



RECRUITMENT TRENDS IN CONTACT CENTER



INTRODUCTIONS

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STAR STAFFING

Star Staffing is Northern California's premier employment holding offices in Sacramento, Lodi, Fairfield, Napa, Petaluma and Santa Rosa.

We strive to exceed the expectations of our clients and employees by building relationships based on integrity, a commitment to safety, and operational excellence.

We love what we do and it shows!

OVERVIEW

- Supply and Demand
- Compensation
- Contact Center Recruiting
- Millennial Talent
- Social Media

SUPPLY & DEMAND

Supply & Demand Report Overview

Customer Service Representative
May 2015 to April 2017

<u>SUPPLY</u>	<u>DEMAND</u>
3,818	10,916
Active Candidates	Job Postings

Total Available Workforce	72,984
Retail Salespersons	29,043
Cashiers	23,900
Customer Service Representatives	14,137
Counter & Rental Clerks	5,095
Sales & Related Workers (All Other)	809

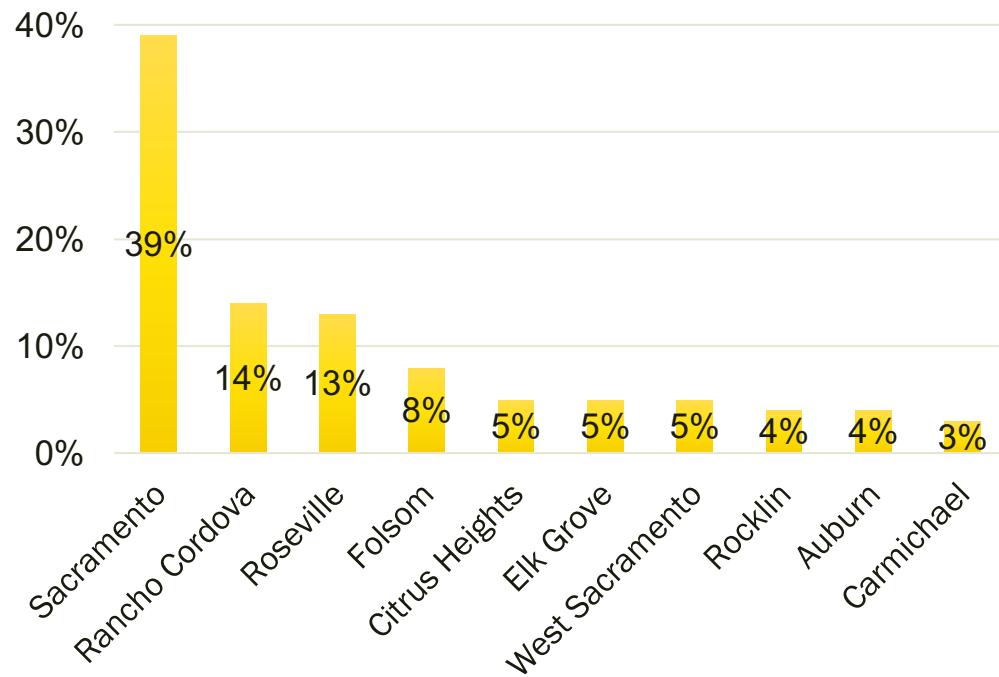
Source: Career Builder

SUPPLY & DEMAND

Jobs Posted in Top Cities for Last 2 Years

Demand for Job Seekers

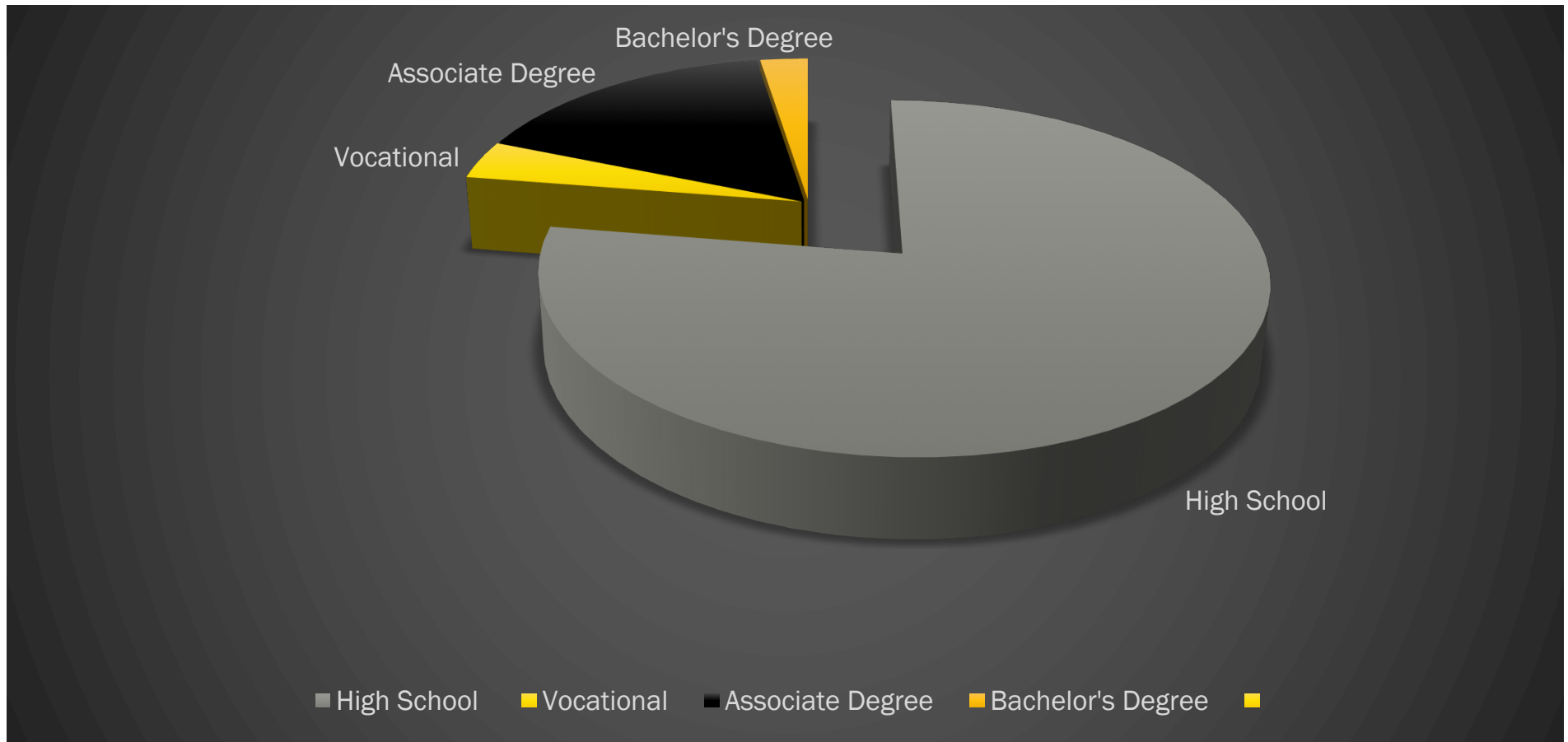
Top 10 cities where the most Customer Service Representative jobs have been posted between May 2015 & April 2017.



City	Count
Sacramento	3,434
Rancho Cordova	1,257
Roseville	1,125
Folsom	733
Citrus Heights	419
Elk Grove	409
West Sacramento	403
Rocklin	318
Auburn	308
Carmichael	302

