

MITRATECH | TalentReef

REIMAGINING HOURLY HIRING

# Strategies to Overcome 7 Key Challenges in 2024



# Table of Contents

- 3** Introduction: Understanding the Changing Landscape of High-Volume Hiring
- 4** Chapter 1: Evolving Customer Expectations and Skill Requirements
- 6** Chapter 2: Labor Shortages in a Competitive Job Market
- 8** Chapter 3: Navigating Diversity and Inclusion in Hiring
- 10** Chapter 4: Adapting to New Technological Tools in Recruitment
- 12** Chapter 5: Addressing Health and Safety Concerns Post-Pandemic
- 13** Chapter 6: Training and Upskilling in a Rapidly Changing Environment
- 15** Chapter 7: Balancing Gig Economy with Traditional Employment
- 17** Conclusion: Navigating Hiring Challenges for a Successful Future
- 18** About Mitrtech

# Introduction: Understanding the Changing Landscape of High-Volume Hiring

**The way we hire new employees changes regularly - but the current shift is one of the most significant we'll face in a lifetime.**

From innovative technologies revolutionizing the way we shop to shifting customer expectations, we have had to adapt in order to stay competitive. As we look ahead to 2024, it's clear that the hiring landscape for high-volume, hourly hiring will continue to present unique challenges.

Throughout this ebook, we will explore seven challenges of these and discuss strategies for overcoming them. From evolving skill requirements and labor shortages in a competitive job market, to navigating diversity and inclusion in hiring, you must be prepared for what lies ahead.

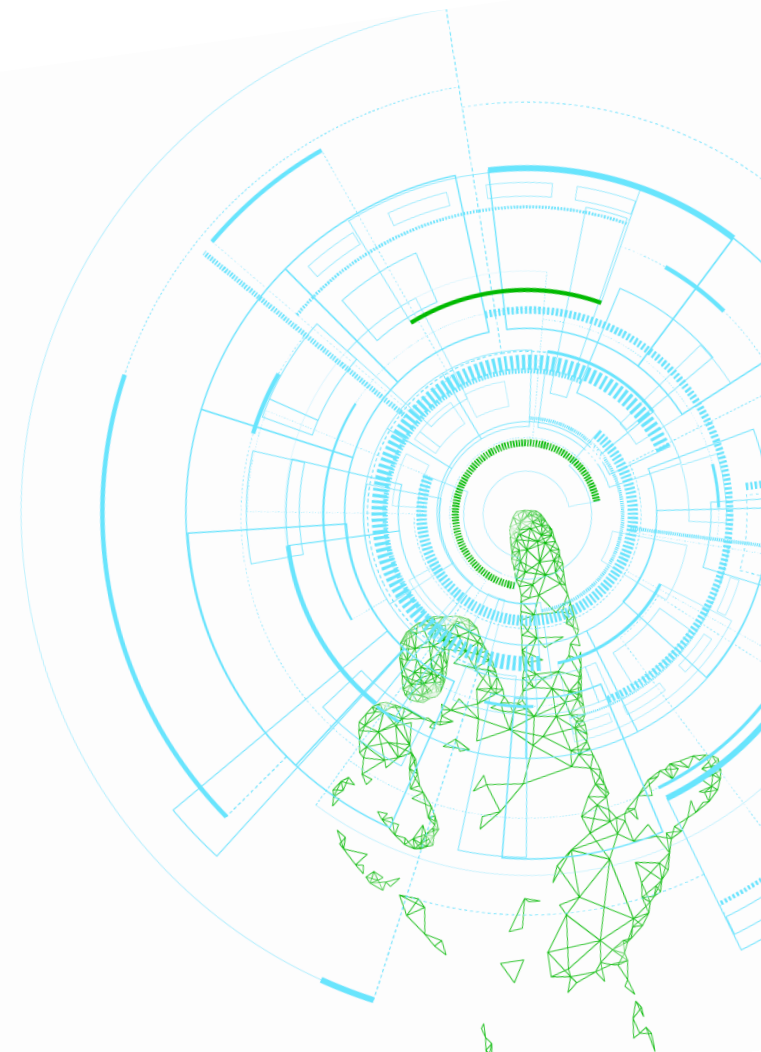


# Chapter 1: Evolving Customer Expectations and Skill Requirements

Go onto any social media platform and you will see just how the game has changed. One of the biggest challenges business owners face is meeting evolving customer expectations and skill requirements. With advancements in technology and shifting consumer preferences, we need to adapt their hiring strategies to stay competitive.

Customers now expect a personalized experience when going into a business. They want convenience, variety, and high-quality experiences at affordable prices - no matter what they are doing, going for groceries, checking into a hotel, or getting their car serviced. To meet these expectations, companies need employees who possess excellent customer service skills, product knowledge, and the ability to provide recommendations tailored to individual needs.

Additionally, as sustainability becomes increasingly important to consumers, companies must hire staff knowledgeable about eco-friendly practices such as reducing waste and limiting the use of



key resources. This requires a shift in skill requirements and training programs within the industry.

