

Name: _____

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Hot Tech: The Top 10 Features to Hit Staffing in 2015

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Wednesday, Oct. 28
2:30–3:30 p.m.






American Staffing Association

Hot Tech: The Top 10 Features to Hit Staffing in 2015

Facilitated by
 Jim Essey, CSP
 President and CEO
 The TemPositions Group of Cos.

Wednesday, Oct. 28, 2:15–3:30 p.m.



1.25 CE



American Staffing Association



Jim Essey, CSP
 President and CEO
 The TemPositions Group of Cos.




Kevin Delaski
 VP and CIO
 The TemPositions Group of Cos.



Tom Erb, CSP
 President
 Tallann Resources



Hope Bradford
 Senior Director IT Front Office
 Solution Consultant
 Kelly Services



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Presentation Format

- Short description of the key reasons why an application was selected
- Share company provided marketing videos/slides
- Discuss among panelists how to incorporate the application in one's business
- We'll provide contact info for questions



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How Choices Were Selected

- ASA partners and other suppliers were invited to submit entries
- Panel reviewed submissions and held several meetings to select favorites
- Each panelist appointed to work with 2-3 suppliers to flesh out the business concept for presentation



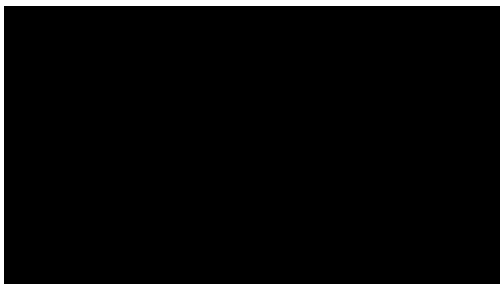
American Staffing Association

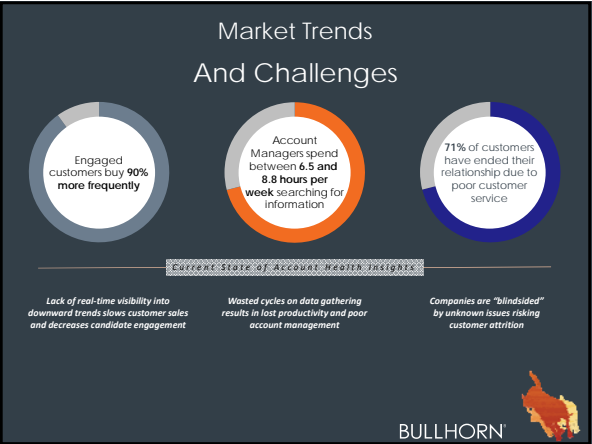
Bullhorn Pulse

- Business analytics tool integrated with Bullhorn CRM and ATS
- Enables instant insight into the health of a client or candidate relationship
- Accessible via desktop or any mobile device
- Pulse and CRM can be stand-alone solution



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Bullhorn Pulse

Instant Insights into Account Health




Increase Revenue

- Focus on the most promising opportunities
- Know the best time to connect
- Identify champions




Boost Sales and Recruiter Productivity


- See who is engaged at the account or with a candidate
- Reduce time needed to prep for client meetings
- Bring new employees up to speed quickly



Improve Customer and Candidate Satisfaction

- Keep track of your most strategic accounts in real-time
- Anticipate client and candidate issues and be prepared for every conversation
- Instantly be alerted on accounts trending downwards


BULLHORN 



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Why We Like This Application

- ATS agnostic solution
- Provides unique insight into client and candidate interactions
- Configurable “cards” allow users to customize dashboards to their specific needs
- Questions: Booth 907 in Exhibit Hall



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Monster Social Job Ads

- Challenge: How do you get your jobs out there besides just posting to job boards?
- Solution: Monster Social Job Ads
- Monster builds a twitter campaign for you and focuses on candidates who fit the job description profile



