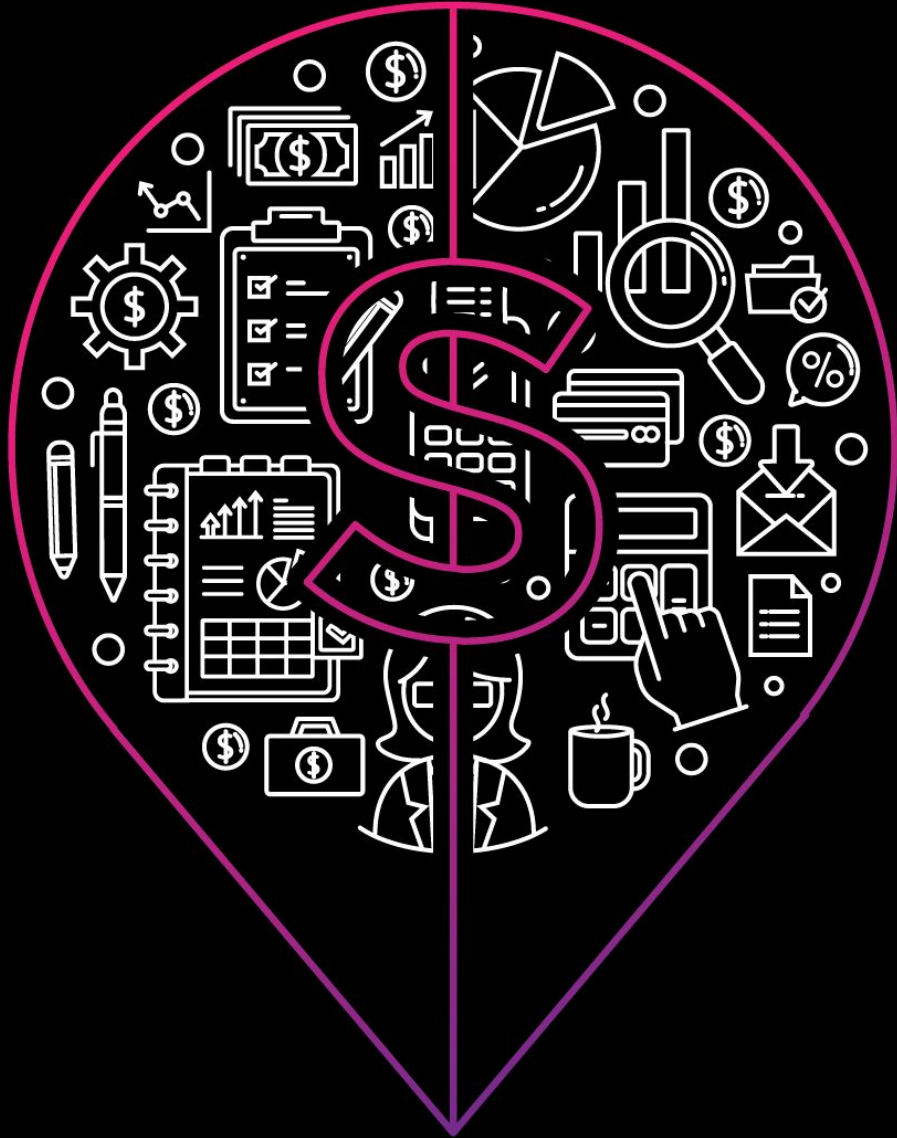
HOSTED BY: Caitlin Delohery

A PODCAST BROUGHT TO YOU BY STAFFING HUB

The Only Podcast Dedicated to Identifying What's Next in the Staffing Industry

Check out our interviews with top
staffing industry leaders:

- [Joyce Russell](#), President at the Adecco Group US Foundation
- [Mary Lucas](#), Chief Talent Officer at Supplemental Health Care
- [Ralph Henderson](#), CEO of AMN Healthcare



Thank you!



**The Leading Source
for Staffing Intelligence**

StaffingHub.org