



# Recruiting in a Manipulated Labor Market

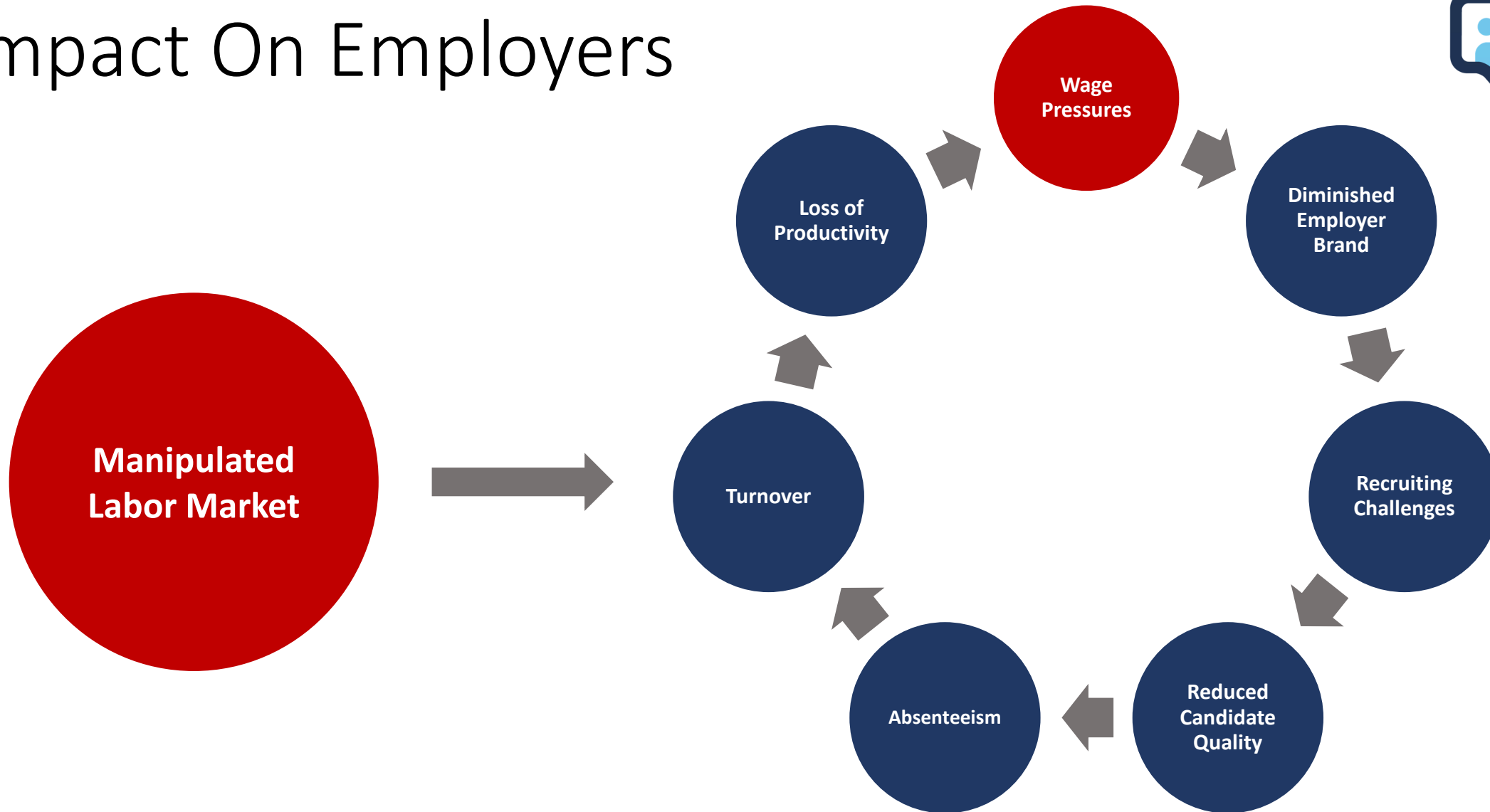
Elliott Wilson, Franchise Owner TRC South Carolina

Eric Adams, SVP of Operations

# Current Labor Market



# Impact On Employers



# Current Wage vs Manipulated Wage

Employee Previous Wage: \$12.75

Your Wage: \$13.00

Competitive Wage: \$15.50+

State Unemployment Benefit: \$255  
(max \$326 per week)

Fed Unemployment Benefit: \$300

+ 1 Child Tax Credit: \$300 (\$75 weekly)







