



5 secrets to staying competitive in today's staffing market

**A how-to guide for agencies to
differentiate and increase revenue**

Stay ahead of your competitors and create a better experience across your organization

Worker shortages affect companies across the board, and staffing agencies can feel those shortages more than most. Prospects, contractors, and talent-buying companies are pickier than ever. Candidates are seeking better benefits, some applicants lack hard skills or relevant experience, and companies are dealing with a lot of turnover.

Being a staffing financial executive is tough work, as you're under a lot of pressure to increase profitability for your company. To do so, you need to increase market share by outperforming your competition.

But how can you accomplish either of those when 75% of hiring managers report that they anticipate hiring to become more difficult?¹

- ▶ Automation creates an opportunity to better manage resources, streamline processes, and turn your staffing company into the most desirable partner for clients, employees, and contractors.

Your competition hasn't taken advantage of automation – yet.

Despite recruiters' ability to fill 64% more job vacancies using automation,² many of your competitors still aren't using the technology. Whether it's fear of investment, uncertainty, or something else, there are a lot of missed opportunities.

Don't miss out on the opportunity to get ahead of your competition and generate more revenue.

We have identified five time-sensitive automation opportunities for you that not only affect your bottom line but also provide a better experience for your most important revenue drivers – your clients and top candidates.

¹ Kim Maynard, "New Data Reveals How Hiring Managers Are Coping With New Hiring Challenges in Today's Market," Greenhouse, May 5, 2022, <https://www.greenhouse.com/blog/new-data-reveals-how-hiring-managers-are-coping-with-new-hiring-challenges>
² Kara Prone, "Recruiters Using Automation Fill 64% More Job Vacancies," Business Wire, Aug. 1, 2022, <https://www.businesswire.com/news/home/20220801005050/en/Recruiters-Using-Automation-Fill-64-More-Job-Vacancies>

5 ways automation can help your business get ahead of the competition and generate more revenue

01

Pay employees and contractors faster

Business efficiency develops trust and a high-morale relationship among employees and contractors.

Automation enables staffing agencies to focus on high-level activities that require human involvement. By having the time to develop relationships based on consistent payroll on a weekly or biweekly basis, staffing agencies can retain talent that is more productive and committed.

When there's a battle for labor, automation is a huge competitive advantage.

Imagine you're a contract worker who relies on getting paid quickly. A company using automation can pay workers on time and at regular intervals. Consider the confidence that instills in workers and the subsequent loyalty they might develop toward your organization.

As a financial executive in the staffing industry, you know that efficiency translates to profitability.

Automation improves the efficiency of tasks such as:

- Closing your books
- Financial closing
- Journal entries
- Payroll
- Quicker month-end activities
- Expense reporting
- And more



Suggested action step

Choose a task that you don't currently have automated and automate it.

Competitive advantage

Loyal employees. If your payroll process is quicker and easier than the competition, you're more likely to earn workers' loyalty.

02

Replicate your best people's skills
and automate their best practices

- ▶ To reach peak performance, staffing agencies need to focus on financial planning to allocate resources with precision, replication, and automation.

As a financial executive, you struggle most when your perceived cost-benefit analysis doesn't result in a return on investment.

If you're wondering how you can achieve a return on investment, your agency can automate and delegate your best processes and people.

49% of companies improved their business processes after an effective enterprise resource planning (ERP) implementation.³



³Justin Biel, "60 Critical ERP Statistics: 2022 Market Trends, Data and Analysis," Oracle NetSuite, July 11, 2022, <https://www.netsuite.com/portal/resource/articles/erp/erp-statistics.shtml>



Manual processes can't compete with automated ones.

Consider spending \$50,000 on an automation solution when you're currently paying for a single employee working 10 hours a week at \$15 an hour to do the same task. The current cost of \$600 a month seems like a better investment, in theory. But what's the cost of that person walking away and no one else knowing how to do their job?

Trying to pick up those pieces is a costly and painful process. But what if you had automated that employee's processes? ERP implementations can lead to 95% business process improvement by helping companies achieve cost savings (46%), improved performance metrics (46%), and improved efficiencies (40%).⁴

- ▶ With automation, you're replicating your best people's skills forever in systems by creating standard operating procedures (SOPs).

Suggested action step

Consider automating the process of sending and receiving buyer documents and creating SOPs based on your best people's practices.

Competitive advantage

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

⁴ibid, p. 4.

03

Fill new roles faster

You can enable full-capacity operations by automating the application process.