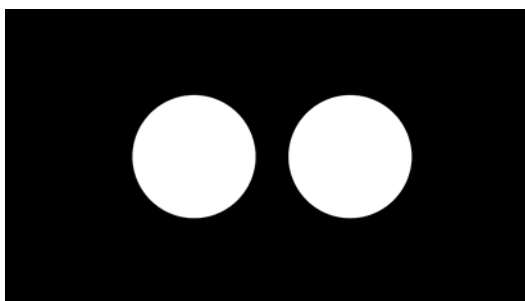
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Monster Social Job Ads

- Tweets an ad to thousands of prospective candidates
- Allows you to reach passive candidates
- Mobile enabled
- Low cost



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Give your social recruiting a boost



Monster Social Job Ads

Take your social recruiting to the next level. Quickly deploy an automated and targeted Job Ad campaign on Twitter and extend your reach to candidates that aren't currently following you.

- Automated and targeted social distribution of your jobs to qualified candidates among the full Twitter audience with immediate performance
- Reach passive and active candidates that are not currently following you
- Grow your social media presence by adding followers and more
- It's mobile! Target Twitter users where they engage the most



MONSTER

How it works



MONSTER

Anatomy of a Monster Social Job Ad



MONSTER

Expand your reach with Social Job Ads

- Social Job Ads will show up in the targeted user's news feed upon signing in to their account
- Ads are always automatically expanded
- An ad will remain live for 30 days of which the job is active, or until it reaches 50 engagements



MONSTER

The Benefits

Monster Social Job Ads are:

- **Automated:** After a quick setup, our proprietary targeting technology will put your job ads in front of the right people on Twitter
- **Social:** Reach candidates that aren't already currently following you
- **Expansive:** Target qualified passive and active seekers within Twitter's nearly 300 million monthly active users
- **Mobile:** Target Twitter users where they engage the most



MONSTER



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Why We Like This Application

- Great way to reach passive candidates who don't look at job posts
- Cost effective
- They do the work for you—determining who to target
- Questions: Booth 1201 in Exhibit Hall



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eStaff365

- Dynamic, cloud-based onboarding solution built specifically for staffing firms
- Expedite and automate onboarding, monitor progress, and ensure compliance while delivering faster starts for your hiring teams



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eStaff365

- Designed specifically for staffing firms, eStaff365 equips companies with the tools to
 - Enable electronic distribution and signing of documents with paperless onboarding that is mobile optimized.
 - Ensure faster onboarding and higher compliance with federal, state, client and internal requirements.
 - Tailor packages by client, department, role, type of hire, location and more with a highly configurable rules engine.
 - Add any client-specific form in real time without any vendor intervention, Self-service.



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What's the current problem?

- Staffing firms face many unique challenges when onboarding contractors, temporaries and employees. Compressed timeframes between an offer and a start date provide little room for mistakes or delays.
- eStaff365 reduces the complexity of onboarding by using a rules engine for the creation of a precise onboarding package for each new hire. Hiring teams can easily track and monitor the process, and make necessary course corrections to meet deadlines.

eStaff365 is Creating an Incredible Competitive Advantage for Staffing Firms

- One of the top 20 Largest Staffing Firms in the U.S. went **100% paperless** with their onboarding using eStaff365.
- Before this, it took them **90 minutes to onboard a candidate**, which tied up several resources.
- With **eStaff365**, it now takes them just **15 minutes per candidate**.
- **eStaff365** is now saving the firm more than **\$1.25 million per year**.

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eStaff365

eStaff365 = Speed, Visibility, Compliance, and Cost Savings

- eStaff365 is a cloud-based solution that automates and streamlines the onboarding process for the staffing industry and employers.
- eStaff365 includes compliance and auditing capabilities while reducing associated risks and costs. The highly configurable solution includes electronic onboarding with secure digital signatures, I9 with E-Verify integration, all state and federal forms, and a flexible, self-service PDF forms engine to support any staffing firm or client documents.
- eStaff365 is available as a standalone product for all staffing companies, and can be integrated with erecruit, as well as other ATS, VMS, HRIS, and Time & Billing solutions.