Weekly Benefit: \$555-\$630

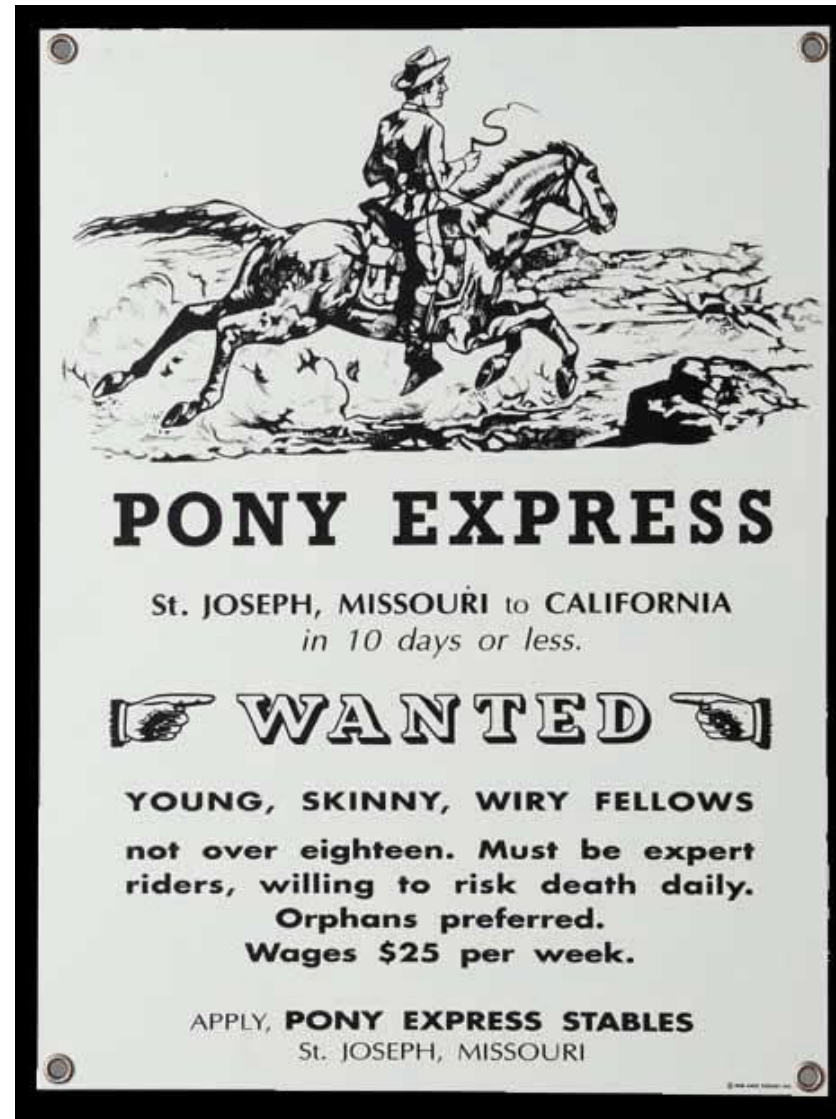
\*\$555 assumes no child credit, \$630 assumes 1 child credit

\*Fed tax credit up to \$10,200 on unemployment benefits

**Net hourly wage: \$13.88 - \$15.75**

# How Companies Are Adapting

Wage adjustments		Ongoing & Quarterly Review / Multiple
Reduced constraints		Interviews, Screenings, Assessments
Attendance Incentives		Improving Schedule Adherence
Enhancing retention		Retention Bonuses
Long term workforce		Cherry picking top performers / early conversions
RPO / Direct Hire Models		Healthy mix of Contingent Labor & Direct Hire Options



