



5 Best Practices to Recruit Frontline Workers

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Introduction

The COVID-19 pandemic threw frontline workforces – and their companies' hiring practices – into disarray. While some businesses, such as e-commerce companies, had to bump up their hiring efforts, others, including hospitality, were laying off staff¹ in droves. The labor market saw huge shifts, while recruitment was forced to move online practically overnight.

Now, as mass vaccinations usher in the post-pandemic era in many countries across the world, businesses are looking to boost their staff count once again. And those who experienced an uptick in demand during the pandemic will need to keep up the momentum. Organizations hiring frontline workers must now bring in quality candidates in high volume – and fast.

This is no simple task and requires best practices to stay ahead of the competition. These best practices are built on leveraging technology innovations that will allow you to make the hiring process for frontline workers faster, more seamless, and more effective than ever before. A recent McKinsey survey summed it up perfectly: **Most companies have changed their hiring processes, but leading companies have reimaged them entirely.**² It is those companies that reimagine previous processes and let go of traditional practices that will stand themselves in the best stead to hire the talent they need, post-pandemic.

In this ebook, we'll dive into which industries need high-volume hiring right now, the challenges they're facing, and five best practices to secure success.

Part One:

Frontline Workers Are in Great Demand





After considerable layoffs last year, many companies are now ramping up their recruitment efforts as the pandemic's most restrictive measures come to an end. Not to mention, a lot of these large companies reduced the number of recruiters on their payroll, and hiring was stunted during the pandemic. Now they have to work out how to do a lot, with little.

Retail Workers

Hiring for retail workers is taking place on two fronts:



Warehouse and delivery staff that power e-commerce businesses



In-store employees as people return to brick-and-mortar shopping

After over a year of disruption and forced closures, the retail sector is recovering fast: US retail sales are expected to grow 10.5% and 13.5%³ this year. However, recruiters will need to move quicker than usual, especially as the average time to hire in retail and wholesale is 24.6 days.⁴ With speed to paycheck being a vital metric for many applicants, they will be looking to get started much sooner than this timeframe.

Average
Time to Hire
24.6 Days



Hospitality Staff

Few industries took a hit, quite like the hospitality sector. Now, as hotels, restaurants, cafes, and bars open up to the public again, many of these businesses need to bring back the staff they were forced to let go in 2020.

In May 2021, the number of jobs in hospitality grew by 186,000,⁵ bringing the total number of open jobs in the sector in the US to 1.3 million.⁶

Given the sheer amount of job openings and the fact that much of this talent turned to the e-commerce sector for employment during the pandemic, hospitality businesses must provide exceptional candidate experience to be able to snap up the staff they need.

Sanjoe Tom Jose,
CEO and Founder of Talview

Part Two:

The Current Challenges of Hiring Frontline Workers





Current Challenges

Retail and hospitality businesses are facing a bleak picture in their efforts to hire en-masse and return to business as usual. The historical pool of job seekers is shrinking: **The average number of workers per job has declined from 2.8 to 1.4, and there are currently 9.3 million job openings in the US.**⁷ Prospective candidates have multiple employment opportunities, with a limited ability to invest time and effort into the job hunt. Simply put, many companies are struggling to find candidates that are even engaging at the first stage.

With that said, there are undoubtedly enough candidates out there if employers get their high-volume hiring strategy right. Rather than a labor shortage of qualified applicants, companies hiring frontline workers are facing a labor squeeze – where the cream of the candidate crop gets their choice of the top employers, and the companies that don't prioritize their post-pandemic hiring strategy get left behind.

So, What's Causing This Labor Squeeze?

There are many reasons behind this lack of qualified talent in the labor market right now. These are the ones that we've found to be most relevant for the retail and hospitality industries.