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eStaff365



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Why We Like This Application

- Standardizes the onboarding process
- Allows for ALL type of forms
- Ensures compliance
- Saves time
- Saves money
- Questions: Booth 319 in Exhibit Hall



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Joberate

- Internal resume databases are filled with old resumes
- Purchased candidate lists include thousands of prospective candidates
- But how do you know if the candidates are worth your recruiter's time?



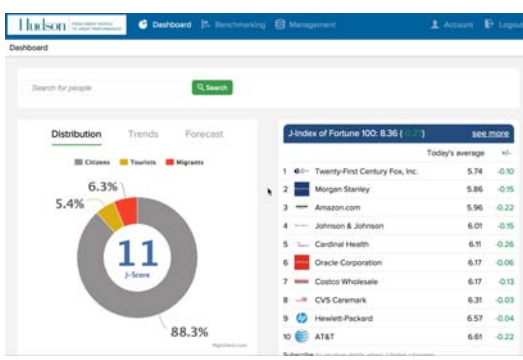
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Joberate

- With Joberate, each candidate is ranked based on their social media activities related to job searching behavior
- The J-Score, like a FICO score, shows candidates most likely to be looking for a job

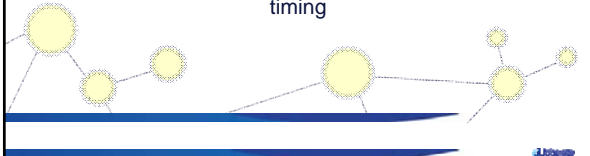


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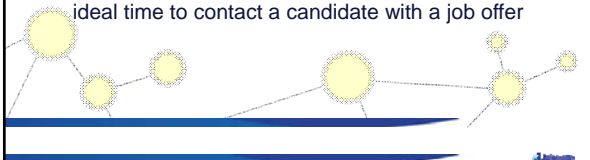
An ongoing challenge in Recruiting remains knowing the ideal time to contact a candidate

Changing jobs is an emotional life event, and while today
it's easier than ever to identify people who have certain
skills to do a job, a big challenge still remains around
timing

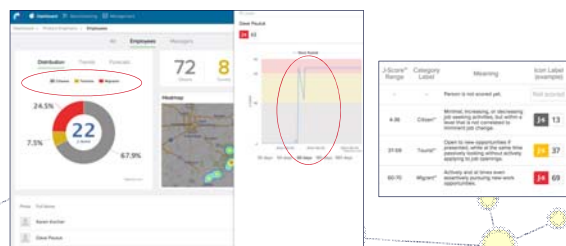


Joberate™ scores people's job-seeking activities similar to how FICO® scores people's credit

We harness the power of Social Media data, machine
learning, and predictive analytics to give staffing
companies a competitive advantage in knowing the
ideal time to contact a candidate with a job offer



J-Score™ measures the intensity of a person's job-seeking activities



Joberate's application for Staffing companies

Optimize your existing database or purchased lists

- Identify potential placements in your stale database by refreshing people's profiles with real-time J-Score™ information
- Have the system alert you when people's J-Score™ reaches the "Tourist" level, so you can contact them right away before others
- Recruiters can rank people in your database to see who should be contacted first, based on their propensity to accept offers
- Market map your clients' competitors, finding ideal candidates, and improve your interview-to-hire ratio



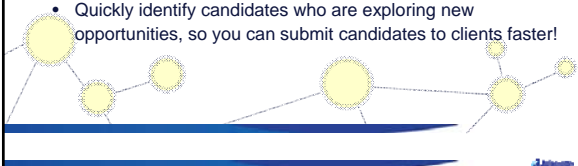
Joberate's positive impact in real-world use

Reducing friction in the employment lifecycle

- Increased identification of passive candidates who might be open to exploring new opportunities by more > 70%
- Time to fill for some "difficult" positions reduced by > 50%
- Increased recruiter effectiveness by > 40%

Giving staffing companies a competitive advantage

- Quickly identify candidates who are exploring new opportunities, so you can submit candidates to clients faster!