# Google Headlines



*“AI simplifies the remote recruiting process”*

*“ 'Human factor' key to future jobs in the age of artificial intelligence”*

*“How Machine Learning Can Enhance Recruiting...”*

*“Companies are now turning to A.I. to reduce human bias in recruitment”*

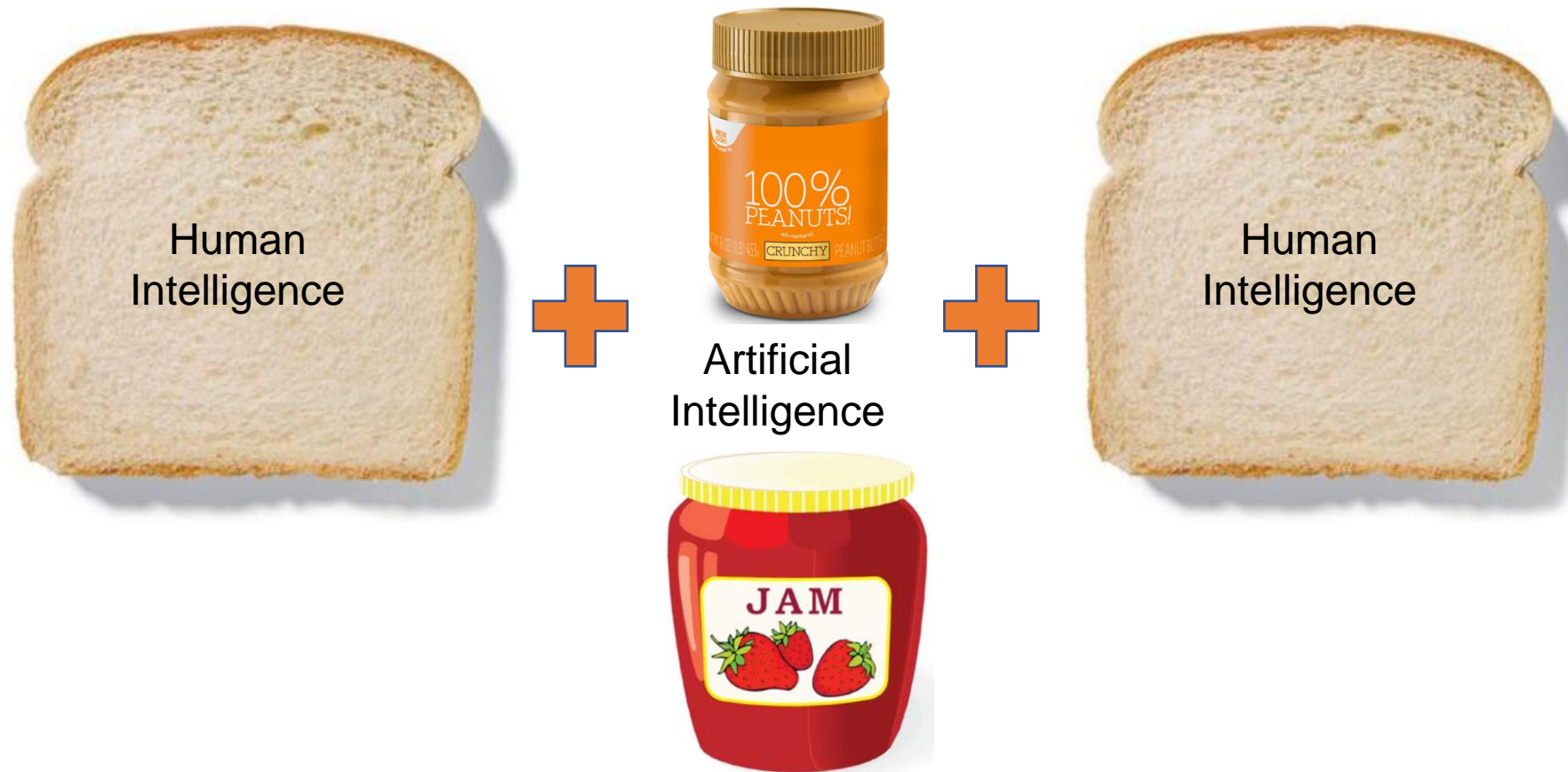
*“How to ace a job interview with a robot recruiter”*

# Blending H.I. & A.I.

- Human Intelligence Requirements
  - Understanding the job description from HR
  - Understanding hiring manager personality traits & styles
  - Understanding the impact of the job on the employee in the actual work environment
  - Understanding how to attract the various generations
- Artificial Intelligence Requirements
  - Using automation to reduce emotional decisions
  - Using automation and standardization to improve candidate submittal quality
  - Use automation to drive efficiencies in communication, reduce downtime & improve speed to offer
    - Application, screenings, on-boarding, etc.

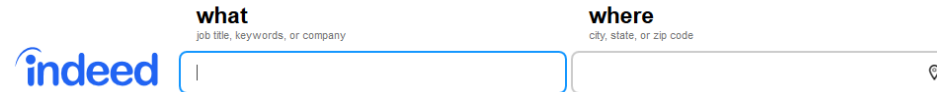
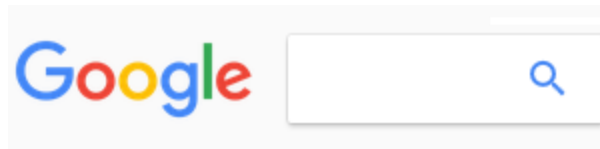


# The Sandwich



# Think Like A Candidate

- Where do candidates search for jobs?



- How do they look for jobs?



VS



?

# How To Catch A Candidate?



## Functional

This position is responsible for providing effective customer service to internal and external customers in a timely manner with accurate and concise information. Tasks are performed by responding to requestors calling the Customer Service Call Center.

