



HOW TO STREAMLINE YOUR STAFFING FIRM WITH TECHNOLOGY

Managing the various aspects of a staffing firm requires you and your team to wear multiple hats. Hard as you may try, you can't excel at everything, nor should you spend your time on tasks that can be easily automated. Technology automation can save your company time and money and allow your team to operate more efficiently and consistently.

FOCUS ON YOUR STRENGTHS

Don't spend more time than you must on tasks that are outside your core competencies – and don't expect your team to either. Place each person into a role that makes the most of their strengths. Automate as many tasks as you can to avoid wasting their talents and your money. Nearly any system you deploy will be less costly than employee compensation, engagement and job satisfaction.

MANAGE YOUR PIPELINE

Sales leads are like money, but there are so many places in the sales process where you can drop the ball. Whether you need a system to send mass marketing emails or a way to schedule follow-ups, automation can remove the element of human error. The right CRM will centralize your data so you're not scrambling for a sticky note with a phone number on it or remind you when to call your customers. So you avoid allowing them to fall through the cracks or badgering them.

IMPROVE CONSISTENCY

Automation is virtually synonymous with process. When you put a system in place, it reinforces your brand. Customers and candidates know what to expect when they speak to you and your sales team is not wasting time trying to reinvent the wheel every day.

OPERATE MORE EFFICIENTLY

Choosing the right systems to automate your internal processes can increase your firm's revenues and reduce costs. Look for systems that are easy to integrate with your current technology and processes; systems that have a short ramp-up period for your team. While there may be resistance at first, they will soon see the difference in their daily productivity.

