2022's Top Trending Technology Tools You Should Have in Your Tech Stack

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TALENT TECH LABS

Kelly

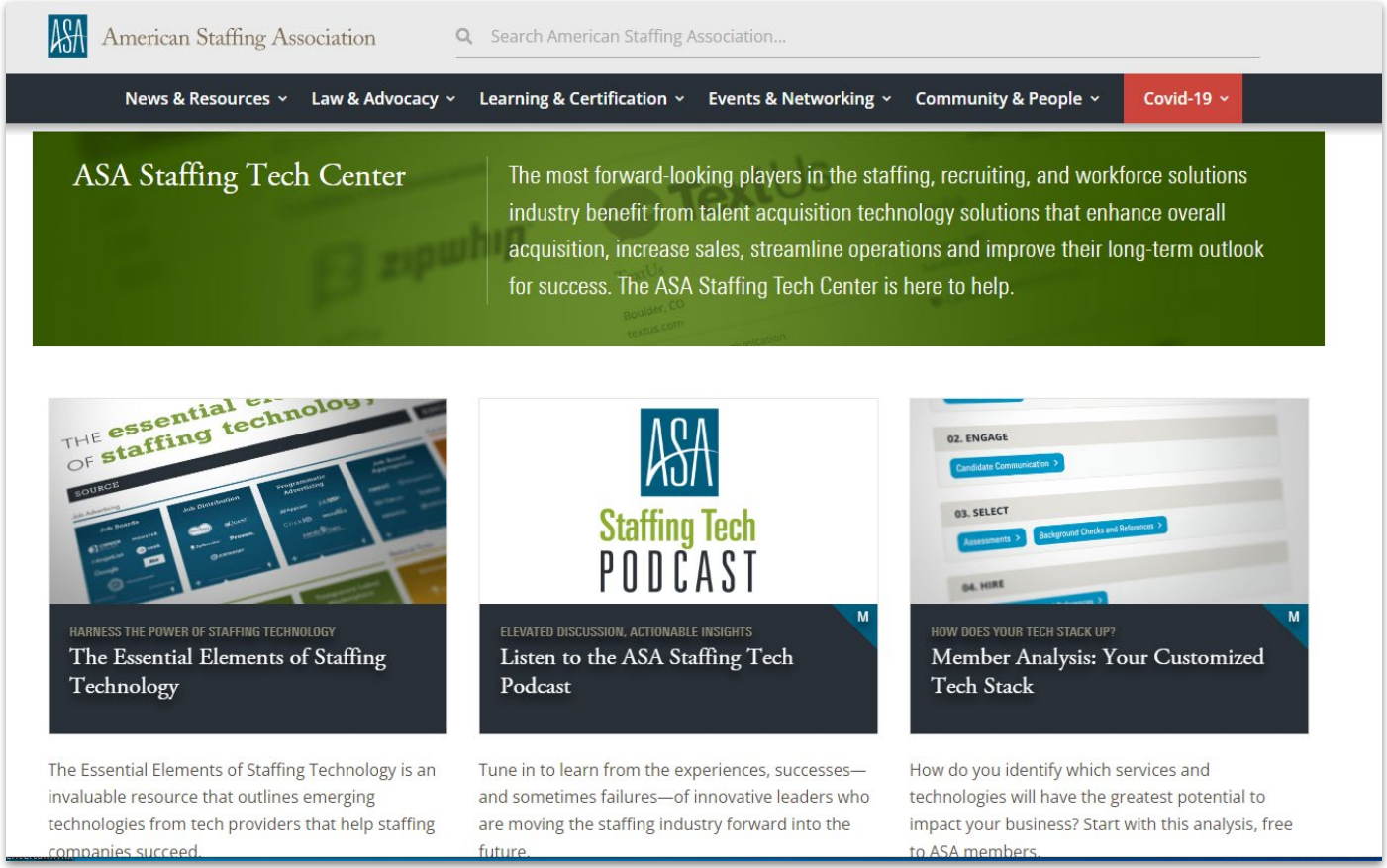
THE TEMPOSITIONS GROUP OF COMPANIES

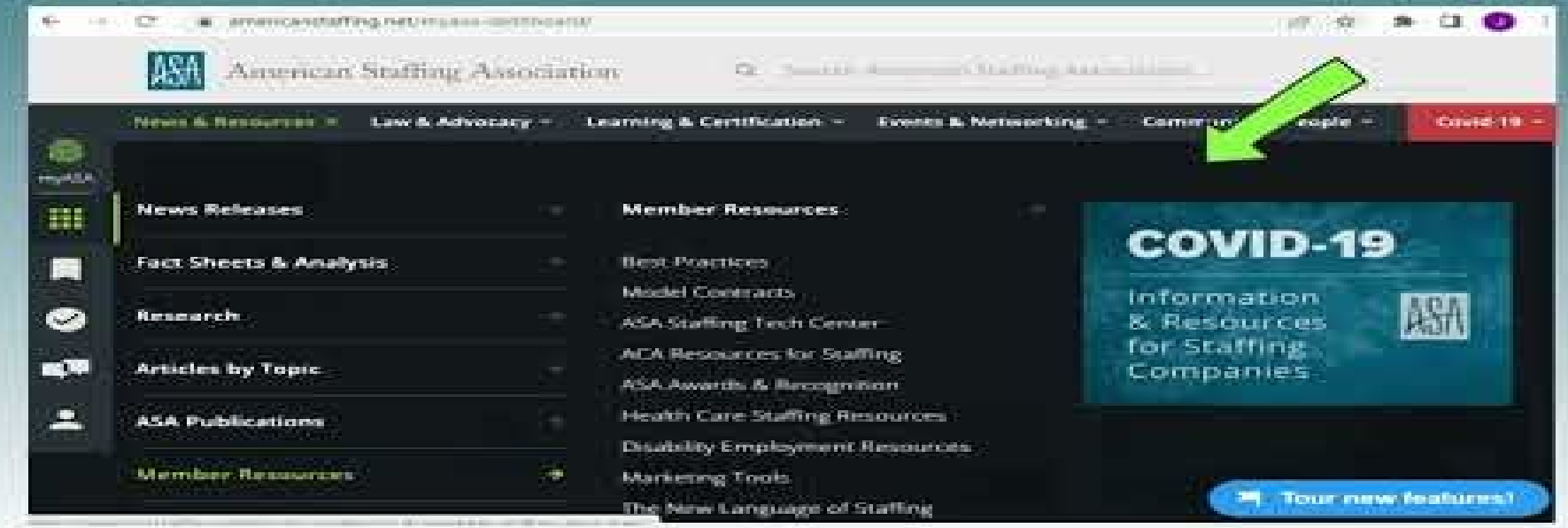
TALLANN RESOURCES

Agenda

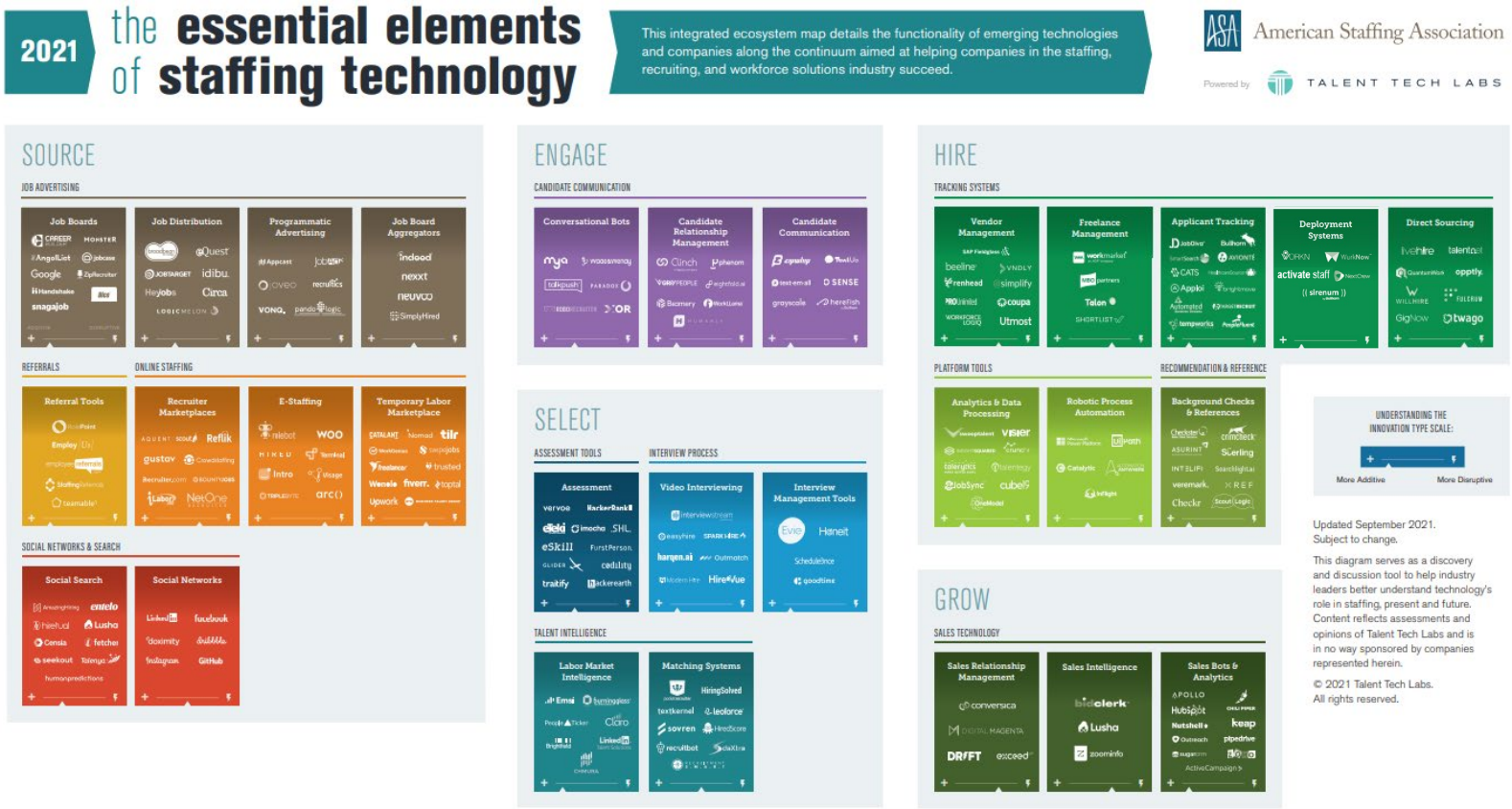
- Overview of the ASA Staffing Tech Center
- Sales Technology
- Recruiting Technology
- ~~Back Office Innovations~~ Social Media
- Speed Round