### Essential Duties and Responsibilities:

- Answer telephone call inquiries and promote appropriate products and services to customer
- Research and resolve complaints to ensure customer retention and satisfaction Paperwork generated from inbound customer service calls must be kept within 5 business days
- Provides excellent customer service by being attentive, respectful and professional at all times; insures understanding of customer request and follows-through as promised
- Maintain Customer Service voice mailbox by responding to voicemail calls no later than the next business day if there is a high volume of calls. Preferably, all calls will be responded to and/or returned within the business day
- Maintain departmental standard of answering and resolving inbound customer service daily
- Maintain Customer Service email by responding to all emails within the same business day
- Maintain and distribute incoming faxes the same business day in which they are received
- Provide backup support on the Customer Service phones whenever needed
- Provide backup training for new hires Assist and provide support to Customer Service Supervisor
- Identify and report errors and quality deficiencies Identify problem areas and work on strategies that will improve the Customer Services Department
- Work with management to attain departmental goals
- Work as a team with other customer service representatives to ensure optimum customer satisfaction

### JOB REQUIREMENTS

#### Minimum Qualifications

- 1 year customer service environment
- Effective computer skills Ability to work varying shifts from 7AM to 6PM
- Arrive to work on time and have exceptional Attendance Record Excellent problem solving skills
- Candidate must be very organized and be capable and willing to multi-task Effective verbal, written, interpersonal communication and listening skills
- Must be able to work effectively in a fast paced call center environment
- Ability to work professionally, effectively, and efficiently in a team environment with customers, management and co-workers
- Detail oriented with excellent problem solving skills, imagination and patience

## WIIFM

Now Hiring for Call Center Customer Service Representatives for Alpharetta, GA!

### WHAT YOU'LL GET:

- Competitive Base Salary
- Training and Mentorship
- Great work environment
- Dependable schedule, 40+ hours per week
- State-of-the-art work environment, casual areas for employees & break room - not your typical call center!
- Opportunity to go perm!

### Requirements:

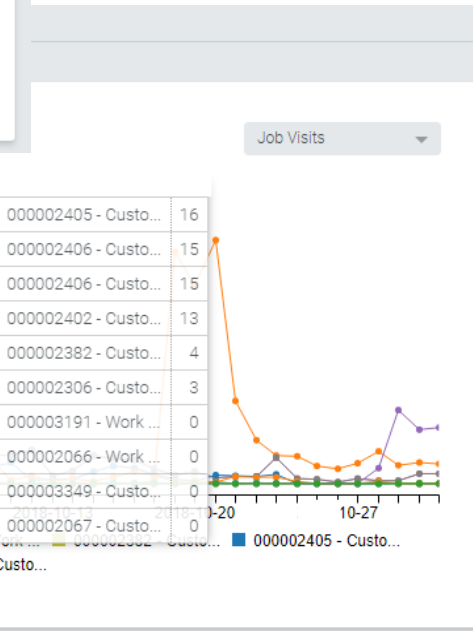
- Type 35 wpm
- Excellent communication skills
- **Previous call center experience (1 yr +)**
- Ability to pass background check and drug screen
- High School Diploma or GED

### About the Opportunity:

Customer Care Agents are among the most important people within an organization. TRC is excited to partner with our client, one of the largest healthcare services in the US that is compassionate, responsible and committed to their customers.

We are looking to hire a Customer Care Agents in the **Alpharetta, GA** area to be a part of this dynamic team. This position will be responsible for responding to and resolving customer service inquiries, requests or complaints; work directly with sales personnel to maintain customer accounts as necessary.

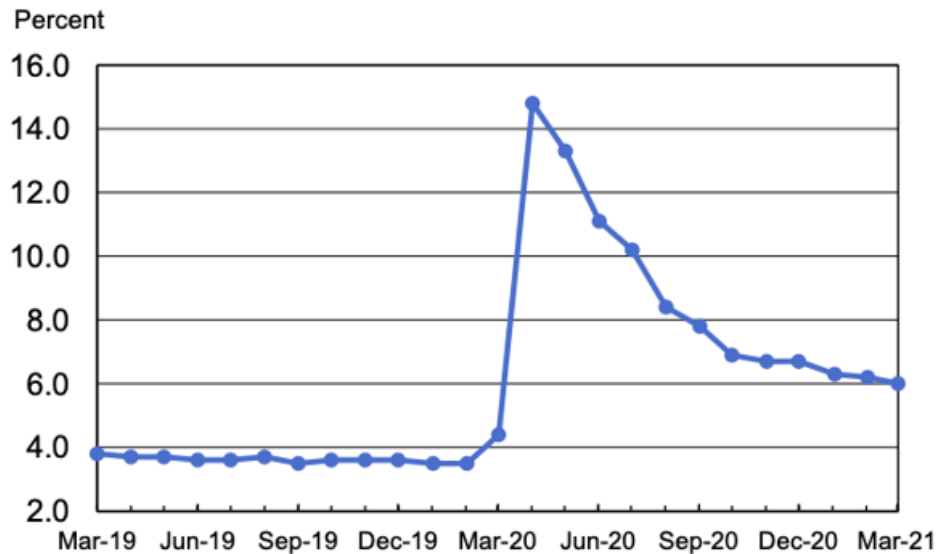
WIIFM = 387 applicants  
Functional = 51 applicants  
Duration = 18 days