Source: Career Builder

SUPPLY & DEMAND



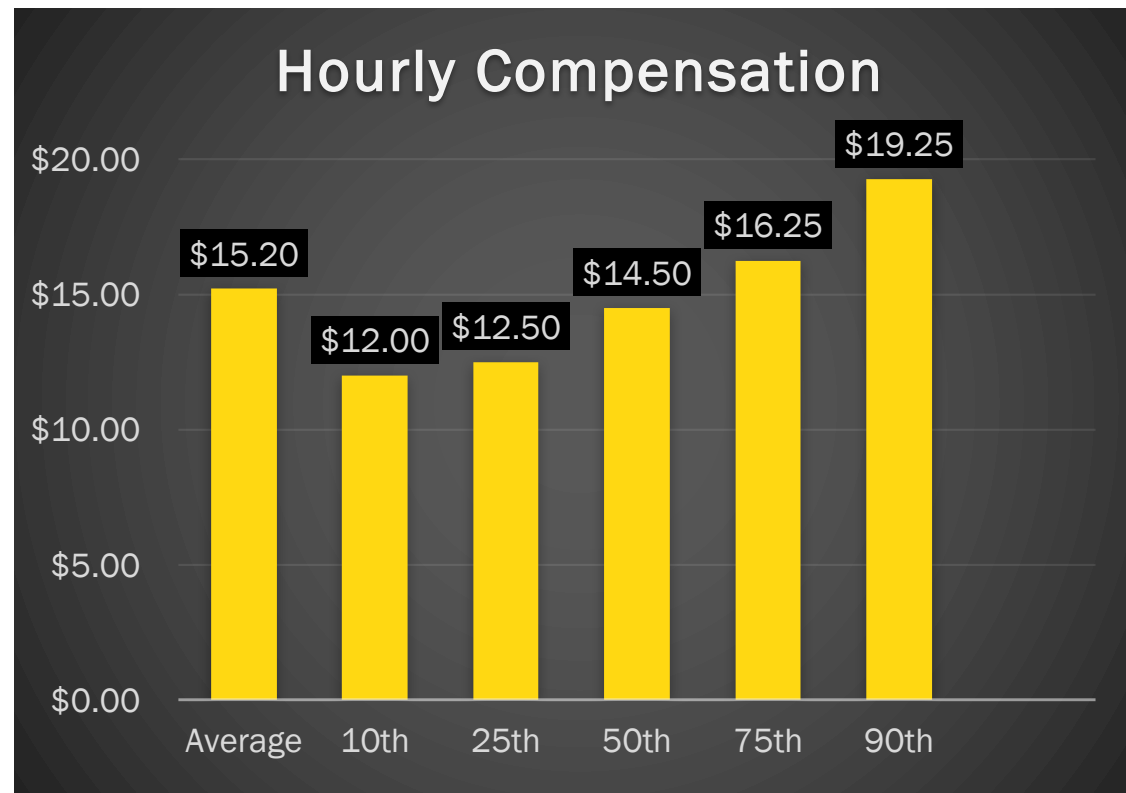
Education of Current Job Seekers

Source: Career Builder

COMPENSATION

Total Compensation Range

Below is the low, median, and high total compensation, including bonus and commission, during the All Time based on a total of 3,281 data points.

