Maximizing the ROI of Digital Staffing

If you want to get the most out of the time and money invested into adopting mobile staffing, you shouldn't simply slap an app in the Apple/Google store and expect it to function autonomously! Instead, maximizing the return on the investment from a digital staffing initiative takes both strategic planning and thoughtful adoption. And there are a variety of practices that can be implemented in order to maximize the benefit received from a staffing app.

Nothing happens without a leader
The first thing an agency needs in order to extend into the digital space is a leader with a vision! Sir Isaac Newton said that objects in motion stay in motion unless another force acts upon it, and agency leaders need to be the force that encourages an agency already in motion to adapt to the changing marketspace. And you don't have to be a software geek or "tech bro" to make the determination that a staffing app is crucial for the future of an agency. The only thing leadership needs is a vision of where the staffing industry is heading, and the ability to communicate to the front line troops that mobile staffing is crucial to long term success. After that, leaders should empower (and reward / hold accountable) department leaders to achieve well defined goals for implementation and adoption.
It is also a great practice for the agency leader to stay involved at a high level. At gigRonin, we facilitate this by alternating detail focused, weekly engineering calls with bi-weekly leadership calls. These usually include key representatives of both gigRonin and our clients, and are a great forum for planning and strategy. This also gives leaders on both side a chance to hear progress, ask questions and generally keep great communication flowing.

Build workflow to scale efficiently
There are many moving parts to taking a person off the street and turning them into a billable hour for a staffing agency. Because of this complexity, it is a great idea to take a look at existing client/worker workflows in conjunction with a digital staffing implementation. Our team of engineers have had great success collaborating with multi-disciplinary client teams (recruiting, operations, IT, sales, etc.) to create opportunities to leverage gigRonin technology for efficiency. The Applicant Tracking System (ATS) is usually the heart of the agency, so gigRonin is designed to seamlessly "push" and "pull" data with a variety of industry leading ATS applications with cloud-based architecture for bi-direction API integration. We have even been successful in efficiently sharing data with server based systems through webhooks and other data calls where an API is not available. The important take-away here is that the pace of technology innovation is happening incredibly fast, so whatever systems that a staffing agency uses needs to play well in the sandbox with others programs!

Let recruiters handle the relationships
Digital staffing technology like gigRonin does not eliminate the need for recruiters, but rather it eliminates the low value "grind" work, such as the fire drill that results with short notice work orders. With much of the urgent work happening on autopilot, recruiters can shift focus to higher value tasks like building relationships and providing great service. Another time sucker for recruiters are shifts that are cancelled with short notice (or even worse, no-shows). With gigRonin, these unexpected

openings are automatically rebroadcast to workers with matching positions and skills, filling shifts that might have otherwise gone unfilled.

Selling and Retaining New Clients

Client self-service is also an important component of any digital staffing platform. In a competitive sales situation, agencies that offer client facing technology will enjoy a significant advantage in the marketplace. This becomes a great tool for sales representatives in competitive situations, especially for those big accounts that are tough to crack. To make the most of any sudden opportunity, it is important that sales reps know how to do a basic demonstration of the software, especially a quick (5 minute) overview to show basic functionality and ease of use.

Some agency owners view staffing platforms as primarily a tool for workers, but that way of thinking is fundamentally flawed. Client facing technology offers a lot of value, like transparency and 24/7 availability. Not including your existing customer base in your operational and marketing plans is a serious mistake, making it easy for a growing number of app-based competitors to weasel their way in front of your customers! Many of these new competitive agencies are well-funded by private equity or venture capital, which means they have aggressive growth targets and polished sales/marketing initiatives. Assume it is a matter of when, not if, these firms will be call upon your existing client base at some point in the future. Thus, it is urgent to deliver client facing technology as an important part of a successful digital initiative.

The agency with the best workers, wins

Prior to implementing a digital staffing platform, it can be difficult to know that workers are losing engagement until they stop taking jobs for a prolonged period, and at that point they are already gone! On the other hand, implementing the gigRonin digital platform opens up a variety of insights that are especially important in this tight job market. This includes helpful dashboard metrics like time to apply, application ratios and much more, providing the data you need to keep workers engaged.

Sourcing workers means getting in front of them, or more literally, getting in their pocket! Did you know a combined 214 million people use TikTok, SnapChat, and Twitter every month? These social media platforms offer a variety of organic and paid ways to promote an agency, but the first step it to build a presence by sharing interesting content and engaging users. Having a branded app in the Apple/Google store also facilitates a variety of click-through advertising in order to get workers to apply.

About the author
Tosh Cook is the Founder/CEO of gigRonin, a leading digital staffing platform with convenient, intuitive technology. We want to partner with agencies of all sizes to be innovators in the emerging space of app-based staffing! Our technology allows staffing firms to adapt to a rapidly changing market by implementing a fully branded app in the Apple App/Google Play store, right alongside the big national firms. If you want to know more or even just discuss market conditions and strategy, email tosh@gigRonin.com and let's have a conversation!