In today's labor market, 75% of chief financial officers are finding it difficult to hire top talent.⁵ And without full-capacity operations, it's impossible to meet the demands of the job. Companies fall behind and rely even more heavily on staffing agencies to fill open positions quickly and efficiently.

The speed at which you collect, verify, and process new paperwork is a competitive advantage when you're trying to recruit talent.

The same goes for whether a prospective employee can successfully apply for a job – from start to finish – without the need for human interaction.

► Why? Speed.

Relying on manual application processes creates delays and takes time and resources away from other more important tasks.

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

Staying competitive in the staffing business depends on speed.

Employer:

"I want my candidate now."

"I want quality resumes now."

Prospective employee:

"I want offers now."

"Can I start next week instead of in three weeks?"



Suggested action step

Automate the entire application process. Set up electronic document submissions to make job applications, background checks, approvals, and self-service profile maintenance easier and quicker.

Competitive advantage

Speed. You'll keep up with most other staffing companies in how fast you can get workers working – and rise above those who aren't automated.

⁵Vincent Ryan, "CFOs: Unfilled Jobs Negatively Affecting Revenue, Operations," CFO, March 31, 2022, <https://www.cfo.com/human-capital/human-capital-management/2022/03/cfo-survey-duke-richmond-fed-unfilled-jobs-worker-shortage/>

04

Automate staffing timekeeping

38% of CFOs state that their biggest challenge is juggling too many responsibilities.⁶

Manually inputting work hours is one of the responsibilities that can often take up unnecessary time for financial managers. Additionally, manual timekeeping lacks visibility into real-time information. As one of the most time-intensive elements of the staffing industry, it's a massive time- and cost-saving advantage to keep up with business prioritizations.

Your time is valuable. Spend it on strategically growing your business, not on manually inputting time.

It might seem like there are too many different software applications to make automated timekeeping a reality. But there is a solution that can integrate with and streamline what you already have:

▶ A NetSuite ERP solution

Crowe can integrate the NetSuite ERP solution with your existing third-party platforms so that your data can flow seamlessly among each.

Suggested action step

Look into integrating and automating hours.

Competitive advantage

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



⁶Art Whittmann, "The Evolving Role of the CFO," Oracle NetSuite Brainyard, <https://www.netsuite.com/portal/business-benchmark-brainyard/industries/articles/cfo-central/cfo-evolution.shtml>

05

Offer visibility into worker availability and schedules

Workforce management technology lets workers input and update their availability across the organization in real time.⁷

Staffing decisions require confidence in knowing that availability, schedules, and changes are updated and organized. Unfortunately, many traditional scheduling solutions offer an incomplete picture that can lead to understaffing or overstaffing.

Unfilled jobs mean operations and revenue are negatively affected.

Consider a worker who calls in sick. Another one has a vacation coming up. Imagine if you could send an automated message to staff asking, “Hey, we’re short on this shift, can you pick it up?” An automated system can send the request to hold-ins, see who responds first, and then follow up with everyone else who received messages, letting them know the shift was filled.

Even if hold-ins get sick between the time they pick up a shift and the shift begins, the system can see this is an urgent need and automatically pull qualified people in at a small incentive.

► Automation can solve the problem more quickly and efficiently, with zero mistakes. **That’s an opportunity for you.**



Suggested action step

Automate your “indicate availability for shifts” process.

Competitive advantage

Reliability and ease. When your staffing company can more reliably staff jobs, clients typically favor you, and you save time and resources.

⁷ Tanius Boudames, “5 Keys To Efficiently Managing Your Most Expensive Resource,” Oracle NetSuite, Nov. 2, 2022, <https://www.netsuite.com/portal/resource/articles/human-resources/5-keys-to.shtml>



What's next?

The staffing industry is ripe for transformation through automation. And these five ways could increase your profitability and earn you a powerful advantage over your competitors.

If you're ready to automate processes with the potential to save time and money – and rise above your competitors – we can implement them for you with NetSuite. Ask us about what Crowe Staffing Accelerator for NetSuite can do for you.

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

You can start small and use that to grow over time. By moving slowly into automation, you don't have to automate your entire buyer-worker process at once. Instead, you can simply start with what's most impactful to your business.



Hi, I'm Adnan.

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

My recommendation?

Automate just **one** of the items in this guide and watch what happens.

We can help. Just reach out to me at adnan.patel@crowe.com or by clicking the button below. Let's get you automated so you can surpass your competition.

[Reach out to Adnan](#)

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