ASA Staffing Tech Center

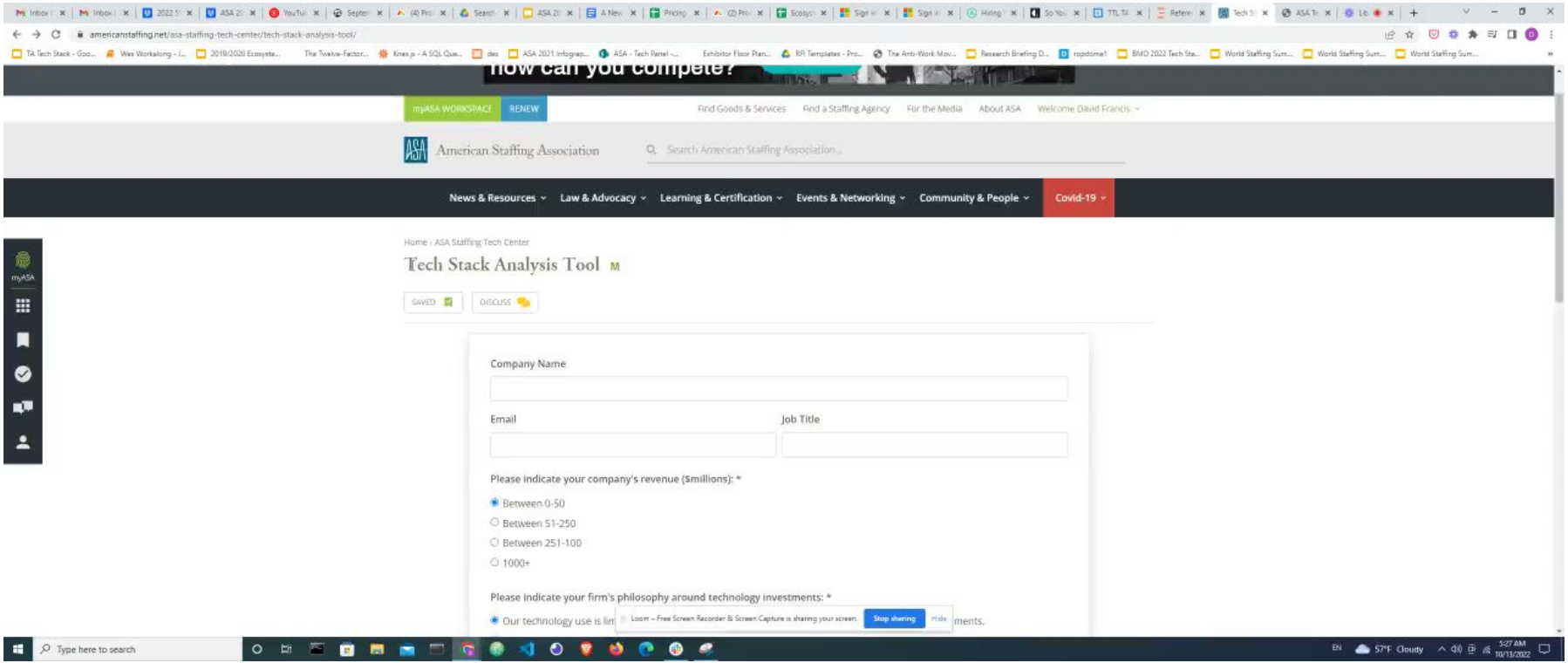



American Staffing Association
News & Resources
Law & Advocacy
Learning & Certification
Events & Networking
Covid-19
News Releases
Fact Sheets & Analysis
Research
Articles by Topic
ASA Publications
Member Resources
Member Resources
Best Practices
Model Contracts
ASA Staffing Tech Center
ACA Resources for Staffing
ASA Awards & Recognition
Health Care Staffing Resources
Disability Employment Resources
Marketing Tools
The New Language of Staffing
COVID-19
Information & Resources for Staffing Companies
Tour new features!

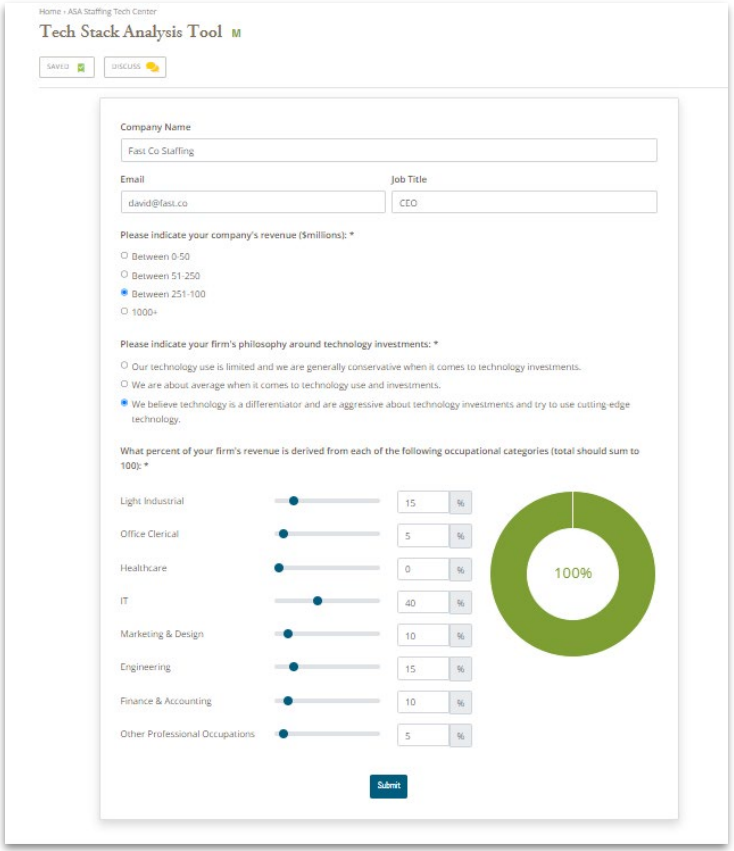
Essential Elements of Staffing Technology

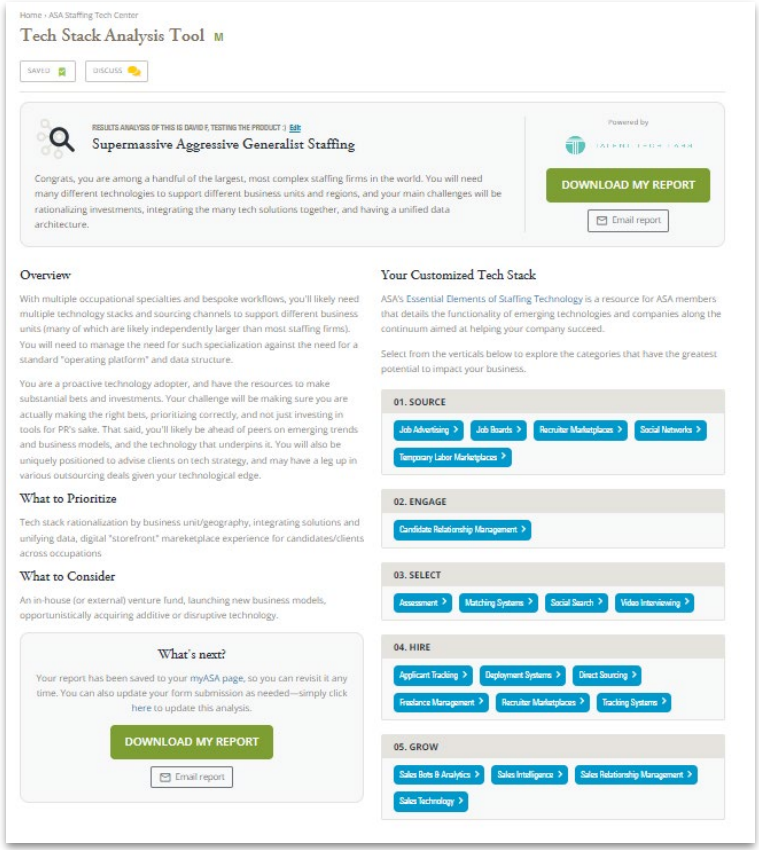


ASA Staffing Tech Center: Customized Tech Stack



ASA Staffing Tech Center: Customized Tech Stack





Top Technology for your Tech Stack

Sales Technology

Geographic Data Analytics

Challenge #1: I want to expand into new territories, but I don't know where the most demand is, and if there is enough of a talent pool for us to be successful.

Challenge #2: I have multiple salespeople and need to divide up sales territories, but don't know the most equitable way to do it.

TALENT TECH LABS

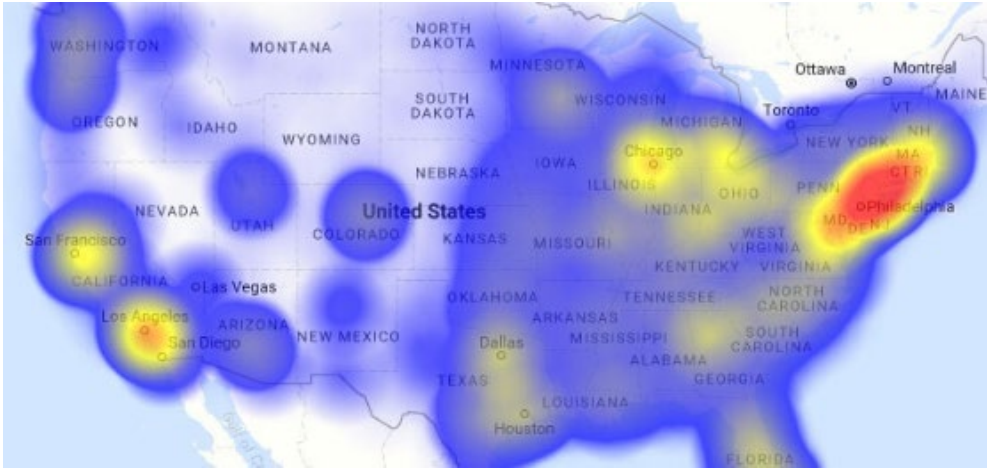
Real World Applications

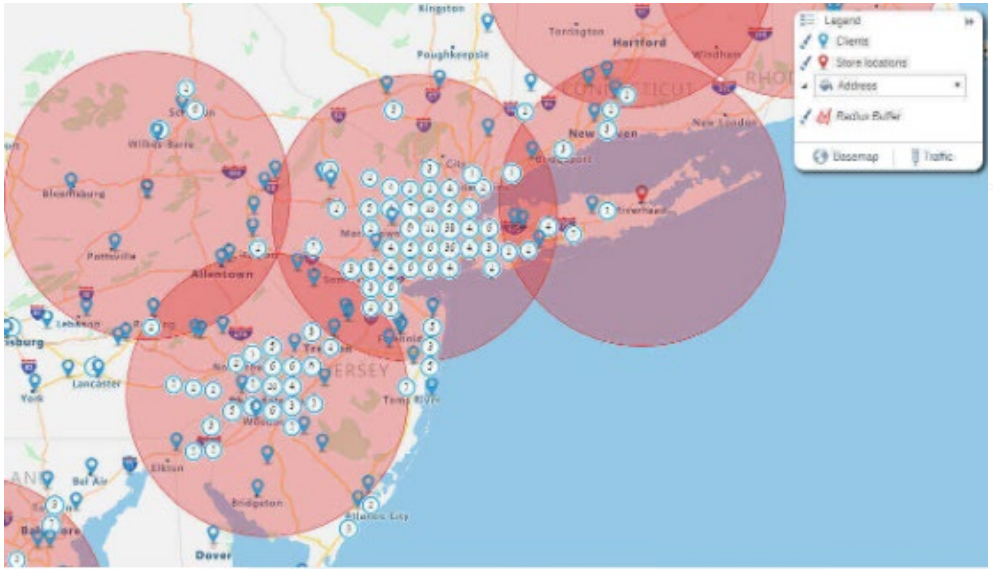
- Analyze potential new markets and skill sets
- Equitably divide sales territories
- Target sales and recruiting efforts
- Present valuable market data to prospects and clients
- Analyze potential new markets for prospects, candidates, and competition
- Determine optimal areas for branch location/relocation
- Assist clients in analyzing potential new locations, recruiting avenues