Moreover, with the rise of e-commerce platforms and the ability to teach ourselves how to do things, businesses need tech-savvy employees who can effectively navigate digital systems and handle online orders efficiently.

Furthermore, there is an increasing demand for employees with specialized skills in data analytics and inventory management. Employers need individuals who can analyze sales data trends, for example, to optimize inventory levels while avoiding overstocking or shortages.

To address these evolving customer expectations and skill requirements successfully, employers should invest in ongoing training programs that keep their workforce up-to-date with industry developments. This will ensure that employees have the necessary skills to deliver exceptional service while adapting to emerging technologies.

By understanding how customer expectations are changing in terms of convenience, variety, sustainability, and technological integration, organizations can better align their hiring strategies with these evolving demands.



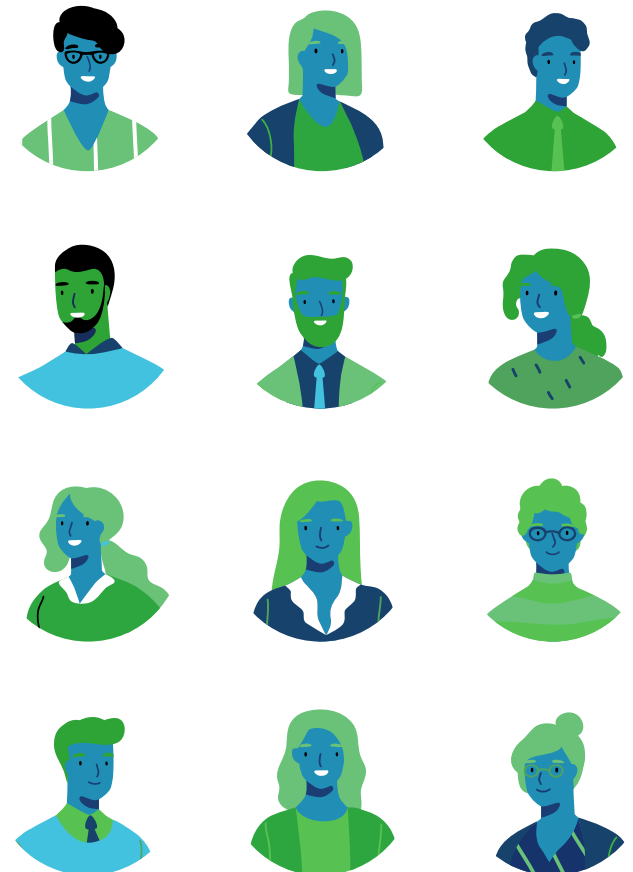
# Chapter 2: Labor Shortages in a Competitive Job Market

Finding and retaining qualified employees has always been a challenge for many workplaces, but it has become even more difficult in today's competitive job market. With the rise of online shopping, social media platforms, and the increasing demand for convenience, many owners face labor shortages across various positions.

One major factor contributing to these shortages is the changing demographics of the workforce. As younger generations enter the job market, their career aspirations differ from those of previous generations. They prioritize flexibility, work-life balance, and opportunities for growth and development. This shift in priorities can make it challenging for some to attract and retain talent.

Moreover, competition from other industries adds another layer of complexity to hiring efforts. With companies across sectors offering enticing perks and benefits packages, some businesses must find creative ways to stand out as an employer of choice.

Another contributing factor is that certain roles within retail require specific skills or knowledge that may be limited in the labor market. For example, someone



hiring a shift manager who also knows how to operate heavy machinery may struggle to find an employee, while someone in retail may not struggle as much because they can teach someone how to operate a cash register in just a few minutes.

To address these challenges, some industries must think outside the box regarding recruitment strategies. Building partnerships with local schools or vocational training programs can help bridge skill gaps by providing targeted training opportunities tailored to meet industry needs.

Additionally, investing in employee development programs can help cultivate internal talent pools that align with future leadership positions within the company. By offering professional growth opportunities like mentorship programs or tuition reimbursement initiatives, you can nurture loyalty among employees while upskilling them for higher-level roles.

Ultimately, though, labor shortages persist as a pressing issue faced by most industries today; they have also presented an opportunity for innovation and adaptation within this evolving landscape. Employers who understand these challenges will be better equipped to navigate through them successfully - ensuring a thriving workforce now and into 2024!

**TalentReef** offers a comprehensive set of features that enable hiring managers to develop their employees efficiently and effectively manage post-hire activities, all within a single integrated platform. With TalentReef, managers gain the ability to seamlessly set goals, address warnings, and assign training, spanning from new hire onboarding to updated processes and procedures. This streamlined approach ensures that managers can track employees' progress as they work towards completing new training or achieving set goals.