1. Fewer Women in the Workforce

An astounding 2.4 million⁸ women left the labor force between February 2020 and February 2021, putting women's participation in formal employment at a 33 year low.⁹ As a result of school closures and stay-at-home orders, many women were unable to sustain employment and take care of a family at the same time. Returning to the world of employment would mean having to once again find and pay for childcare, a financial luxury that's unaffordable for many of these women, even while working full-time. In fact, in May 2021, more than one-fifth of parents said they were unable to fully return to work due to childcare.¹⁰



2. Government Stimulus Packages

The US government's COVID-19 unemployment support provides a vital cash injection to those who have struggled the most economically over the pandemic.¹¹ However, for many people receiving this support, returning to the world of work – especially if they need to pay for childcare and/or the job pays minimum wage – doesn't make financial sense.



3. Growth of E-commerce

The e-commerce industry has grown at a rate 3.3 times faster than before the pandemic.¹² This has resulted in high demand for warehouse workers and delivery staff¹³, which many retailers are now struggling to meet.



4. Health and Safety Concerns

Many frontline workers have ongoing concerns around health and safety upon returning to the physical workplace.¹⁴ Company policies around COVID-19-related health measures can be inconsistent, and after a considerable amount of time out of the workplace, high levels of human contact can be a daunting scenario for workers to return to.



5. Low Immigration Rates and Travel Restrictions

The pandemic put a halt on many immigrants' plans to relocate to the US: Immigration to the United States dropped a staggering 92% during the second half of the fiscal year 2020.¹⁵ This has squeezed hiring efforts for companies in industries like hospitality that rely on an influx of foreign workers. While travel restrictions are slowly opening up, it will be a while before pre-pandemic levels of foreign worker availability are reached.

As companies fight to get their hands on talent amid an extreme labor shortage, it's no surprise that businesses are looking to technology to gain a competitive edge. More than one in three employers have accelerated digitization efforts to get their hands on skilled talent in 2021.¹⁶ This will lead to a growing distinction between those companies who embrace technology innovations in their hiring processes and those who don't.

Ultimately, candidates are looking for a low-touch hiring process that minimizes the actions they have to take to push themselves through the funnel, all the while providing a seamless experience. Talview's Instahiring methodology can help you deliver that.



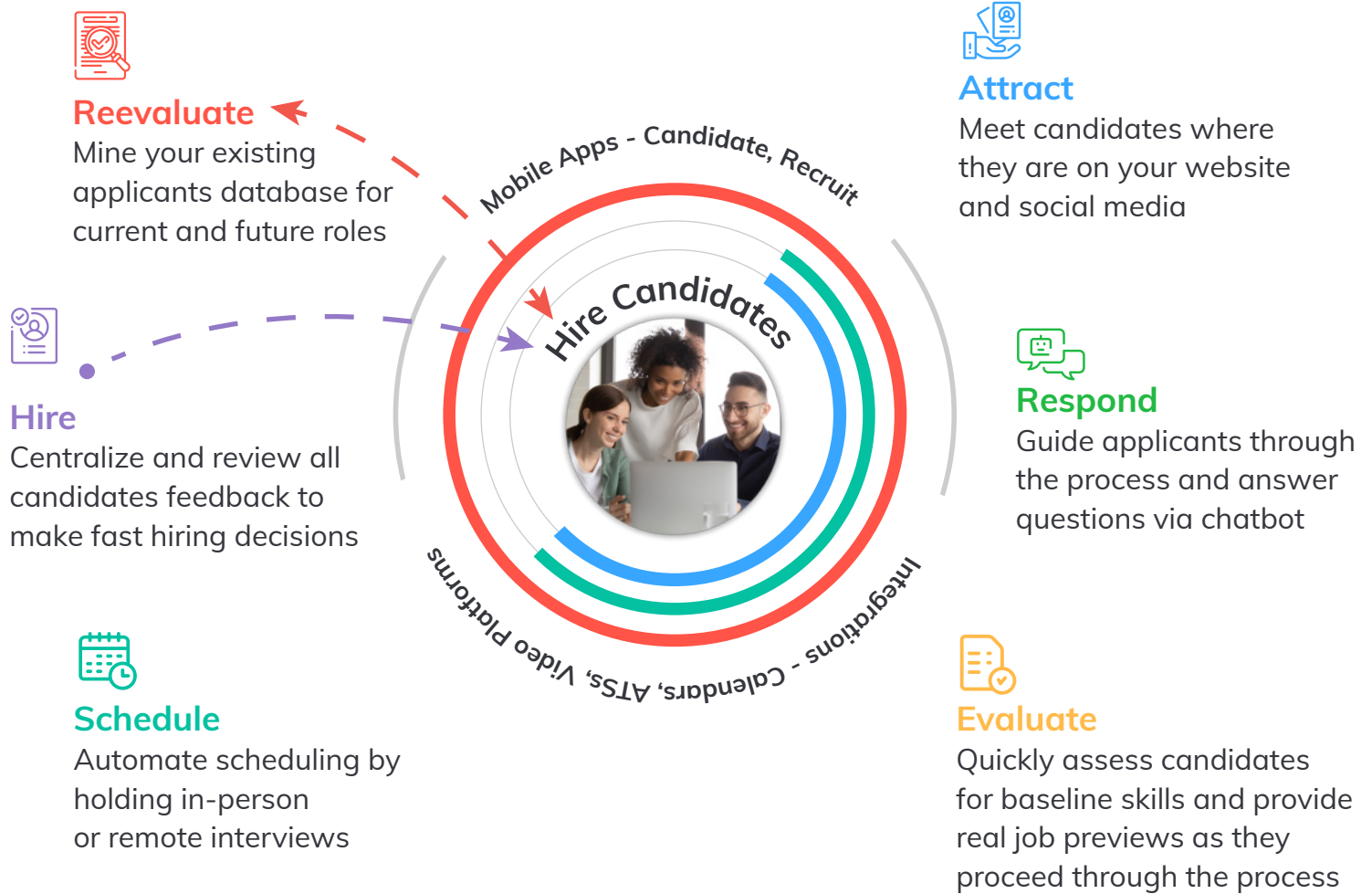
Talview's Instahiring Methodology - Increasing Speed to Hire