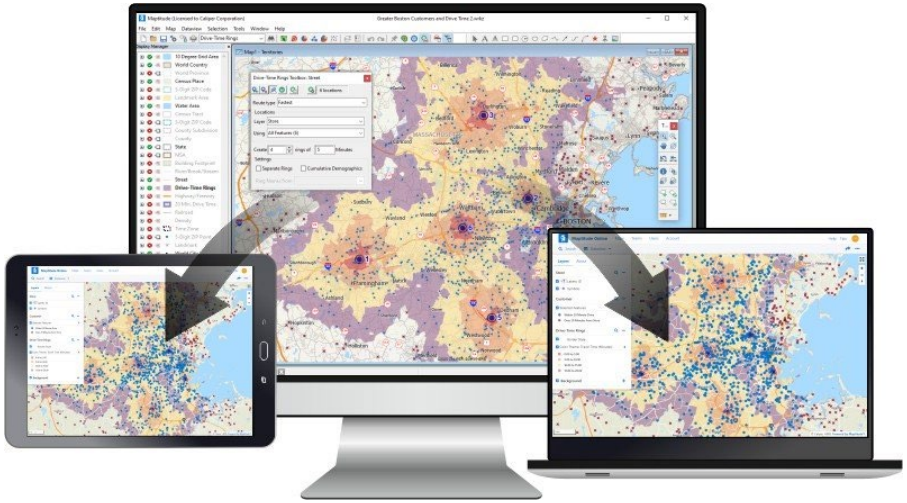
TALENT TECH LABS

eSpatial

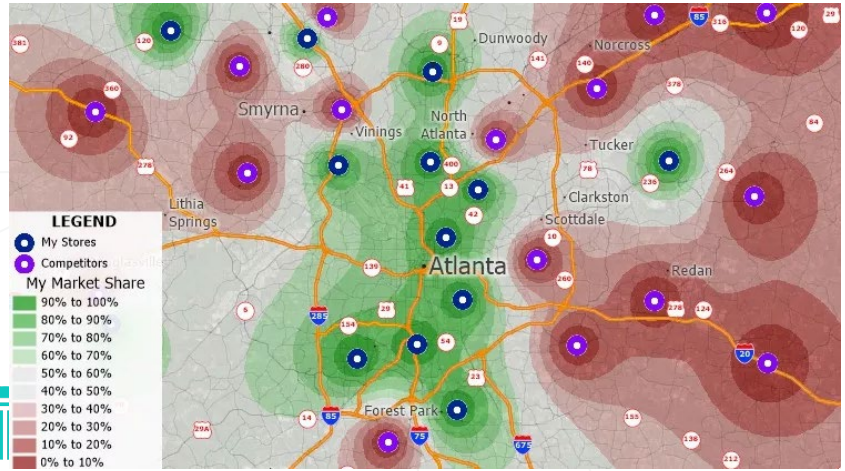
- Heat and Bubble Mapping
- Territory Management
- Data Layering
- Upload tool for real time updates via Salesforce.com, ZoomInfo, Excel, ZOHO, BI tools, etc.







Maptitude


LEGEND
My Stores
Competitors
My Market Share
90% to 100%
80% to 90%
70% to 80%
60% to 70%
50% to 60%
40% to 50%
30% to 40%
20% to 30%
10% to 20%
0% to 10%
Dunwoody
Norcross
Smyrna
Vinings
North Atlanta
Tucker
Clarkston
Scottdale
Lithia Springs
Atlanta
Redan
Forest Park

Sales Engagement

Challenge: My sales team needs a more structured process, but my ATS/CRM doesn’t provide the structure I need (or is too complicated to gain high adoption).

BLOOBIRDS

Sales engagement

- Dialer with local presence and call recording.
- Native integration for Aircall and JustCall.
- Email productivity *(Gmail and Outlook integration)*
- Linkedin message and lead capture Plugin
- Automatic cadence
- Native support for both Account Based and Lead Based Sales
- Real time engagement signals *(web & mail)*
- Native integrations Hubspot, Salesforce and Dynamics 365
- Zapier connector and REST API for other CRMs & MAPs
- Reporting and management tools
- EXTRA! + visual cadence
- EXTRA! + cohort analysis for conversions

Playbook and content management

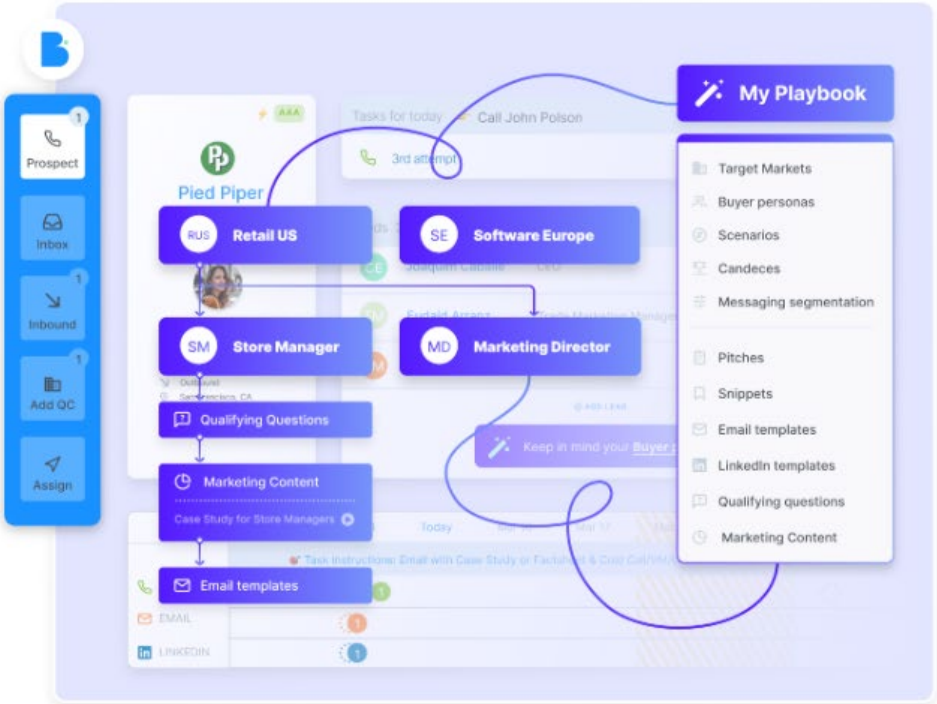
- Target markets, target personas, scenarios
- Profiling questions and qualifying questions
- Rating model
- Recommendation engine for pitch-snippets, template-snippets and questions
- Content management
- Built-in prospecting and sales processes
- Conversational experience for data gathering
- Strategic analysis: Go To Market Metrics

Sales Managers

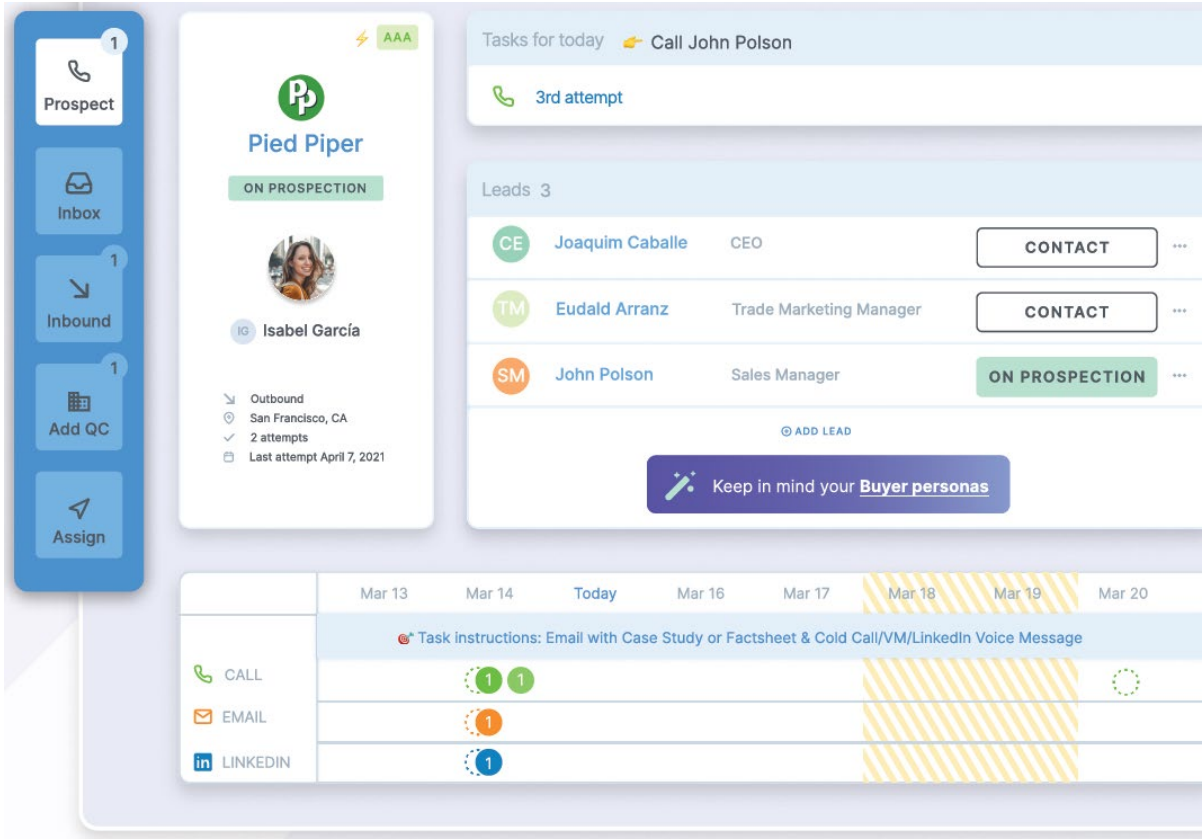
Built-In Sales Playbook

Your GTM Strategy, processes, value prop, pitch, etc. are not in a Powerpoint anymore. They are now live and actionable in Bloobirds. What's the output? Precision and better insights.