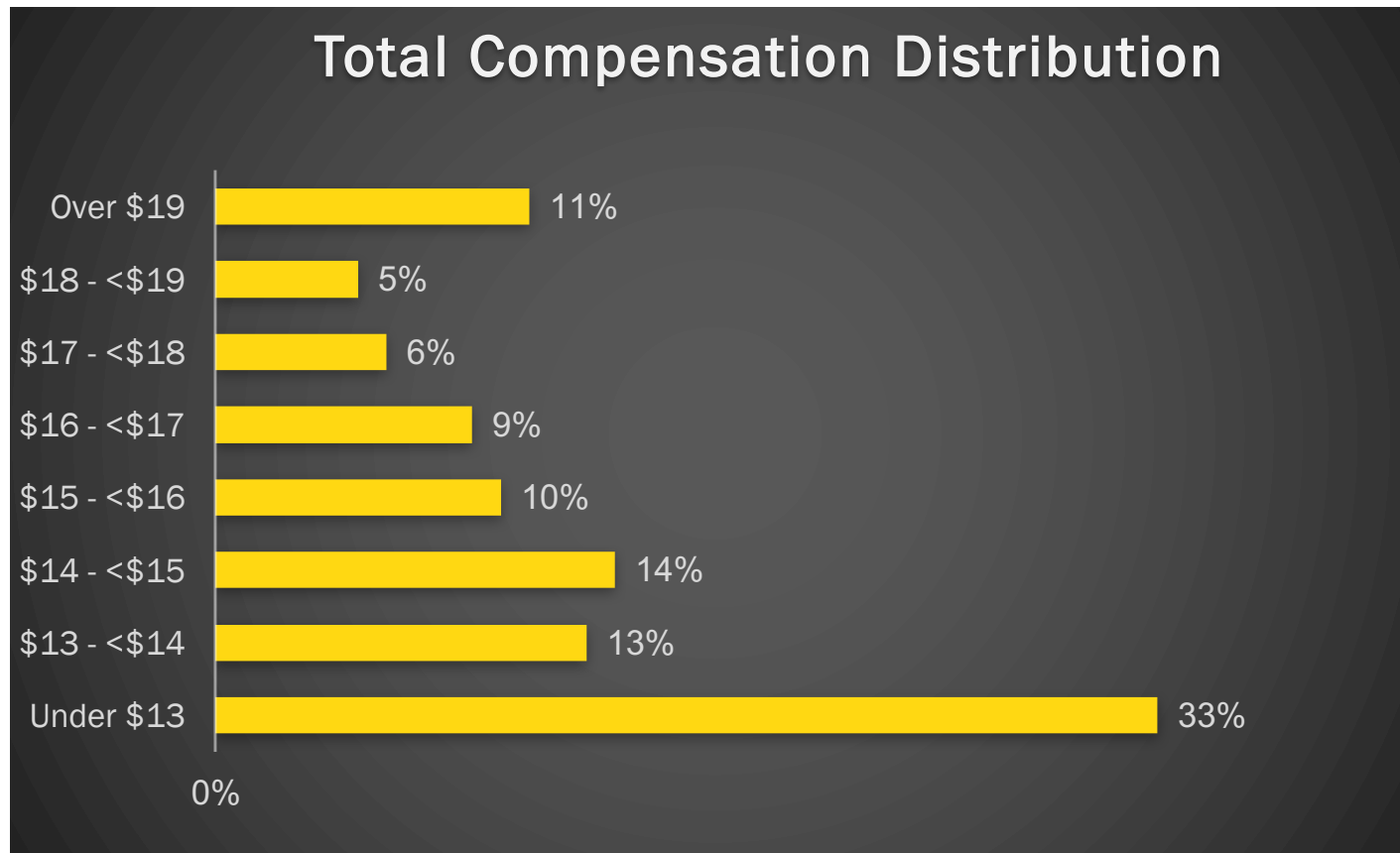


Source: Career Builder

COMPENSATION

Distribution of Total Compensation

Below is a graph showing the percentage of data points that fall in each salary range during the All Time.



Source: Career Builder

COMPENSATION

Total Compensation by Years of Experience (Based on Cumulative Experience)

Years of Experience	# Reporting	Average
0-2 Years	307	\$13.77
3-5 Years	540	\$14.99
6-10 Years	844	\$16.09
11-15 Years	395	\$17.26
16-20 Years	163	\$17.35
21+ Years	117	\$17.63

Source: Career Builder

CONTACT CENTER RECRUITING



Screening

Culture

Testing

Job History

Millennials

RECRUITING

Selection:

- Screening- How to find the right candidate
- Interview culture and style
- Candidate style and company match
- Who are you targeting?

RECRUITING

- Testing for Agents
- Chat and Email Skills
- Call time or Customer Experience
- Job History of Candidate

MILLENNIAL TALENT

- Don't assume that everyone is motivated by money.
- To hire and retain top talent, ask what's most important to them.

☐ Flexibility

☐ Recognition

☐ Exposure to New Things

MILLENNIAL TALENT

Things to Consider:

- Can you let employees set their own hours? Is there a work-from-home option available?
- Consider budgeting for an incentive program like employee of the month.
- Training or education to further their career.

MILLENNIAL TALENT

- Candidates are passionate about companies that care. Providing time to volunteer or donate to causes they care about go a long way
- Community involvement and office activities
- Office perks: Environment, Meals, and Transportation Options
- Recognition

SOCIAL MEDIA



- 1.28 Billion Daily Active Users on Facebook
- 8,000,000 Americans say Twitter got them their current job
- When used properly, Social Media will support your brand and build relationships

SOCIAL MEDIA

- Active on LinkedIn, Facebook, Twitter, and Instagram.
- Dedicated Social Media Recruiter that keeps up with trends and utilizes social media to connect with both active and passive job seekers.
- Owns 4 area-specific group pages focused on job seekers where they join to get career advice and see current job postings.

*Nearly 2,000 people joined within the first year!

SOCIAL MEDIA

OUR TIPS:

- Photos & Videos are the preferred format for sharing information.
- Use analytics to find out which content works best for your audience.
- Be concise and utilize key words.
- Make it easy to connect beyond social media. Monitor your page and routinely put contact information in your posts.

SOCIAL MEDIA

- Content is Key! Know your audience and create content focused on it.
- Use social media to share community involvement, volunteer days, and other activities.
- Share photos that convey company culture and encourage someone to want to work for your company over your competitor.

*Remember: Millennials & Gen Z want to work for companies who care!

QUESTIONS

