HOW TO USE STAFFING & RECRUITING TECHNOLOGY TO BUILD CUSTOMER LOYALTY

Staffing and recruiting technology is a great tool to help serve your customers in the best way possible. With the right technology in place, you can transform the experience, giving your customers what they need, when they need it.

Here are three elements of staffing software that create a great customer experience:

1. RECRUITMENT TOOLS TO DRIVE MORE CANDIDATES

Your customers rely on you to find the best talent. By using staffing technology that helps your team attract and retain a large pool of candidates with various skill sets, you can continue to meet and exceed your customer's need for great talent.

Job Board: First you need to attract talent to your job boards and applications. Does your software provide a way to create personalized, branded job boards to meet brand standards and business needs? Can you configure the URL and sync to Google for Jobs to ensure your job postings are optimized for search engine optimization (SEO)? Can your team and talent easily share your job postings to their personal social accounts? By having a personalized, branded job board with configurable URLs that are SEO-friendly, you will be able to attract more candidates to your company.

Application: Talent is on the go – and when applying, they need a mobile application that is quick and easy to complete – anytime, anywhere from any device. Your software should be flexible and help you build applications that make sense for your unique business needs. Does your software allow you to build flexible and unique applications? Can you edit the application as needed? Can you add qualifying questions? Can you reduce the length/complexity if needed? By having a flexible and mobile application, you can be sure you are increasing not only the number of candidates but also getting the RIGHT candidates through the door.

Your solution should allow you to configure multiple job boards with logos, color schemes and URLs and configure multiple staffing application workflows with varying interview questions, personal information and more. With this configuration, you can provide a targeted, consistent, branded experience all the way through your apply process – no matter how candidates found you, leading to a great overall candidate experience. All of this leads to an overall better customer experience because you have a wider range of candidates to choose from to ensure your customers have the perfect match.

2. SEAMLESS COMMUNICATION AND TRANSPARENCY

By having a software solution in place that gives your customers visability to their job orders, candidates, invoices, time entry and more, you are giving them a one-stop shop to keep track of everything they want and need to know. Additionally, by utilizing a software that allows them to enter their own job orders gives them even more of a connection to your company.

Customers want to feel involved, and by utilizing solutions that give them the ability to quickly and easily communicate with you, they feel like they are in the know. This transparency provides greater trust and can help improve customer loyalty. With the proper recruiting and staffing software, you can build better relationships with your customers.

3. EFFICIENCIES FOR CLIENTS WITH ELECTRONIC INVOICES, ONLINE TIME APPROVAL & REPORTING

There are many ways to improve your relationship with your customers by providing a paperless process that brings the value of convinence. From electronic invoices and the ability to approve and reject time online or directly from their email, having a software solution that enables your customers to easily interact with you makes all the difference for a great customer experience. Giving customers real-time access to the staffing information they need, improves their efficiency which drives satisfaction.

By giving your customers a way to improve their efficiency through your technology offerings, you are building customer loyalty, leading to long-term customer relationships with a first-rate customer experience.

Avionté gives you an all-in-one solution to not only meet your needs, but also give your customers an ideal experience, from initial communication all the way to time approval and invoices.