Learn more ->



TALENT TECH LABS



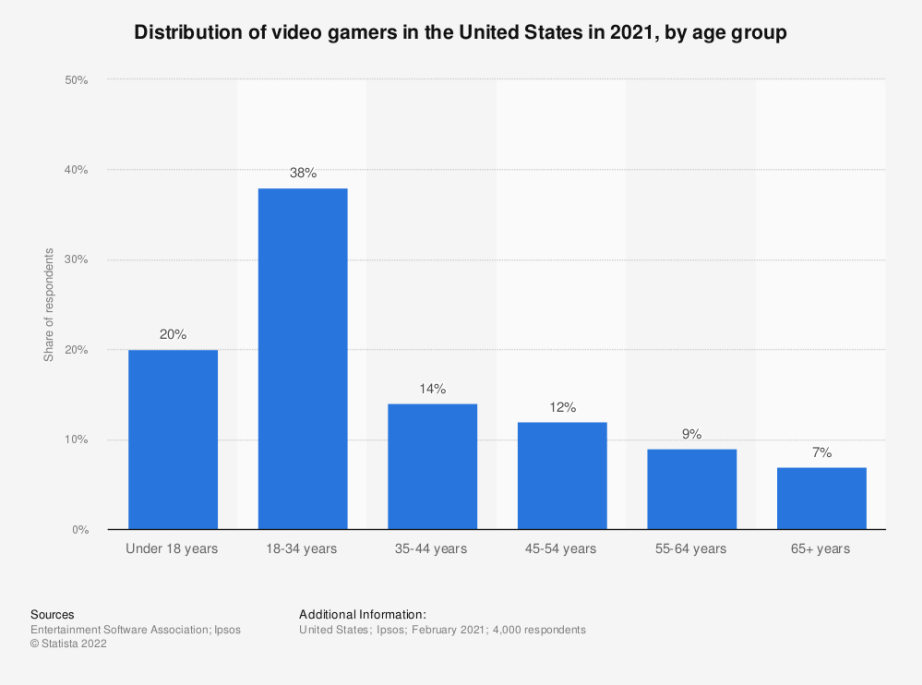
TALENT TECH LABS

Gamification

Challenge #1: KPIs and commission are great for achieving minimum goals, but I'm looking for more ways to drive performance that are fun, engaging, and sustainable.

Challenge #2: More and more of my team is working remote, but I want to maintain a strong culture, interaction, and sense of belonging.

Video Games are big - real big

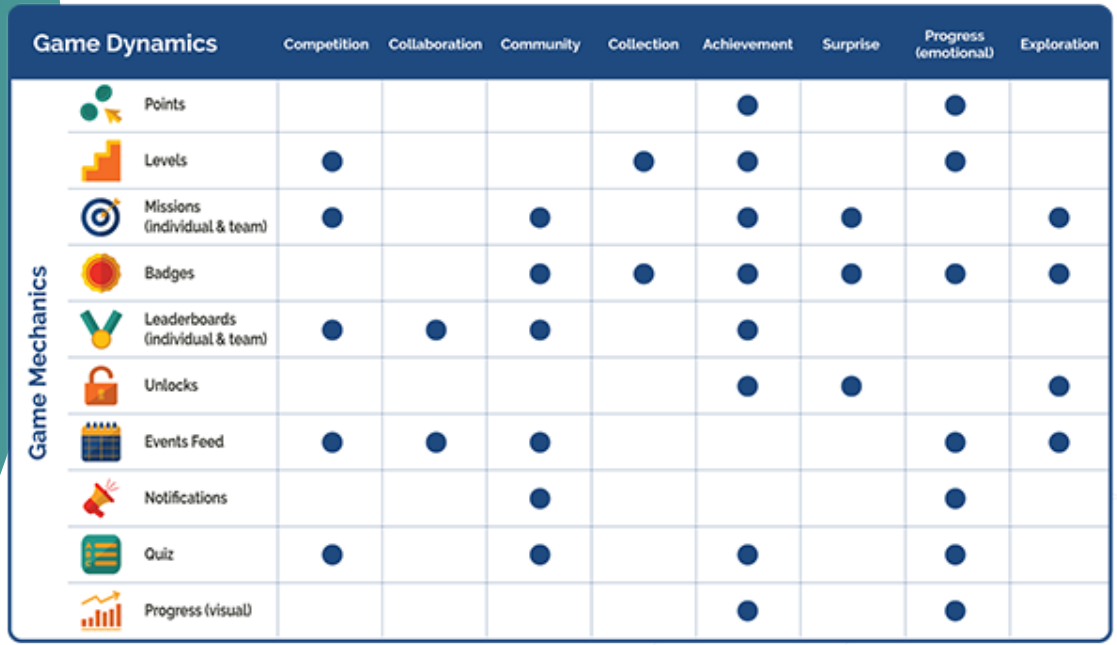


- Over 200 mm video gamers in the US
- 70% of gamers are 18+
- 38% are 18-34
- 60% of Americans play video games daily
- Mobile game revenue will exceed $100b in 2023
- Console revenue $73b in 2022
- Future Employees are learning through Gamification - Dreambox

TALENT TECH LABS

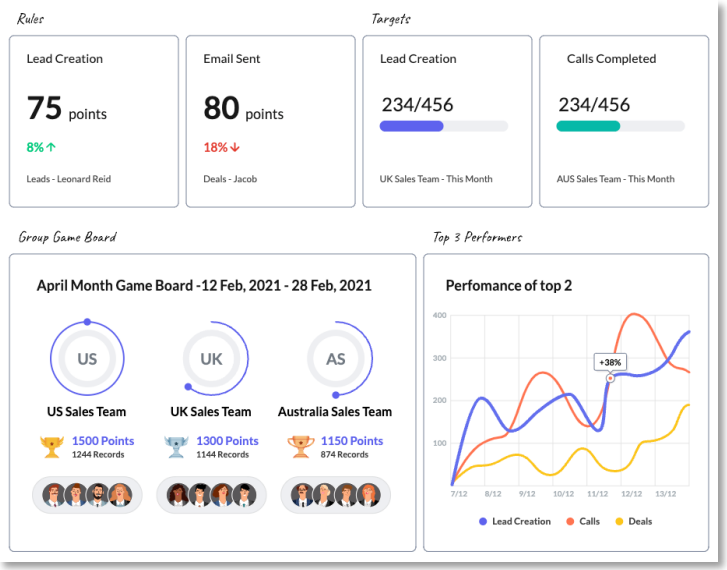
What is Gamification?

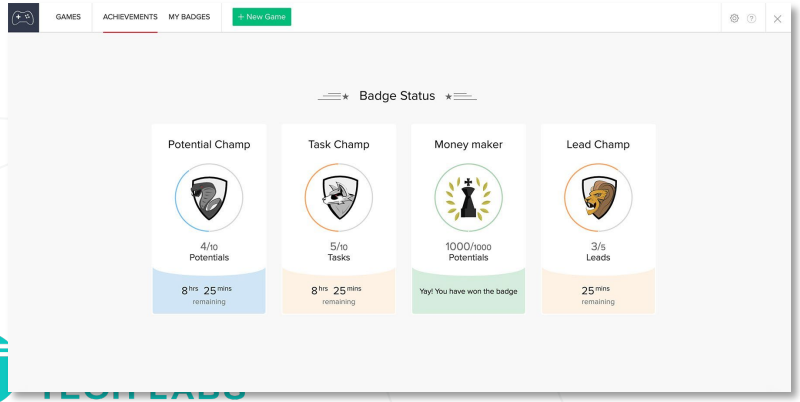
Gamification is about taking something that is not a game and applying game mechanics to increase user engagement, happiness and loyalty.



Game Dynamics	Competition	Collaboration	Community	Collection	Achievement	Surprise	Progress (emotional)	Exploration
Game Mechanics: Points					●		●	
Levels	●			●	●		●	
Missions (individual & team)	●		●		●	●		●
Badges			●	●	●	●	●	●
Leaderboards (individual & team)	●	●	●		●			
Unlocks					●	●		●
Events Feed	●	●	●				●	●
Notifications			●				●	
Quiz	●		●		●		●	
Progress (visual)					●		●	

Source: BI Worldwide

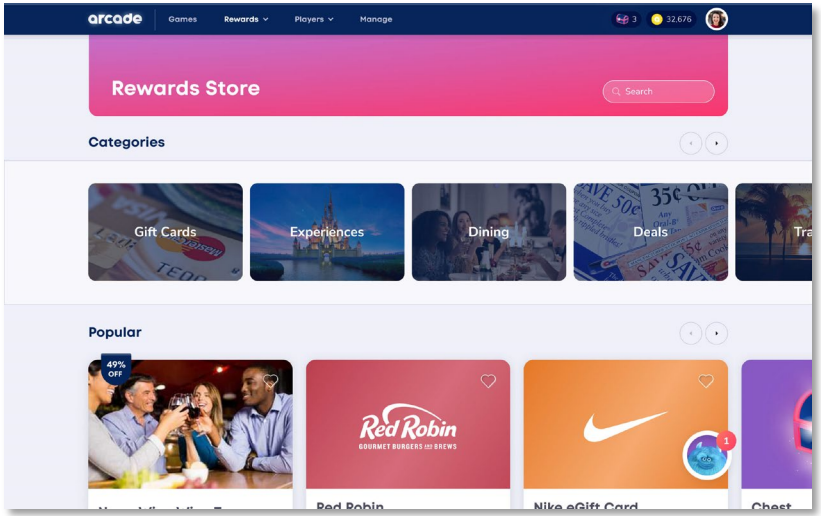


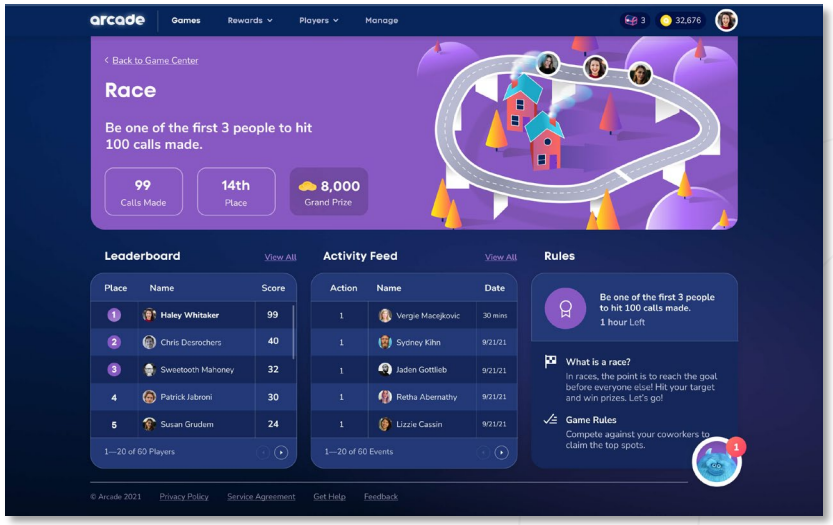


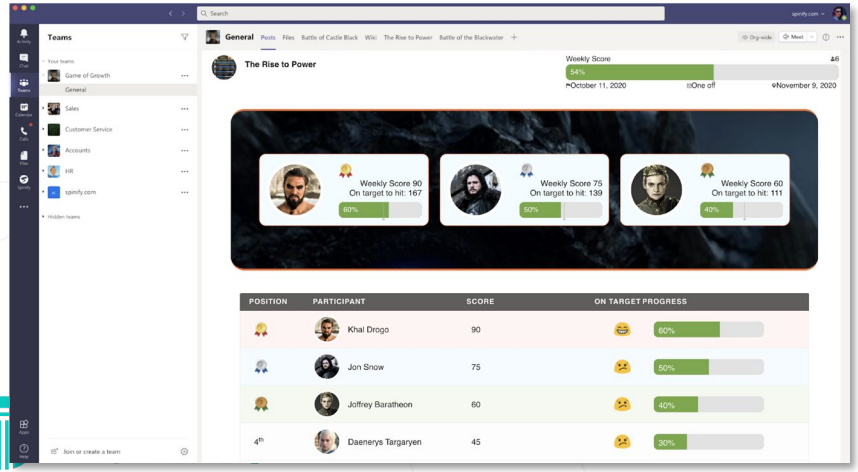
ZOHO MOTIVATOR

- Employs points and badges
- Individual and Team competition
- Robust, customizable dashboards
- Fully integrated into ZOHO CRM and other ZOHO products

- Variety of different games to choose from
- Individual and Team contests
- Coins can be earned - redeemed for prizes
- Integration with Salesforce, MS Teams, Slack, and others







spinify

- Points, Badges, and Level-Ups
- Leaderboard mode for TV's and monitors
- Mobile App
- Robust integration list including Bullhorn, JobAdder, MS Teams, Hubspot, and Power BI

Top Technology for your Tech Stack

Recruiting Technology

Agenda

What are we covering today?