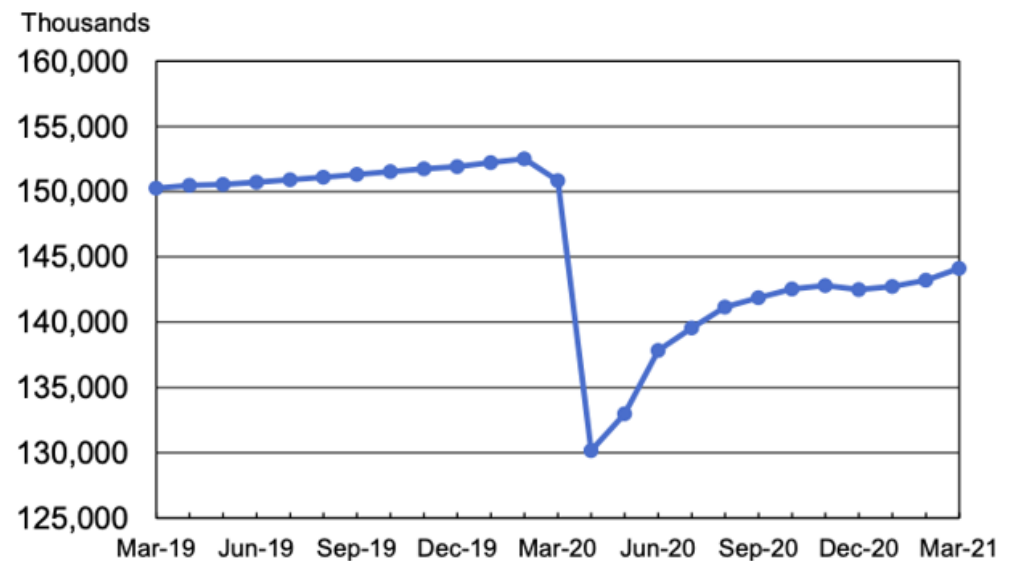
# Monitor Activity

50% more 'supply' than pre-pandemic levels

**Chart 1. Unemployment rate, seasonally adjusted, March 2019 – March 2021**

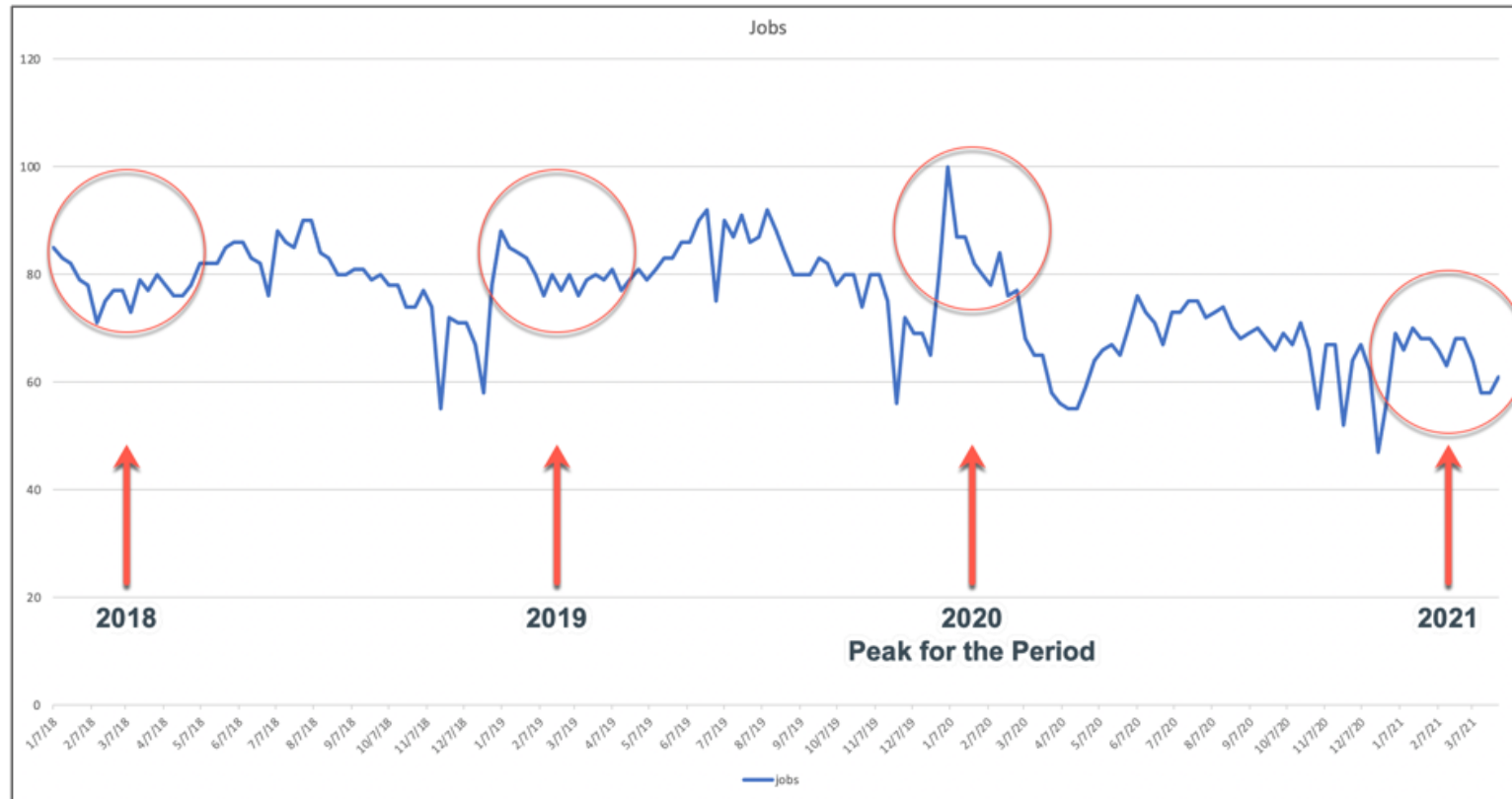


