

# ROAD MAP FOR ENGAGEMENT

As providers and users of temporary workers, we're both in a unique situation when it comes to engaging employees because we each play very different roles in an employee's work life. It's kind of like a three-legged race: We both have to put effort in and our efforts need to be complementary. We follow a schedule of outreaches so that no associate feels forgotten or like their voice isn't valued, and we regularly report the information—through white papers, newsletters, and site-specific reports—so you can craft the strongest employment strategies.

**1**

**2**

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## #1 PRE-ASSIGNMENT

- Local job market sentiment survey
- Initial post-application outreach within 24 hours
- Repeat post-application contact until engagement
- No pre-screen/no interview check-in
- Post pre-screen/interview satisfaction survey

## #2 FIRST 30 DAYS ON ASSIGNMENT

- Day 1 check-in
- Day 2 check-in
- Day 16 referral outreach
- 1st paycheck reminder
- Day 30 survey

## #3 REMAINDER OF ASSIGNMENT

- Days 60 and 90 outreach
- Site-specific surveys
- Work anniversary texts
- Birthday note
- Newsletters

## #4 POST-ASSIGNMENT

- Post-conversion outreach
- Re-engagement outreach
- Exit interview
- Newsletters

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## PRE-ASSIGNMENT

The best candidates are off the market quickly, so we place high priority on the pre-placement experience.

- **Attract workers.** Our sentiment survey measures job seeker feelings about the local employment market so we know where and how to best attract workers.
- **Engage immediately.** We contact applicants shortly after application submittal and make three or more contact attempts over the next five days.
- **Create positive brand experience.** A post pre-screen/interview survey solicits feedback on our customer service and helps us continually improve outreach and placement processes.

## EARLY ASSIGNMENT: 0-30 DAYS

Our data show that more than one-third of turnover happens in the first 80 hours on assignment.

- **Reduce confusion.** Day 1 and 2 touchpoints solve for common issues during the first hours on assignment: parking information, uniforms, clock-in challenges, etc.
- **Identify frustrations.** Days 16 and 30 touchpoints act as invitations for open dialogue and early intervention mechanisms that help identify areas of job satisfaction.

## ON ASSIGNMENT: DAY 31 AND BEYOND

A recent Gallup poll shows, on average, only 3 out of 10 U.S. workers are engaged, indicating many employers fail to put energy into their workers once they're settled.

- **Engage repeatedly.** We solicit feedback at scheduled intervals for the first year on assignment and use it to create improvement action plans that Elwood branches and client companies can implement together.
- **Recognize regularly.** We show we care by acknowledging important personal and professional events.

## POST-ASSIGNMENT

We use associate departures as an opportunity to create brand advocates and consultants. External research shows a strong employer brand leads to 50% more qualified applicants and other improved business outcomes.

- **Create brand advocates.** Post-conversion touchpoints congratulate and thank associates, reminding them that we care about their contributions. And our newsletters keep them up to date and keep us top of mind for referrals.
- **Create consultants.** Exit interviews provide honest feedback and data we analyze for hidden turnover trends and continuous improvement opportunities.

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