- Mobile app strategy
  - App vs no app
  - Texting
- AI-based matching
  - Tools
  - Regs
- Change Management Tech
- Staffing Analytics
- Interview intelligence
- Onboarding / offboarding
- Geofencing

Technology can level the playing field

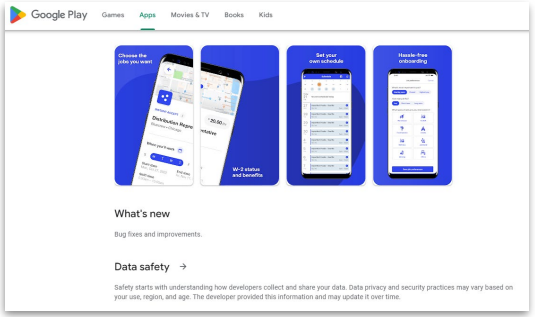
Mobile App Strategies

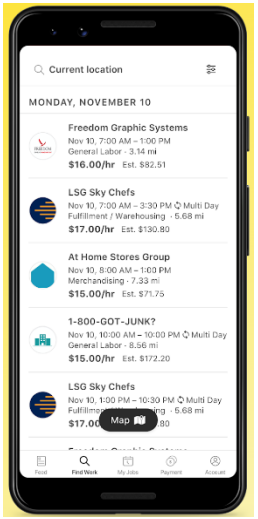
Methods of Mobile Delivery

- **Mobile phone application**
  - Self-developed / proprietary
  - Deployment platform

- **Progressive Web Apps (PWA)**
  - A website that looks / feels like an “app” but doesn’t require an install

- **SMS-based interaction**
  - Chatbot
  - 1:many texting





Mobile App Strategies: Deployment Systems

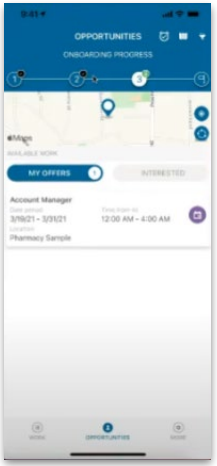
Deployment Systems

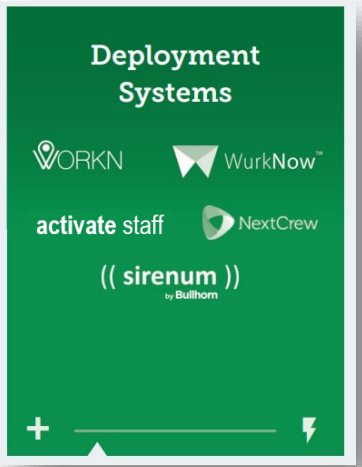
- **Core Features:** Downloadable app, opt-in shift management / self-selection, on-demand job distro, in-app comms & real-time workforce management, direct client enablement.

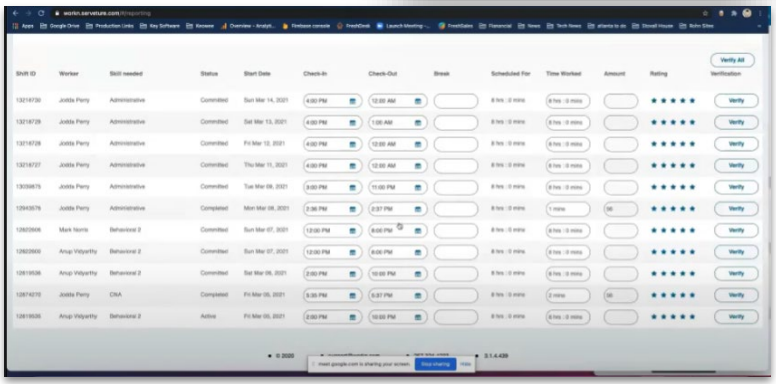
- **Pros:** Differentiated experience, higher fill rates and better candidate utilization, marketplace dynamics, significantly cheaper than building custom.

- **Cons:** Less control on roadmap / customization, optimized for certain occupational segments (shift-based, hourly). Can be difficult to fully operationalize and ROI can be elusive if not implemented / rolled out effectively.

- **Final Thoughts:** Great play for staffing firms interested in benefits of marketplace / on-demand technology but don't want to develop in-house.



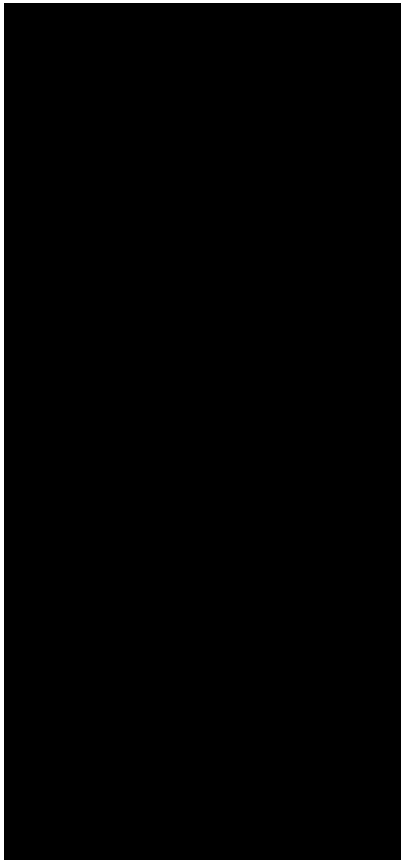




Mobile App Strategies: PWA

Progressive Web Applications

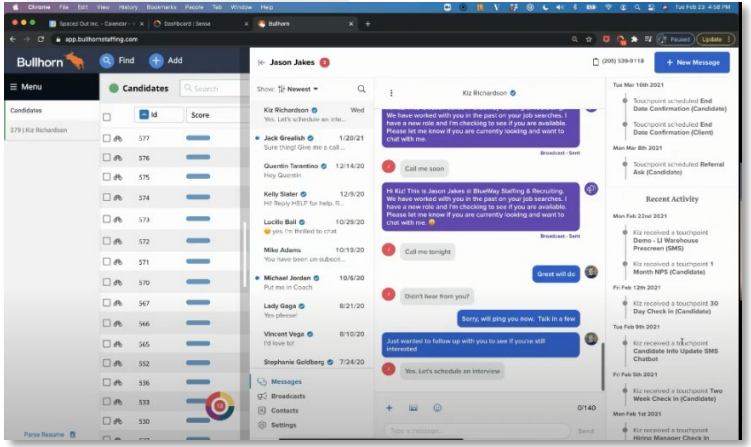
- **Core Features:** Look, feel, & functionality of an app without requiring a download.
- **Pros:** Lighter development lift, maintenance, device conformity, compliance, & no revenue share.
- **Cons:** Still requires custom development, potentially less “cool factor” / credibility than having something on the app store.
- **Final Thoughts:** Great, accessible middle ground for deploying candidate or client facing mobile functionality without having to build a full-fledged mobile app that complies to multiple app stores.



Mobile App Strategies: Chatbots & Texting

Chatbots & Texting

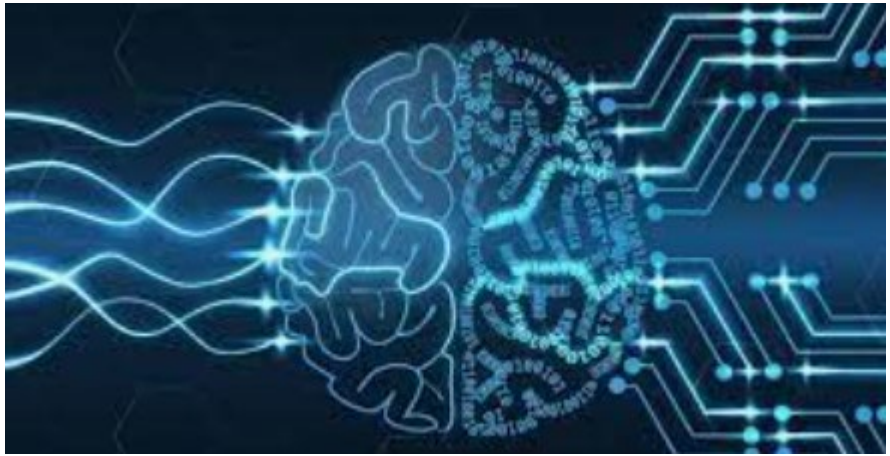
- **Core Features:** Conversational interface in between agency and candidate.
- **Pros:** Cost effective, pricing based on consumption and no need for custom development. Higher engagement/ response vs. email.
- **Cons:** Less “functional” than a mobile application, and less candidate / client “capture and buy-in” vs. a mobile app.
- **Final Thoughts:** This is a core functional capability that every staffing firm should have in its toolbox.



AI-based Matching

The Business Case

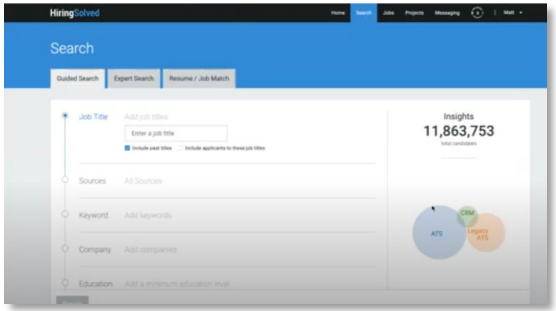
- **Efficiently working through inbound applicants**
- **Discovering undiscovered “hidden gems” in the applicant pool**
- **Rediscovery and reutilization of existing candidates**
- **Final Thoughts:** Great, accessible middle ground for deploying candidate or client facing mobile functionality without having to build a full-fledged mobile app that complies to multiple app stores.