By championing the Instahiring methodology of taking the whole hiring process online, automating manual tasks, and reevaluating existing candidates and employees for future roles, you can dramatically increase your chances of getting the staff you need.

Remote recruiting and hiring process

Automate repetitive and manual tasks

Reuse candidate data to fast-track future hiring



Part Three:

5 Steps to Effectively Recruit Frontline Workers





You need to hire frontline workers in high volume. This means taking the components of Instahiring and adapting them to recruiting retail and hospitality workers en-masse. These components can be divided into five best practices, which will help you achieve faster and more effective high-volume hiring and stand you in the best stead for the post-pandemic surge in business.



1. Meet Candidates Where They Are

Whether on mobile or computer, using high-speed internet or low-bandwidth WiFi, you need to meet candidates where they are if you want them to stick to your hiring process. Make sure you're visible on social media and recruitment websites such as Indeed, LinkedIn, or Monster. It should be as straightforward as possible for a candidate to find you, communicate with you, and enter the hiring pipeline.

For example, consider making a recruitment chatbot available on your careers page or social media sites like Facebook to guide candidates through the hiring process. This functionality can then be integrated into your communication channels like email, SMS, and messenger apps (WhatsApp, Telegram) through an end-to-end hiring platform like Talview. Talview also allows for low-bandwidth audio and video calls, catering to candidates who may be in rural areas or have connectivity issues.

They [Talview] can do everything we want. We're comfortable with the way their AI works. They check all the boxes and on top of that, we also feel like that in them we don't just have a technology delivery mechanism. We have partners!