**Chart 2. Nonfarm payroll employment, seasonally adjusted, March 2019 – March 2021**



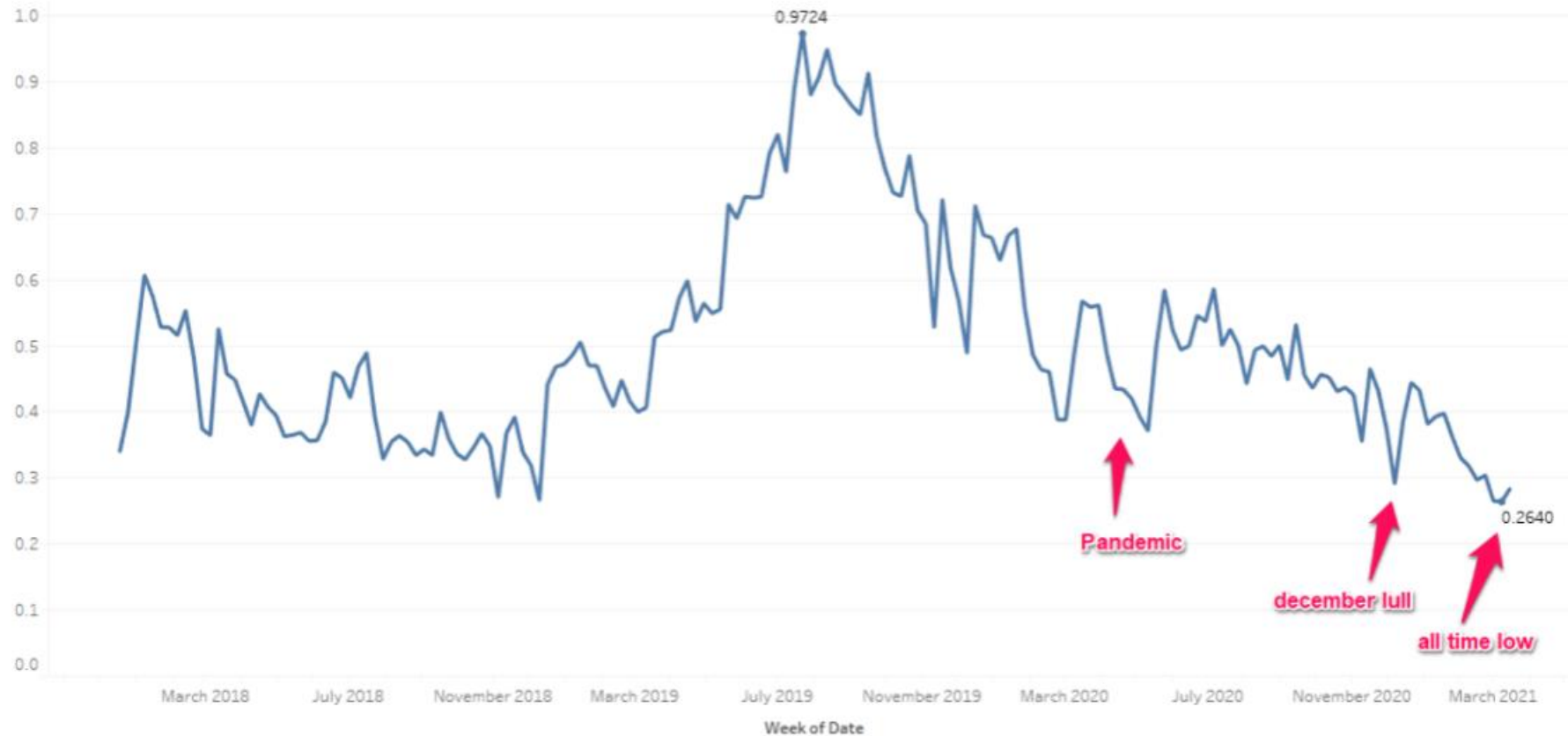
# Monitor Activity

Google searches for jobs are down

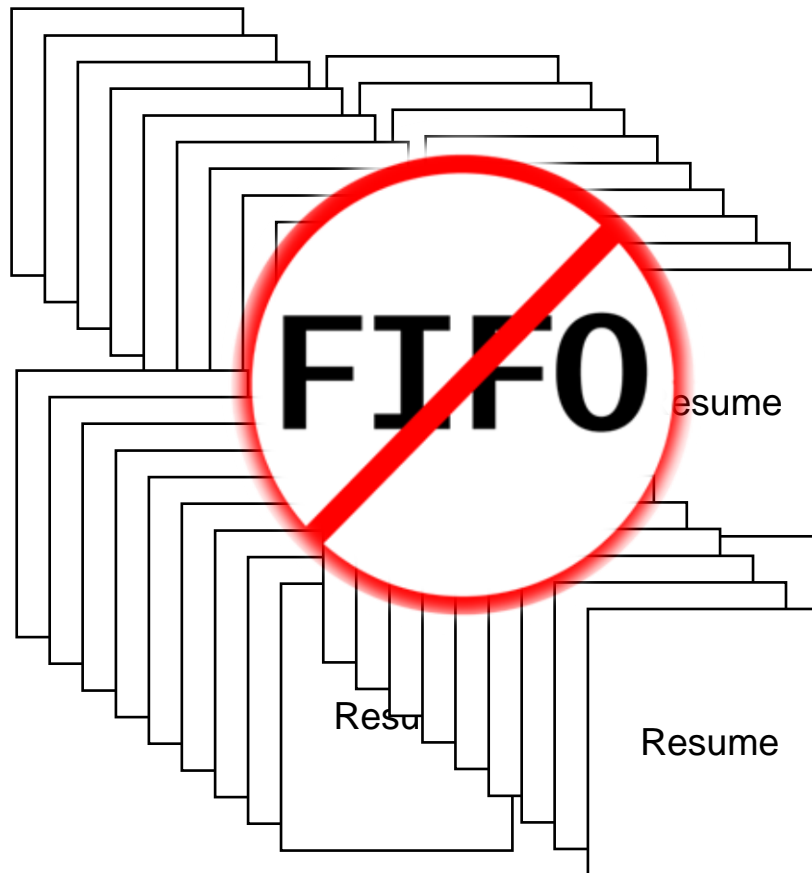