AI-based Matching: Examples

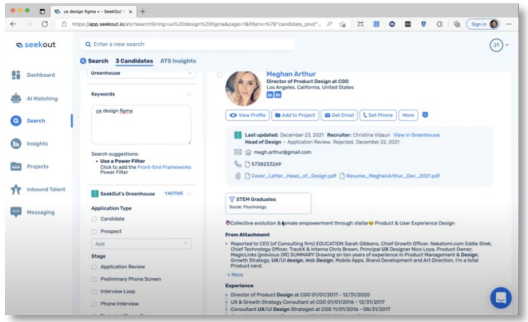
HiringSolved

- Guided search & match
- Resume to job match (multi-req matching)
- Voice assistance
- DEI Inference



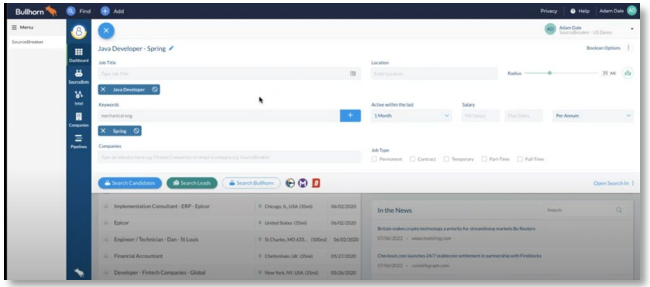
HireEz | Seekout

- External sourcing-focused (LI on steroids)
- External & internal search
- Advanced market analytics
- Contact info & data refresh
- DEI Inference



Sourcebreaker

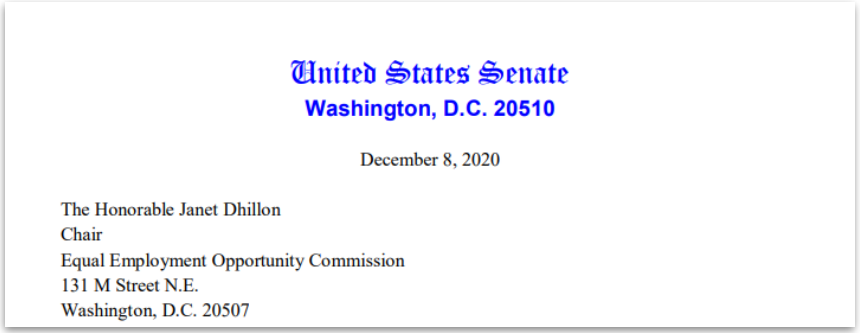
- Bullhorn native integration post acquisition
- Can be used for internal match and business development
- Everything you'd need, nothing you don't



AI Regulations

Current State

- Senators write letter to EEOC in 2020
- Called on EEOC to determine its oversight and capabilities relating to technology and AI in hiring processes.



United States Senate
Washington, D.C. 20510

December 8, 2020

The Honorable Janet Dhillon
Chair
Equal Employment Opportunity Commission
131 M Street N.E.
Washington, D.C. 20507

Hiring technologies include a range of tools used in the employee selection process to manage and screen candidates after they apply for a job.[3] They include new modes of assessment, such as gamified assessments or video interviews that use machine-learning models to evaluate candidates, as well as other instruments, such as general intelligence or personality tests, coupled within modern applicant tracking systems.[4]

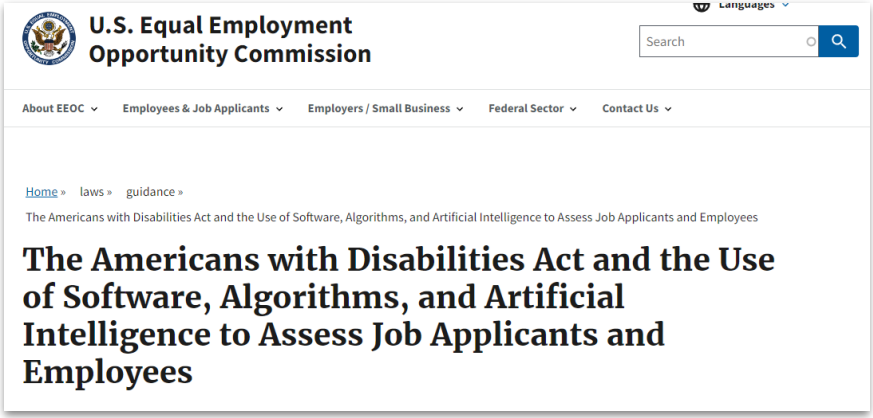
While hiring technologies can sometimes reduce the role of individual hiring managers' biases, they can also reproduce and deepen systemic patterns of discrimination reflected in today's workforce data.[5] Today, Black and Latino workers are experiencing significantly higher

Today, far too little is known about the design, use, and effects of hiring technologies. Job applicants and employers depend on the Commission to conduct robust research and oversight of the industry and provide appropriate guidance. It is essential that these hiring processes advance equity in hiring, rather than erect artificial and discriminatory barriers to employment. Accordingly, we request information about the Commission's authority and capacity to conduct the necessary research and oversight to ensure equitable hiring throughout the economic recovery and beyond.

AI Regulations

Current State

- EEOC responded with guidance for ADA compliance in May 2022
- Employers encouraged to disclose use of AI and traits being measured, to ensure reasonable accommodations
- Examples given of how otherwise predictive / validated assessments could affect individual disabled applicants



AI Regulations

Current State

- **2019** - Illinois passes AI Video Interview Act
- **2020** - Maryland law on facial recognition technology in hiring goes into effect
- **2023** - NYC law goes into effect prohibiting use of “automated employment decision tools” in hiring unless an audit has been performed.
  - Logistical parts of law still need to be clarified - e.g. “10 day notice requirement” and what constitutes a compliant audit and who is responsible / can provide (vendor or client)

AI Regulations

Best Practices

- No national framework for AI in hiring specifically (yet). Current approach (jurisdiction by jurisdiction) unfavorable for a variety of reasons.
- Overarching national framework is Title VII, which applies to all employment selection criteria (AI-based or not).
- Recognition from regulators that technology has an important role to play in fair, equitable and scalable hiring processes.
- Tools closer to requirements of the job more defensible
- Employers should audit all selection processes on annual basis at a minimum

AI Regulations

Emerging Ecosystem Category for AI Compliance

AI and Algorithm Audit Platforms
New category of solution emerging that audits AI-based systems and detects and measures model drift, bias, and impact.

credo | ai

Holistic AI

ORCAA

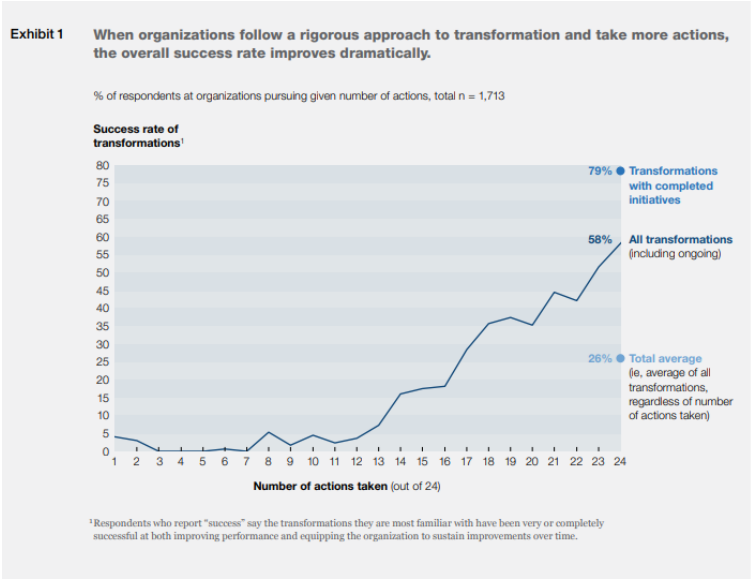
fiddler

aporia

Change Management & Digital Adoption

Most Important Work Happens AFTER a Tool is Purchased

- Correct implementation
- Communication, capability building & change activities
- User training, upskilling & change management
- Change activities make or break the success of a technology investment

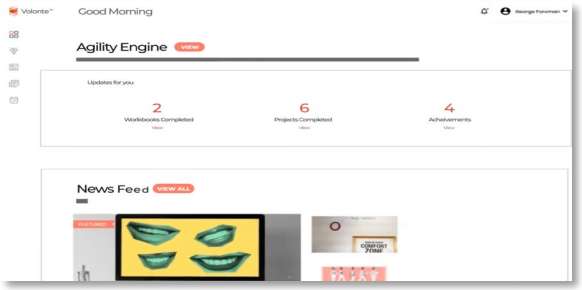


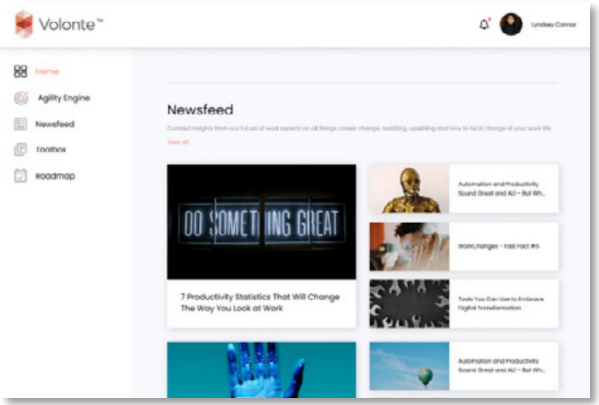
Source: McKinsey, "How to Beat the Transformation Odds"

Change Management & Digital Adoption

Volonte.co

- Systematically manage & track change initiatives and activities
- Disseminate learning & upskill employees
- Empower the right users across the organization to become adopters and advocates & foster collaboration
- Make your tech investments successful





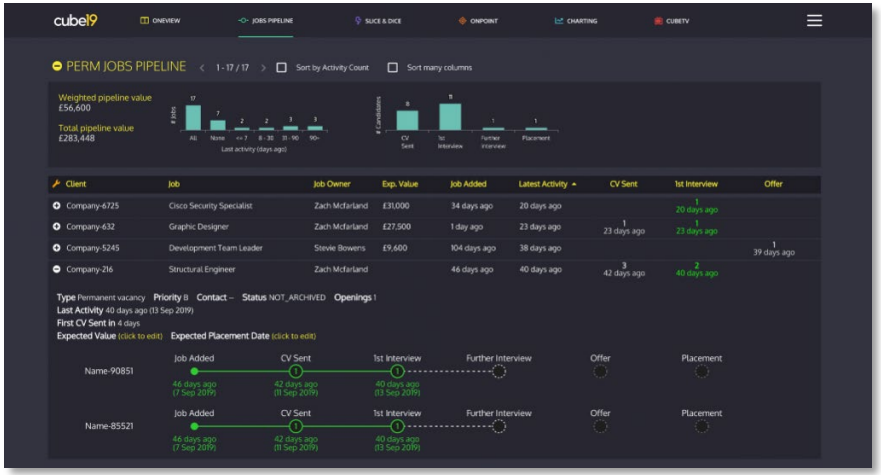
Staffing Analytics

Why Analytics?