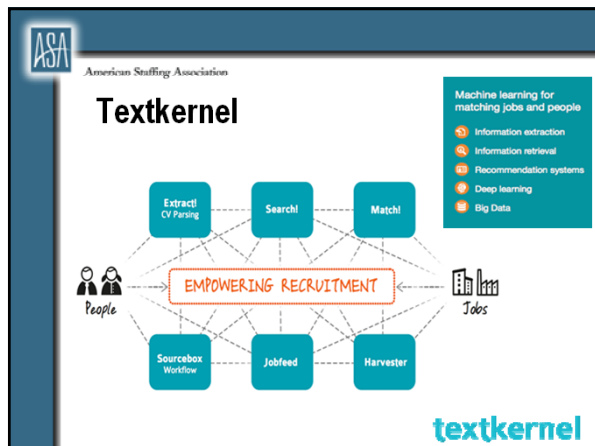




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Why We Like This Application

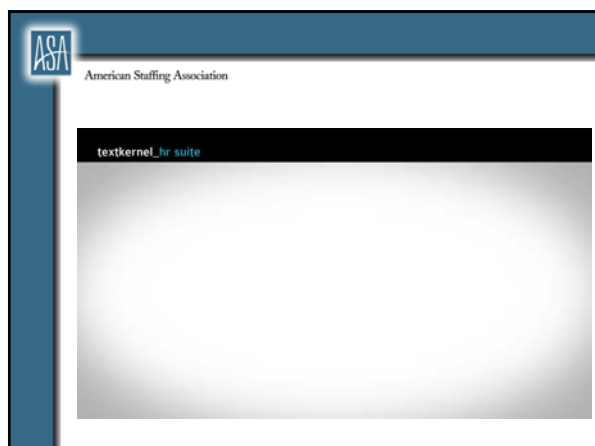
- Innovative way to handle "big data" issues
- Ratings are easy to understand
- Technology monitors numerous social job boards hard to track yourself
- Questions: Michael Beygelman is in audience and will stay after session



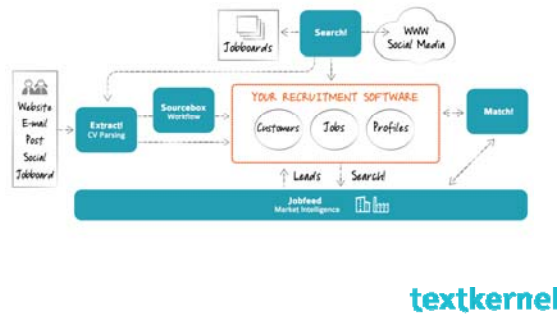
ASA
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Benefits of Using Textkernel

- Significantly automates your recruiting process
- Robust Semantic Search Engine promoting extremely accurate search results
- Tight integration with the existing products in recruiting workflow

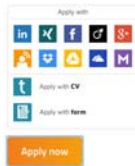


Textkernel Products In Your Processes



Textkernel Key Functionality

- High quality multilingual resume parsing
 - Resumes are automatically converted into searchable profiles in your ATS
 - With Textkernel's widget, application processes become mobile-enabled and conversion rates will increase
- Semantic search and sourcing
 - Textkernel's semantic search technology pinpoints what the user really means. Search! will open up the data ATS and simultaneously search social sources and job boards for the right candidates
- Matching
 - Textkernel is able to automatically suggest the most relevant profiles in a client's resume database based on a job description or vice versa.



textkernel



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Why We Like This Application

- Automates your existing recruiting operations
- Easy to use interface
- Offers Semantic Searching of resumes
- Provides option to compare skills of multiple candidates together
- Can search your internal/external boards
- Questions: Visit the CareerBuilder Booth 801 in Exhibit Hall



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AkkenCloud's AkkuSearch

AkkuSearch is the first intuitive search functionality that can be used by **ANYONE**, from search veterans, right down to the next generation of new employees, to **FIND** your best **CANDIDATES...FAST**.



