

How to Keep Your Temporary and Hourly Staffing Strategy Competitive in 2024



It's no secret that the staffing landscape has changed drastically over the past year. The American job market is in a complicated situation. Although unemployment is high, many businesses are still [struggling to hire talent](#). This is especially true in the case of skilled labor.

To keep your temporary and hourly worker staffing strategy competitive for 2024, you must be aware of changes in the job market and adapt your strategy accordingly. Here is a guide that will help you do just that. Let's look at what will arrive in the following year and what adjustments and difficulties you should consider while developing your approach.

Tips for Preparing for Next Year

Every new year comes with new challenges, and 2024 will be no different. Here are some tips to help you stay ahead of the curve.

Audit Your Performance

First and foremost, you need to take a step back and assess your agency's performance over the past year. This will help you identify any areas that need improvement. This is also an excellent time to reflect on your successes and determine what strategies worked well to replicate them in the future.

Audit your performance in 2023 and ask yourself the following questions:

- How did our staffing strategy perform?
- What worked well and what didn't?
- Are there any areas that need improvement?
- What lessons can we learn from our successes and failures?

Call Out Inefficiencies

Once you've identified areas that need improvement, it's time to start looking for solutions. One way to do this is to call out inefficiencies in your staffing process. This could be anything from the way you source candidates to the way you onboard new hires.

If you're not sure where to start, consider surveying your employees. This will help you gather feedback on what's working well and what needs to be improved. Inefficiencies are often a result of bad habits that have built up over time.



Don't be afraid to make changes in your processes, even small ones, to see significant improvements.

Evaluate Your Budget

Your budget plays a significant role in your overall staffing strategy. If you want to be competitive in 2024, you must ensure that your budget is realistic and allows you to attract the best talent for your clients.

Consider the following when evaluating your budget:

- How much can you realistically afford to spend?
- What are your long-term goals?
- How much flexibility do you have in your budget?
- What are the consequences of not meeting your goals?



Top Staffing Strategies for 2024 to Set You Up for Success

Now that you know what to expect in 2024 and how to prepare, it's time to start thinking about your temporary and hourly staffing strategy. Here are some of the top strategies for 2024 that will help you stay ahead of the competition.

Move to a Digital-First Approach

It's time! If you haven't already, now is the time to move to a digital-first staffing approach. With the workforce's movement to reliance on technology, having a robust online presence is more important than ever, in fact, it's mission-critical.

There are several ways to do this, but one of the most effective and important is compliance related. Buddy punching, missing punches, and over time can create wage and hour issues. Make sure your technology is policy based and can automate alerts to leaders and create a proactive approach to managing potential issues.

Cut Inefficiencies and Increase Automation

As we mentioned earlier, inefficiencies can kill your hourly employment staffing strategy. That's why it's so important to cut them out wherever possible. One way to do this is to increase automation in your process.

Identify areas where you can use technology to make your life easier. This could be anything from proactive alerts to overtime and missing punches to using a chatbot to answer frequently asked questions from prospective clients and candidates.

The goal is to make your process as efficient as possible so that you can spend more time focusing on other essential aspects of your business.

Increased Focus on Employer Branding

The first thing applicants will see when they visit one of your client's jobs pages is their employer brand. This will make them want to work for the company, so you must get it right. Employer branding should be an accurate reflection of a company's culture and values. It should also be updated regularly to reflect any changes in a business.

If you're not sure where to start, take a look at your employer client's social media accounts. Are they showcasing your client's brand in the best light possible? If not, it's time to make some changes.

Focus on Soft Skills

In addition to technical skills, it's essential to consider a candidate's soft skills. After all, these qualities can't be taught and will make or break an employee's success on the job. Here are some key soft skills to look for in candidates:

Communication

Effective communication is critical in any role. Look for candidates who are clear and concise in the way they speak and write.

Problem-Solving Abilities

The ability to identify and solve problems is another important soft skill. Candidates who are creative and resourceful are sure to excel.

Interpersonal Skills

Building relationships and interacting with others is something every employee should do well. Candidates who are friendly and personable likely have strong interpersonal skills. You should also seek out candidates who have the ability to resolve conflict amicably.

Time Management

Candidates who can prioritize their to-do lists and stay organized on the job are sure to be

successful. Time management is a key soft skill that employers should consider when hiring. Most importantly, if the candidate manages to arrive at their job assignment on time, it is a good indication they'll be timely elsewhere.

If you want to stay ahead of the staffing curve in 2024, start looking for candidates with these soft skills. They'll be in high demand.

Continued Focus on Diversity, Equity, and Inclusion

The temporary and hourly staffing landscape has changed dramatically over the past few years, with a renewed focus on diversity, equity, and inclusion (DEI). This is unlikely to change anytime soon, so it's important that your strategy reflects these values.

There are several ways to do this. But one of the most important is to ensure that your hiring process is fair and accessible to everyone. This includes things like using anonymized screening to remove bias from the candidate selection process.

It's also important to focus on building a diverse workforce. This means going beyond just filling quotas and making a concerted effort to seek out candidates from underrepresented groups.

If you want your staffing strategy to be competitive and consistent with 2024, you must make DEI a priority.

Intelligent Job Order Management

Another unique gap in the market we see as a growing need that only technology can solve is the ability to manage order fulfillment and tracking.

The benefit of this approach is that it takes the guesswork out of order routing and moves your agency to achieve rapid deployment. Faster fulfillment means faster invoicing. Talent is matched with open orders and this becomes particularly important with multiple suppliers.

One last recommendation is to make sure your technology has transparency into open orders. It's a huge time saver if you do.



Come Out on Top With WurkNow

The staffing landscape is always changing, but one thing remains: WurkNow is here to impact temporary and hourly worker staffing because the future is now.

[WurkNow](#) is the most technologically-advanced staffing solution on the market, with a suite of features that will streamline your staffing process and help you scale and grow your market share.

Start with WurkNow's anchor products: Timekeeping and Universal Job Order Modules. Our [Timekeeping software](#) captures every employee's time worked, which can be automatically approved by their manager and then pushed to your payroll provider.

The [Labor VMS Module](#) allows you to manage job postings from a central location, allowing multiple agencies to submit candidates simultaneously. Better yet, WurkNow has the ability to manage multiple assignments, wage hour laws and customized pay schedules, all under one system.

Now more than ever, it is important for temporary staffing agencies to integrate their strategies with mobile apps like WurkNow's. New generations of temporary workers will prefer to apply to processes that they can perform from the palm of their hand.

In addition, WurkNow offers a powerful job order matching system that uses AI to match talent with open orders. This ensures that every candidate is placed in an assignment that's right for them, which leads to better fill rates and happier temp workers.

If you're looking for a temporary staffing solution that will help you stay competitive in 2024, it's here at WurkNow. We offer advanced technology, desirable game-changing features, and affordable pricing to help you come out on top.

[Contact WurkNow today](#) to learn more about how we can help you scale your business.