- ATS primarily systems of record. Not necessarily designed for optimal workflow management or user-accessible reporting.
- Highlighted by the physical “whiteboard” in most staffing firm sales pits.
- Movement from “KPIs” to “help me do my job better”
- Aha moment was seeing recruiters log in and manage their day via an “analytics dashboard”

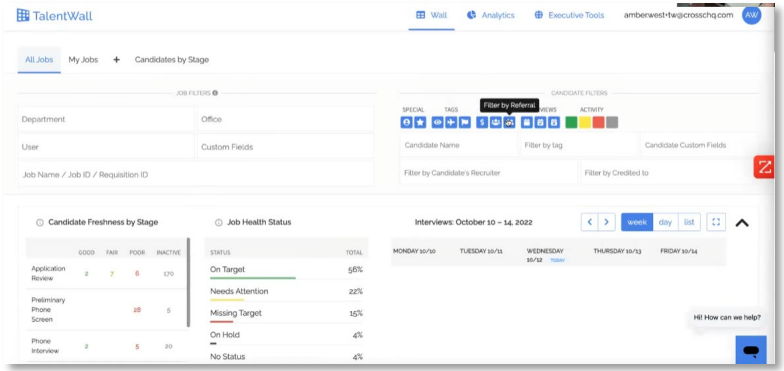
Actionable Analytics

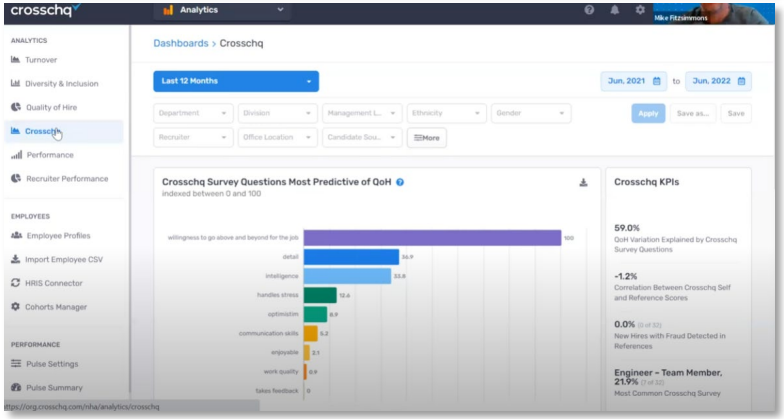
Cube19



Acquired by Bullhorn

TalentWall (CrossChq)





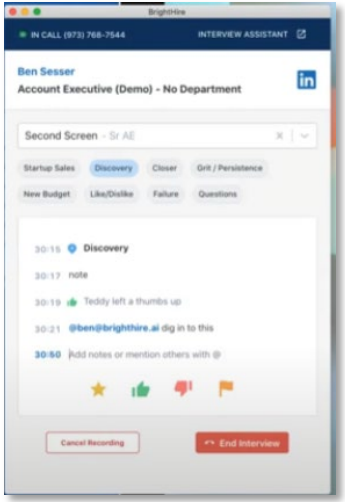
Interview Intelligence

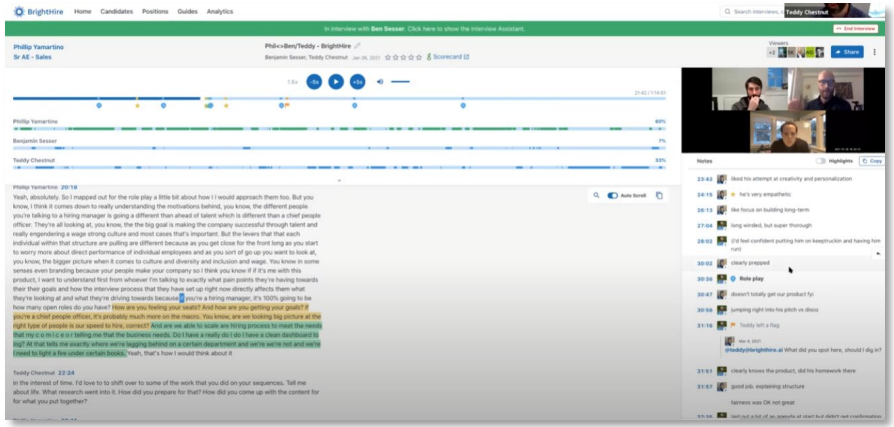
Managing Interviews at Scale

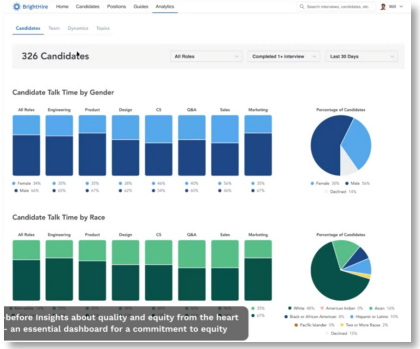
- Recruiting is selling (particularly in competitive talent markets)
- Better conversations = better results
- Who is having the most calls? Are my recruiters / sourcers having consistent conversations and selling the way we want them to? Who is most effective and what do they do differently?

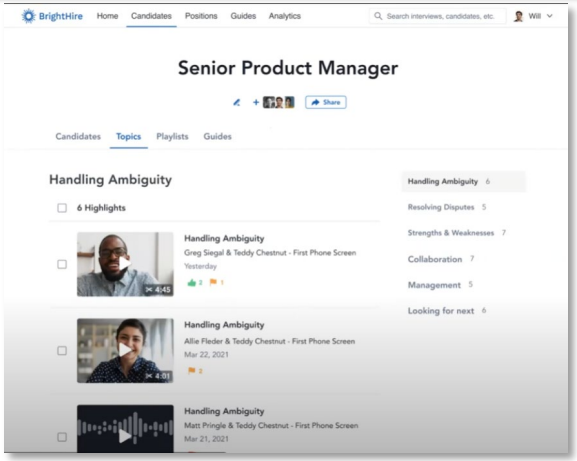
Interview Intelligence

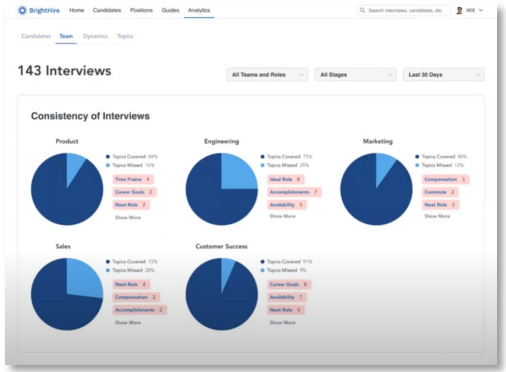
Brighthire





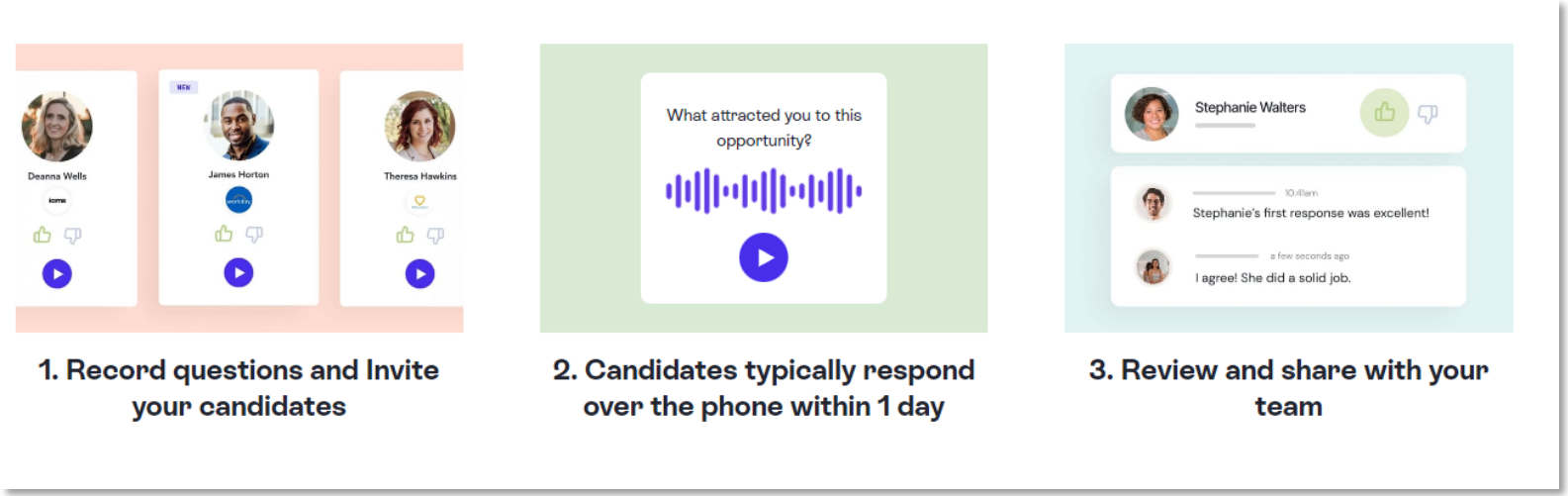






Speaking of Interviews…

Qualifi – Back to Basics… But it works



Top Technology for your Tech Stack

Social Media

Influencers

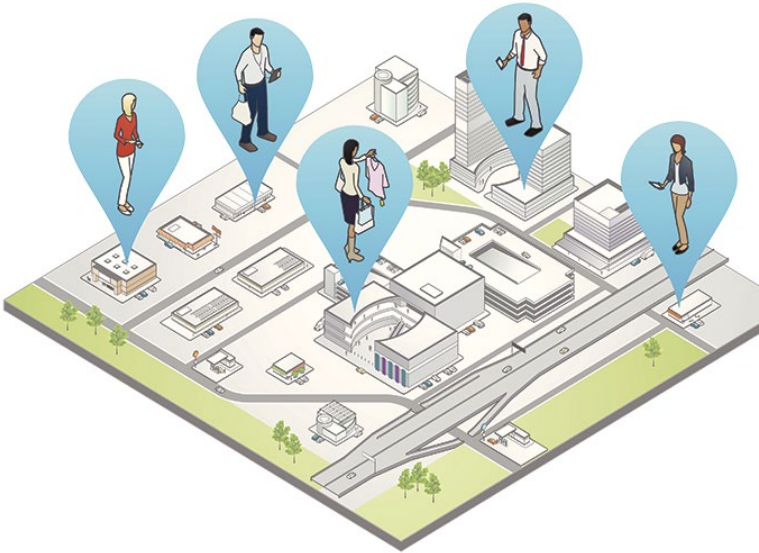
Geofencing

GPS data to target ads

Targeted “Spray and pray” approach

Conferences, events, competitor HQ

Timecards



Top Technology for your Tech Stack

Speed Round

StaffUpApp

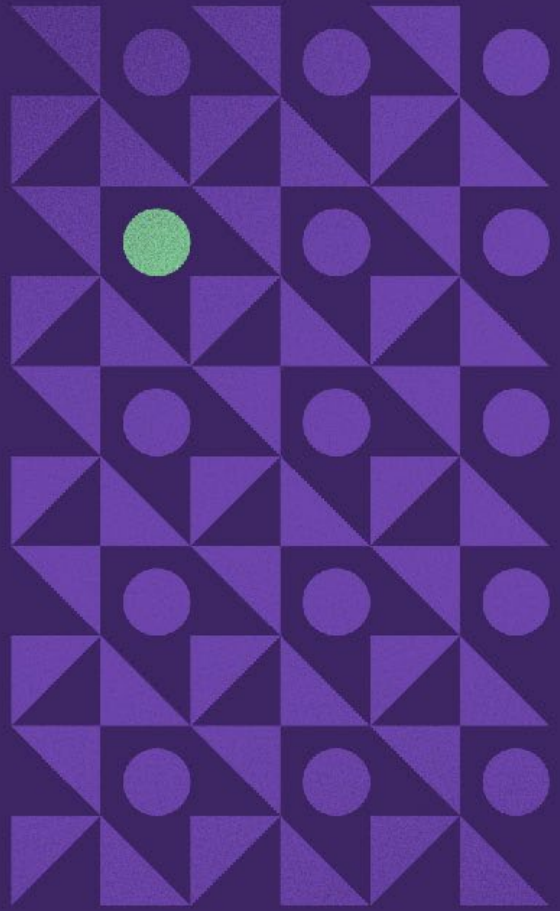
The Mobile Staffing Platform

Problem(s):