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AkkuSearch Empowers Users To

- See all of your searchable data
- Simply click what you want
- Eliminate the need to guess parameters
- Dynamically update saved searches
- Provides quick results



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Today's Search Challenges

- Determining the right keywords and parameters
- Time consuming, costly, and complex training is required
- With time, data gets messy and negatively skews results
- Saved searches, if available, get old and stale daily
- A misspelled keyword can cause a candidate to be overlooked

Using AkkuSearch, all available search parameters are clickable and on one screen. **No chance of overlooking the right candidates.**



Simply click the
candidate data, instead
of searching for it.





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Why We Like This Application

- Clean, easy to use interface for both novice and tenured recruiters
- Reduce errors and skewed results
- Reduces the need for complex search training
- Questions: Booth 604 in Exhibit Hall



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One Call Now's Staffing Solution

- Your Message, Your Way
 - Deliver your message through multiple options: Voice, text, email, social media and/or push notifications.
- Call Transfers Made Simple
 - Give candidates the option to transfer to a recruiter or your staff
- Dynamic Subgroups (NEW)
 - Contact candidates based on skill sets, position requirements, etc.
- Group Polling (NEW)
 - Quickly determine who is available to work, or fill open positions, through a touchtone reply.

One Call Now



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One Call Now's Staffing Solution

The Benefits:

- Be the first to talent
 - Export a list of candidates from your data base that match position requirements—contact them within minutes!
- Save time and money
 - Save's time and resources in finding the right talent.
- Increase Engagement
 - Improves communications and increases talent engagement.

One Call Now



How It Works—Messaging Made Easy

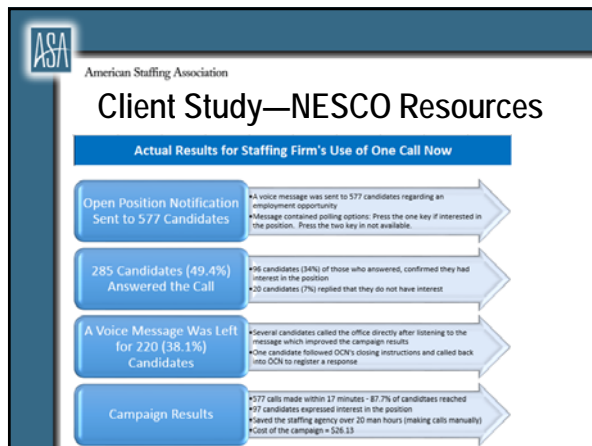
1. Select Your Delivery Method.
 - Voice, text, email, social media, push notification, or all five
2. Create and Customize Your Message.
 - Additional features provide the ultimate customization
3. Upload Your Contacts.
 - Create subgroups to send messages to specific contacts
4. Send or Schedule Your Message
 - Send your message right away or schedule for later
 - Ability to pick subgroups or filter database by specific characteristics
5. See Results
 - View detailed reports and analyze the data
 - See results of group polling

One Call Now

New Features for 2015

- **Dynamic Subgroups**
 - Query database for specific needs
 - Allows to search for multiple requirements (i.e. certifications and location)
- **Group Polling**
 - Two way communication. Real time responses from recipients.
 - Ability to respond to voice, text, or email message

One Call Now



ASA American Staffing Association

Why We Like This Application

- It saves time and money
- Utilizes multiple channels
- Voice and email translations
- Two-way communication (hot transfer)
- Dynamic subgroups and group polling allow for extensive workflow automation.
- Detailed reporting
- Questions: Booth 525 in Exhibit Hall

ASA American Staffing Association

iLabor

- Aggregates secondary supplier
- Focuses on middle market companies and staffing industry clients
- Developed to help manage and optimize supplier network
- Ability to monetize supplier program

ASA

American Staffing Association

ASA

American Staffing Association

iLabor360

Who We Are

OUR MISSION

OUR WORK

OUR CLIENTS

To revolutionize supplier channel management across the staffing industry

Providing groundbreaking secondary supplier management technology to the staffing industry