Sarah McPherson,
Senior D&T Product Manager, Hiring and Onboarding, Best Buy



2. Prioritize Candidate Experience

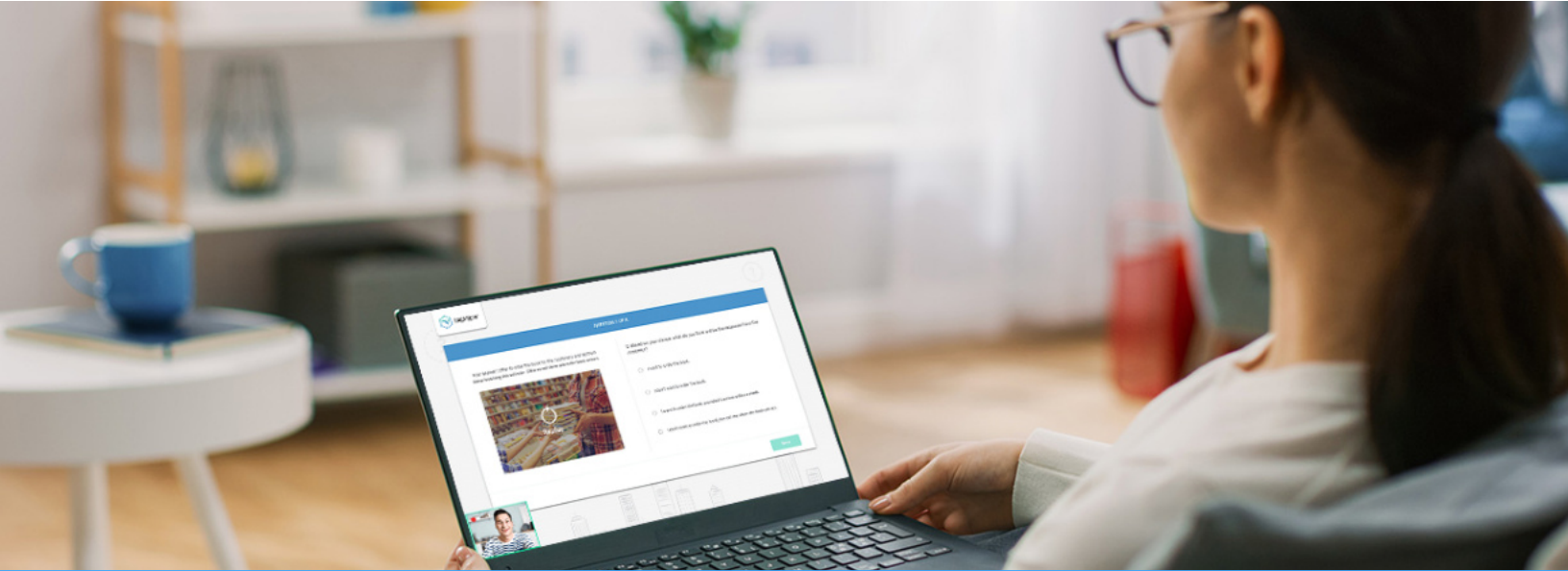
There's no doubt that competition for frontline workers right now is high – so that means that your candidate experience has to be excellent. The [Talview Recruiter Mobile App](#) will allow you to use your branding to add your own touch to the recruitment experience. Especially in the absence of in-person interviews, this allows candidates to get a feel for the personality and values of your company.

It's also important to remember that many of these job seekers will be looking for a culture that is inclusive and enjoyable for them, making it important to showcase this through platform branding and materials. And when it comes to interviewing, candidates will be looking for a smooth and speedy process that leaves behind the hassle of manual scheduling and minimizes wait times between screening and interview.

As well as ensuring a seamless, custom experience, it's also wise to provide all of the information and guidance that candidates may need at their fingertips. Frontline workers often seek a clear preview of the job responsibilities, so showing an initial video that covers the details of the role will help them understand what it entails and decide whether or not to apply. And remember, authentic videos with real employees will stand out against overly-rehearsed, fake-sounding ones. This transparency around the process is also essential for job seekers who are interested in speed to paycheck, so it's a good idea to be up-front about those details too.

The team at Talview truly understands how to speed up recruitment and helps you design the right process for you on their platform.

[An Enterprise Insurance Client](#)



3. Evaluate Candidates as They Move Through the Pipeline

High-volume hiring means casting a wide net, and it's crucial to be able to pick out your desired applicants as soon as possible. As soon as the candidate submits their application, you can send them a quick survey or short assessment to establish their baseline skills before moving them ahead to the interview stage.