- Disconnected tech stacks
- Outdated candidate engagement tools
- Inefficient onboarding, scheduling and timekeeping processes
- Slow time-to-fill, candidate drop-off, poor candidate/client experience

Solution:

We've created a branded mobile staffing platform with in-app proprietary onboarding, timekeeping, scheduling and communication tools for a complete and seamless candidate and client journey



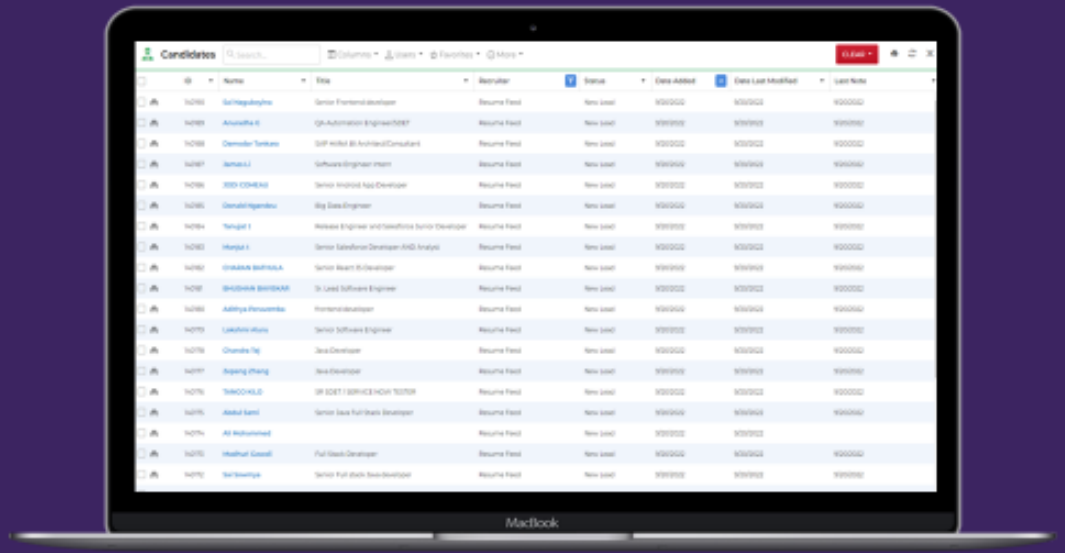
MONSTER

Data Solutions

Monster Data Feed

Problem:
It's time-consuming to identify new, active candidates that are a fit for your jobs. Sourcing manually is more costly and reactive.

Solution:
Monster's Data Feed allows you to automatically receive a fresh list of new candidates that match jobs you are trying to fill on a regular basis – allowing you to be proactive and engage with candidates before your competitors.



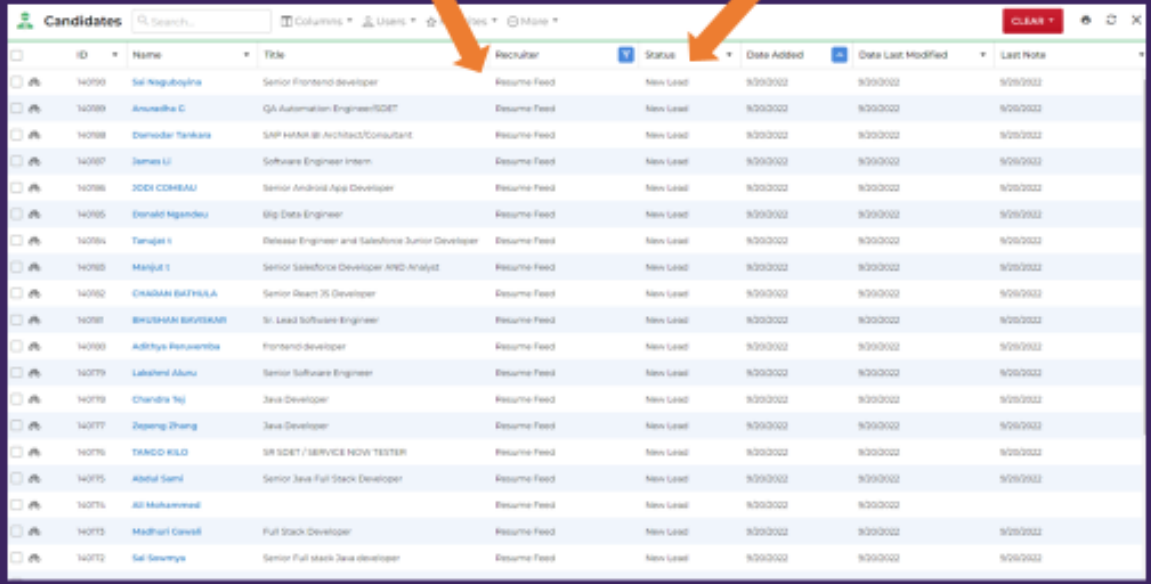
Monster's Data Feed

How It Works:

1. Define your candidate criteria -- role, location and/or skills
    - Example: Developers in Boston, MA with Java Expertise
2. Every day, we will find active and unique candidates in Monster's database that match your requirements
3. Upload matching candidates into your ATS or hiring system

The Recruiter column shows the source, which is the Resume Feed

The Status column shows that the candidate is a New Lead



JobAdder

ATS Mobile App

Problem

Recruiters need the ability to find and hire top talent on-the-go.

Solution

Recruit from anywhere, anytime, with the JobAdder ATS mobile app.

Easily swipe to progress candidates, set smart reminders, add voice-to-text notes, do real-time scheduling, team collaboration, and much more.

AVIONTÉ
Staffing & Recruiting Software

THE PROBLEM

Staffing needs a way to infuse communications and notifications throughout the talent lifecycle to drive engagement, retention, and loyalty.

OUR SOLUTION

Avionté PIXEL helps automate repetitive, low-value tasks so staffing can focus on impactful talent interactions.

Pixel (DEV)
Online

What's the highest level of education you have completed?

5:16 PM

BS

5:16 PM

Pixel (DEV)

How many years of experience do you have with Cyber Security?

5:16 PM

2

5:16 PM

Pixel (DEV)

How soon after an offer can you start?

5:16 PM

2 wee

HOW CONVERZAI IS HELPING RECRUITERS

Conversations with candidates through our Voice platform typically last anywhere between 6 to 21 mins.

Problem:

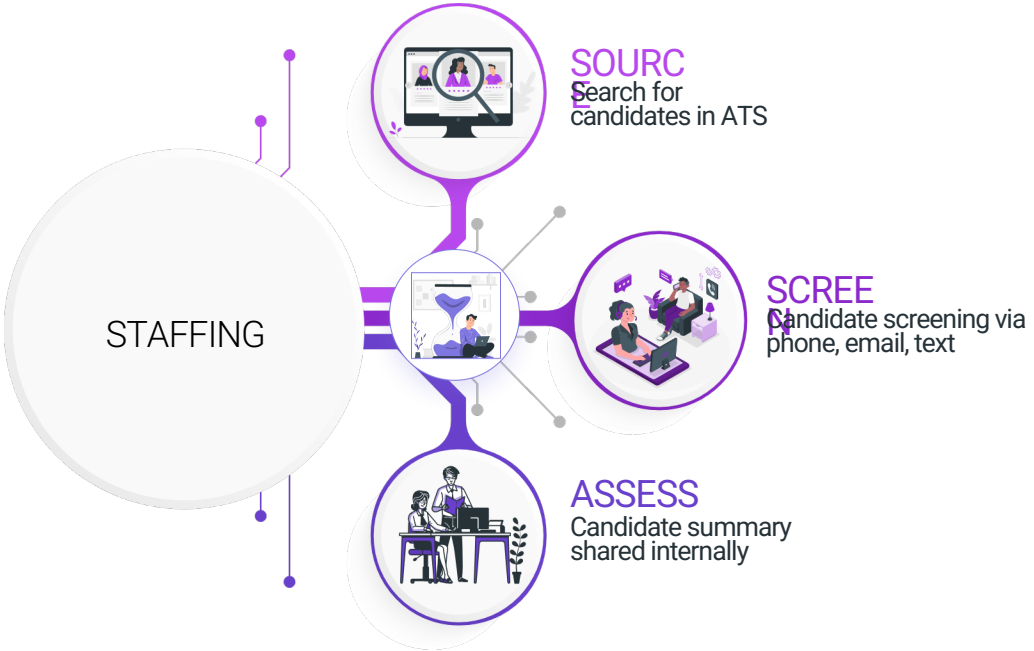
- Boosting topline with your existing team
- Ghosting and poor candidate experiences

Solution:

CONVERZAI

The **Voice AI Platform** for
Scaling Candidate Engagement

The platform automatically sources candidates from the ATS, engages and follows up with candidates on multiple jobs concurrently and delivers deep insights in seconds.



CONVERZAI

Greenshades
Payroll.HR.Taxes

Certification Management Module

Challenge

Due to unprecedented events like the COVID-19 pandemic, businesses are being required to maximize administrative operations to maintain both workplace safety and regulatory compliance; managing digital certifications, licenses, and applicable documents.

Solution

The Greenshades Certification Management module allows companies to comply with city, state, and federal guidelines involving vaccinations, licenses, and certifications. Delivering all the functionality needed to create, manage, and maintain employee credentials of any kind.

Greenshades

sense

Sense Discover

Problem: Nearly half of recruiters' time is spent on cold, ineffective outreach because they are not able to identify the right candidates for the right jobs without manual work and countless hours.

Solution: Reduce friction in the application funnel, increase placements, and improve margins by integrating job-matching with automated engagement.

activate staff

The Problem:

Agencies need to meet the evolving needs of candidates

The Solution:

ActivateStaff's seamless mobile scheduling experience

Lightcast

Problem:

- Can’t find fillable reqs
- Not sure what a competitive wage would be
- No idea what skills should be included
- Can’t see who is competing for the same talent

Solution:

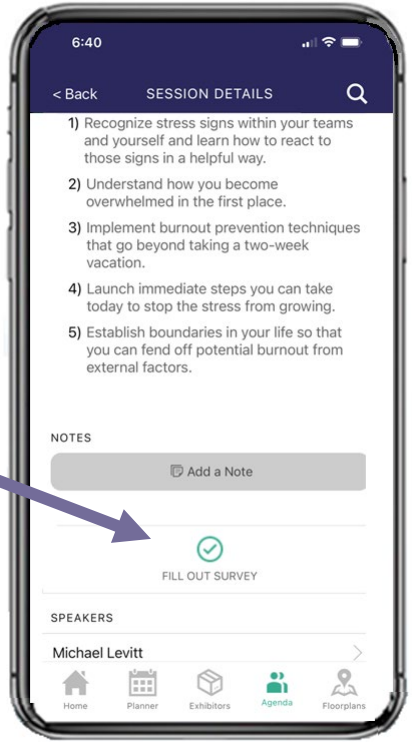
- See hundreds of job postings in a given market and industry
- Understand how difficult a req will be to fill nationally and in your market
- Become an expert on the supply of talent for any job
- Know what pay rate is required
- Discover the demand for any job in any market

2022's Top Trending Technology Tools You Should Have in Your Tech Stack

Use the App to Rate This Session!

- Log in to your profile
- Click “Agenda” on the app home screen
- Find the session
- Select “FILL OUT SURVEY”

Once you set up your profile, each session rating is an additional entry for one of five **$50 Amazon gift cards**!



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