Staffing companies nationwide

ASA

American Staffing Association

iLabor360

What We Hear From Staffing Clients: Challenges

HIGH VOLUME

PROCESS FRAGMENTATION

RESOURCE DRAW


LACK OF MEASUREMENT

DECLINING SUPPLIER INTEREST & EFFORT

LACK OF VISIBILITY

LACK OF FEEDBACK

FRAGMENTED COMMUNICATION




American Staffing Association



Our Solution: iLabor360


CENTRALIZES

Streamlines supplier management and communications



OPTIMIZES

Uses the best technology to generate efficiencies across the talent supply chain



MONETIZES

Offers the opportunity to convert the secondary supplier channel into a revenue stream





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Automate Supplier Program

Eliminate time spent on vendor management

Build an engaged & motivated supplier community

Boost client satisfaction


Drastically reduce candidate to market cycle

Provide real time data & feedback to your suppliers

Accelerate time to fill & coverage rates

Cost Neutral





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Why We Like This Application

- ATS Agnostic solution for managing subcontractors
- Clean, easy to use interface for both internal users and subcontractors
- Can be a cost neutral solution to a major problem for many staffing firms
- Questions: Jodi Hon is in audience and will stay after session.



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Fyre Sidebar

- Accelerates recruiting workflows by replacing manual data entry
- Automatically import resumes and VMS jobs to your ATS



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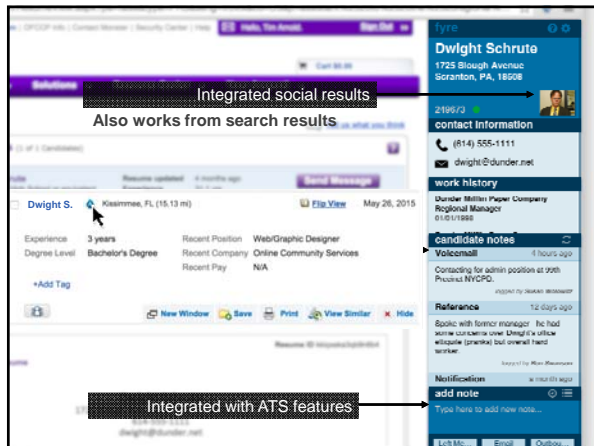
Fyre Sidebar

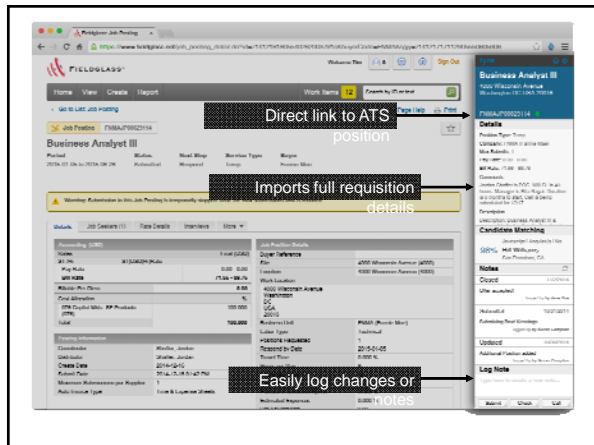
- Eliminates duplicate resume view costs
- Automatically update resumes in your ATS directly from the job board
- Drastically reduce data entry and switching between systems

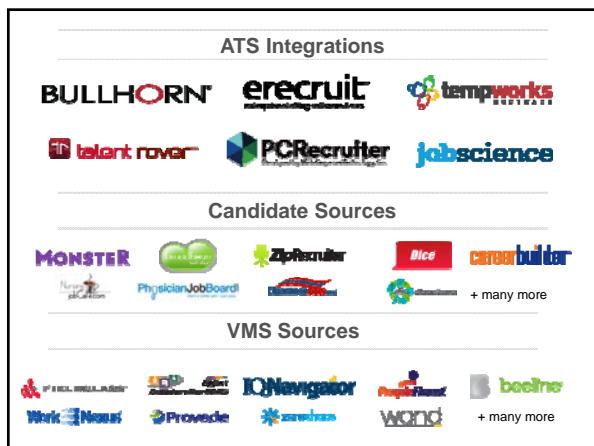


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TA1

TA2

Slide 69

- TA1** Time to launch new ATS: 2-4 weeks
Tim Arnold, 1/29/2015
- TA2** Time to launch new source: 2-4 days
Tim Arnold, 1/29/2015