This is a useful way to separate those who may not have the necessary communication skills or behavioral attributes for a frontline worker role. The more skilled the role (a customer service representative in the electronics section of a store, for example), the more in-depth the assessment should be.

You could even ask them to provide a short, pre-recorded video or audio to get a feel for whether or not the candidate is a good fit for a customer-facing role. By analyzing the text of the interview, the [Talview Behavioral Insights](#) functionality uses artificial intelligence to provide insights on the candidate's behavioral attributes so you can make better, objective hiring decisions.

Partnering with Talview has been the best solution to our recruiting problems. Using their assessments and interviewing platform, we screened twice the number of candidates while ensuring the quality of hire was still amazing.

A Fortune 100 Multinational Food & Beverage Company



4. Leverage Automation to Reduce Time-to-Hire

In the current climate of high-volume hiring, candidates don't want to be left waiting weeks for answers or updates as they go through the hiring process. Time-to-hire is a critical metric for frontline workers, and by taking too long to move them through the funnel, you risk losing quality candidates to your competitor.

Champion the power of Instahiring by deploying recruitment chatbots within your platform or on social media messaging platforms to ensure that you provide immediate answers to candidate queries, no matter the time of day.

When you're ready to start the live interview phase, you can use automated technology to schedule offline and online interviews, eliminating the time that would otherwise be spent on manual scheduling. Talview's hiring solution provides calendar management, scheduling, and integrations with applicant tracking systems (ATS), with video and audio call options that are suitable for 1:1, group, or panel interviews. Remote interviews can be recorded and used to provide feedback post-interview, helping to reduce that all-important time-to-hire without compromising on candidate quality.



Case Study

Transformation in Talent Acquisition

One enterprise customer was able to overcome pain points around high volume hiring by using Talview's hiring solution. The company leveraged the platform's instant support mechanism to ensure candidate queries were answered and used the asynchronous video tool to speed up the screening process. This customer also enjoyed that Talview is mobile-compatible and provides evaluators with easy access to job profiles – making the hiring process more seamless for both candidate and recruiter.



5. Tap into Past Candidate and Current Employee Data

What many companies don't realize is that when they invest in an ATS, they sit on a treasure trove of candidate pool data that they can continue to tap into for future job openings. By integrating that data with Talview's hiring platform, you can access this information on previous applicants to power future hiring pushes. While they may have been initially unsuccessful, these past applicants could still be a good fit for future openings.

What's more, with candidate insights into qualities like learnability, performance, and communication skills, talent teams can better design onboarding and learning and development programs tailored to the skillsets of their employees. This, in turn, helps drive frontline employees' retention and growth as they develop within the company.



Case Study

Fortune 100 Technology Multinational Company Uses Talview Hiring Solution to Scale Recruitment, On-Demand

This company leveraged Talview's AI-powered solution to remotely screen and assess candidates, increasing the talent pool by 40%. With the help of Talview, they were able to scale up the recruitment process, conduct interviews and assessments on multiple devices, and optimize recruiter bandwidth by automating manual tasks.

Conclusion

High-volume recruitment is no simple task, especially as the world moves into this new stage of the pandemic. Companies hiring frontline workers need to be strategic, innovative, and open to new ways of doing things if they are going to succeed.

When implementing these best practices, it's vital to keep the candidate at the center of the process. Remote hiring isn't just about replicating the offline process in an online environment. The candidate experience has to be carefully crafted to provide excellent remote interactions which convey the essence and ethos of your business.

Talview's end-to-end, AI-powered hiring platform provides a single system to help you offer the best candidate experience possible and power decision-making to help you grow. By leveraging technologies like scheduling automation, video and audio interviews, and AI-driven behavioral insights, you give yourself the best chance of success at securing the quality candidates you need right now.

What are you waiting for? [Schedule a demo](#) with Talview today.

Contact Talview Today to Turbocharge Your Hiring

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