# Monitor Activity

Job ads are seeing fewer clicks



# A.I. To Reduce Emotion



Qualified  
Candidate  
  
98% Match

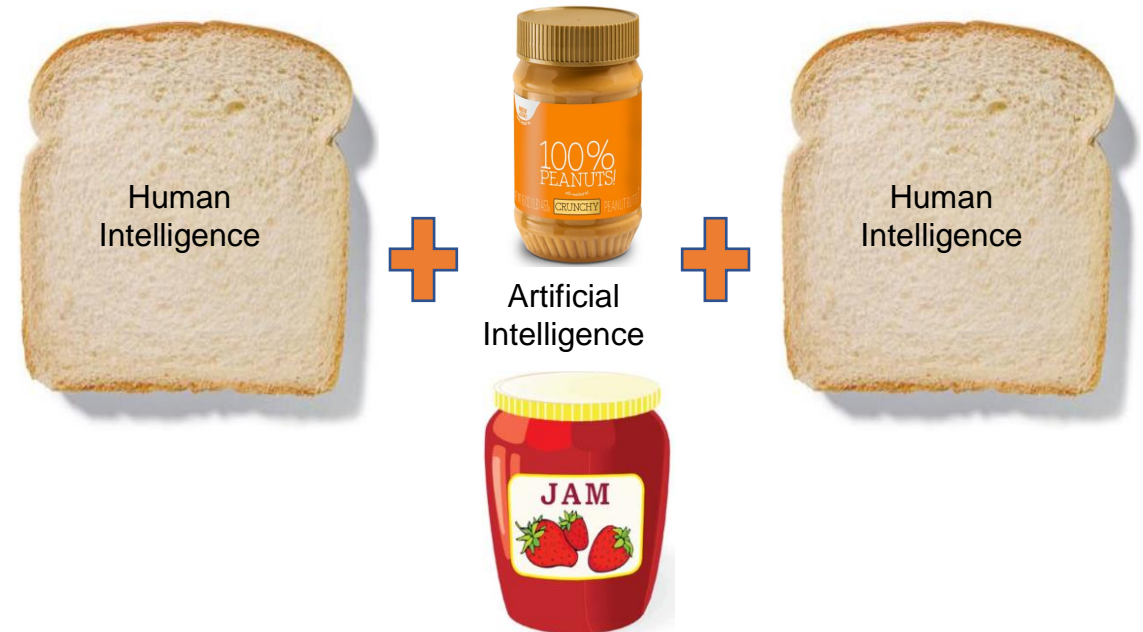
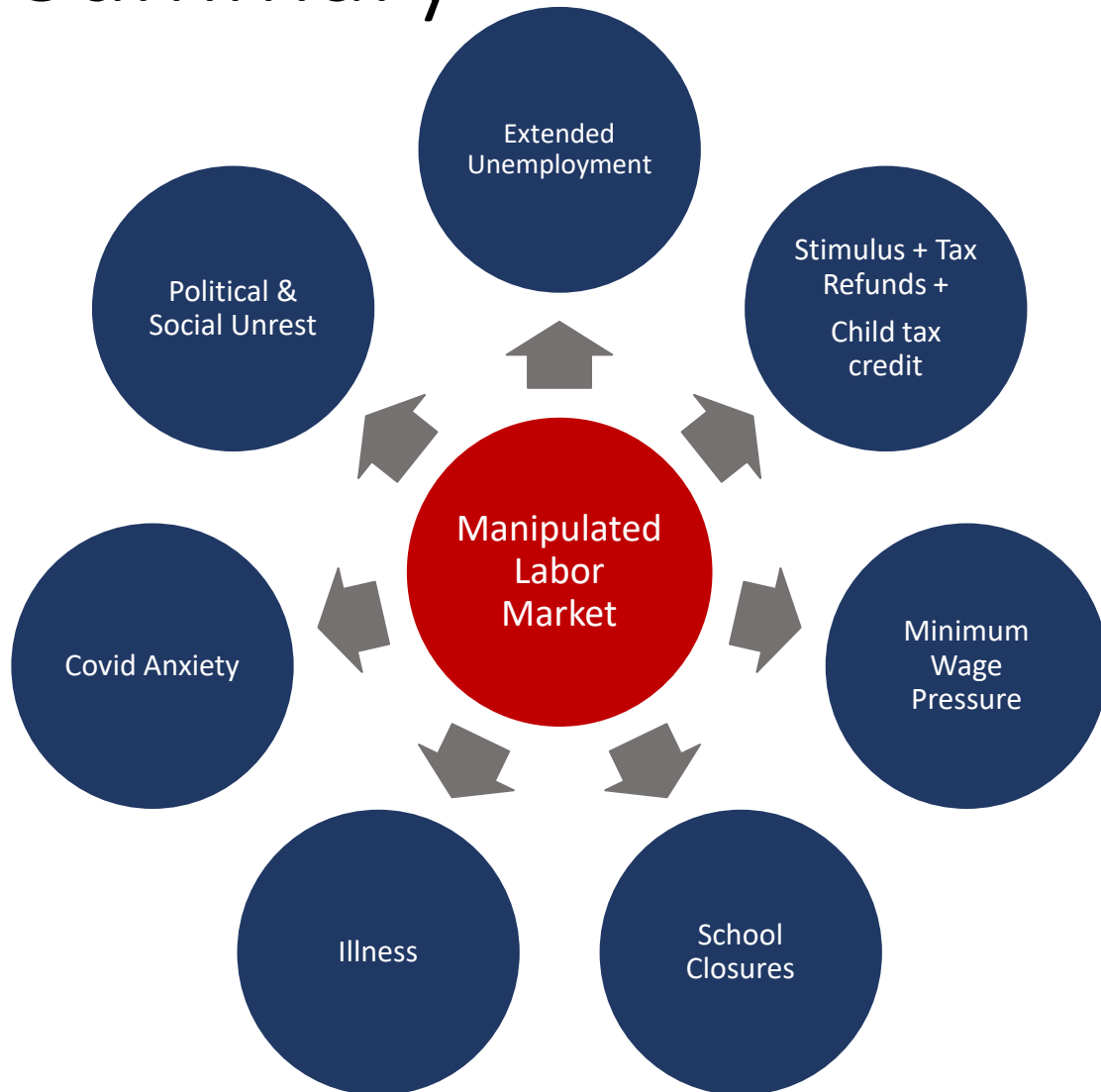
Qualified  
Candidate  
  
91% Match

Qualified  
Candidate  
  
85% Match

Qualified  
Candidate  
  
80% Match



# Summary



## Thank You!

“Recruiting in a Manipulated Labor Market”

Elliott Wilson, Franchise Owner TRC SC  
Eric Adams, SVP of Operations