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Why We Like This Application

- Excellent value
- Incredible time savings and ROI
- Integrates with your ATS/VMS
- Numerous advancements on horizon
- Questions: Booth 1325 in Exhibit Hall



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Walton Management ForeSight Solution


- Maximizing Credit Capture
 - Business Intelligence Analytics
 - Always On Reporting
 - Report Agents
 - Data Mining
 - Context Sensitive Reporting
 - Data Visualizations




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WMS ForeSight Solution

- Increased compliance = increased tax credit capture
- Increased target group hiring = increased tax credit savings
- Accurate and easy to understand data analytics ensures tax credit program performance and maximization
- Ease of use with advanced reporting delivered to your computer



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Maximizing Tax Credits and Turn HR into a Profit Center for Your Company

Example: Work Opportunity Tax Credit (WOTC) Program Savings


# Annual Hires	Eligibility Rate	Conversion Rate	Avg. Cert Value	Annual Tax Credits
500	15-20%	50%	\$1,000	\$87,500-\$50,000
1,000	15-20%	50%	\$1,000	\$75,000-\$100,000
5,000	15-20%	50%	\$1,000	\$975,000-\$500,000
10,000	15-20%	50%	\$1,000	\$750,000-\$1,000,000

* Assumption - 15-20% of your new hires are eligible for the tax credit.
 ** Average value of a certification = \$1,000. Companies hiring individuals from one of nine target groups receive \$1,500 to \$9,600 in tax credit savings per qualified employee.

Please note, the estimator above does not include an additional benefit if the tax credit certification obtained is also a Long Term Family Assistance - LTFA (formerly WTA) certification. LTFA certifications can more than double the value of your credit. The maximum value of each LTFA certification is \$9,000.

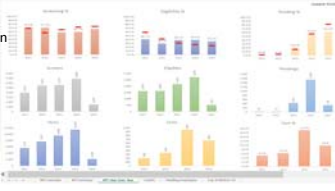
- WOTC Program is used to offset federal income tax
- \$1,500 to \$9,600 in tax credit savings per qualified employee
- Program typically is not retroactive
 - The last two notices provided for retroactive capture from the previous expiration date to a specified date of a few months from the notice.

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Maximizing Tax Credit Capture Through Technology


- Ensure maximum tax credit capture occurs
 - Track wages and hours for eligible employees
 - Ensure proper tax credit percentage is used
- Evaluate WOTC Program performance
 - Based upon target group
 - Based upon location or division
 - Based upon hiring patterns
 - Catch compliance issues before they are an issue
 - Track successes and repeat them



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Capture More Savings with Targeted Recruiting



- Strategically target veteran hires
- Locate candidates via proximity analysis
- Database of 800,000 active veteran candidates

The Technological Advantage:
Identify and locate qualified veterans looking for employment while accruing tax credit savings worth up to \$9,600 per qualified veteran.





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Why We Like This Application

- Allows you to build a business case on where you should target recruiting
- Track compliance and hours worked so that you don't miss out on tax credits once someone qualifies
- Questions: Visit Brian @ MyPayrollHR's Booth 1321 in Exhibit Hall



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Thank you for attending this
Staffing World 2015 workshop



Jim Essey, CSP
President and CEO
The TemPositions Group of Cos.



Hope Bradford
Senior Director IT Front Office
Solution Consultant
Kelly Services



Tom Erb, CSP
President
Tallann Resources



Kevin Delaski
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