### **Key features of TalentReef include:**

- Flexible training platform
- Approvals and employee evaluations
- Goal setting and tracking
- Performance check-ins
- Warning and mitigation
- Pay rate management
- Position change management

# Chapter 3: Navigating Diversity and Inclusion in Hiring

The importance of promoting diversity and inclusion in the workplace cannot be overstated in today's society. However, navigating diversity and inclusion in hiring can present unique challenges for anyone looking to make a hire in 2024, but especially those looking to hire a large number of new employees.

One challenge is ensuring that job postings and recruitment efforts reach a wide range of candidates from different backgrounds. Traditional recruitment methods may inadvertently exclude certain groups, so exploring alternative channels, such as community organizations or online platforms that cater to specific demographics, is essential.

Another challenge involves combating unconscious biases during the selection process. Hiring managers must actively eliminate preconceived notions or preferences hindering fair evaluation of candidates' qualifications.






Creating an inclusive work environment also requires fostering a culture of respect and acceptance among employees. Employers should invest in training programs focused on diversity awareness and sensitivity to ensure all staff members feel valued and included.

Additionally, addressing language barriers can be a hurdle when hiring non-native English speakers. Providing translation services during interviews or offering language classes can help overcome this obstacle while expanding opportunities for individuals with valuable skills.

Implementing policies that support employee resource groups (ERGs) can create an inclusive workplace where everyone feels empowered to express their unique perspectives without fear of judgment.

Navigating these challenges will enhance the ability to attract top talent and foster a more harmonious work environment where employees from diverse backgrounds thrive together toward shared success.



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# Chapter 4: Adapting to New Technological Tools in Recruitment

Technology is constantly evolving and reshaping various industries, including those industries that largely recruit and hire hourly workers. As businesses strive to remain competitive in a rapidly changing landscape, they must also adapt to new technological tools in recruitment.

One of the critical hiring challenges we face is staying abreast of the latest tech innovations that can streamline their recruitment processes. From applicant tracking systems to AI-powered chatbots, these tools have revolutionized how candidates are sourced, screened, and hired.

Implementing these technological advancements can save time and improve efficiency in finding the right talent. Automated resume screening algorithms can quickly filter through a large pool of applicants based on specific criteria set by employers. This ensures that only qualified candidates move forward in the hiring process.



Moreover, video interviewing platforms have become increasingly popular as they eliminate geographical barriers and enable remote hiring. Employers can now connect with potential employees from all over the country or globally without conducting costly face-to-face interviews.

Furthermore, social media has emerged as an invaluable tool for reaching a wider audience and showcasing job opportunities. Platforms like LinkedIn and Facebook allow you to create targeted ads and engage with potential candidates directly.

While embracing new technological tools may present challenges – such as ensuring data security and privacy – those who successfully navigate this landscape stand to gain a competitive edge when attracting top talent in 2024. By effectively leveraging technology in their recruitment strategies, employers can find innovative ways to connect with prospective employees while streamlining their hiring process.

SMS communications and experiences offer the most simplified, convenient application experience for candidates. With TalentReef, it's as simple as texting a keyword to a short code to receive a filtered list of jobs available at a candidate's specified location. Once applicants reach the interview stage, they can schedule or reschedule their meeting via text as well. Text recruiting features:

- Mobile friendly
- Calendar integration
- Manager availability API
- One-way text communications



# Chapter 5: Addressing Health and Safety Concerns Post-Pandemic

The global pandemic has forever changed how we think about workplace health and safety. As every organization navigates the post-pandemic landscape, ensuring the well-being of their employees and customers is paramount.

One of the key challenges faced by many in high-volume hiring is implementing new health and safety protocols to prevent the spread of illnesses. This includes regular disinfection, providing personal protective equipment (PPE), enforcing social distancing guidelines, and promoting hand hygiene practices.

Additionally, everyone must also address concerns surrounding mental health. The pandemic has affected people's emotional well-being, leading to increased anxiety and stress levels. Creating a supportive work environment that prioritizes mental health support can help alleviate employee concerns.

Another challenge lies in effectively communicating these new protocols to both staff members and customers. Clear signage, training sessions, and regular updates ensure everyone understands their roles in maintaining a safe environment.

Furthermore, Human Resources and other leaders must stay informed about evolving public health guidelines to consistently follow best practices. This requires continuous monitoring of local regulations and adjusting protocols accordingly.

By addressing these health and safety concerns head-on, leaders can protect their workforce and build trust with customers who seek reassurance when frequenting their establishments.

# Chapter 6: Training and Upskilling in a Rapidly Changing Environment

As all industries continue to evolve rapidly, many must prioritize training and upskilling their workforce. In this rapidly changing environment, employees need to be equipped with the necessary skills and knowledge to adapt and thrive.

One major challenge employers can expect in 2024 is ensuring that their employees are continually trained on new technologies, systems, and processes. With advancements such as AI, face and voice recognition, and online ordering platforms becoming increasingly prevalent, all employers need to invest in regular training programs.

Upskilling initiatives can also help address labor shortages by providing opportunities for current employees to take on new roles or responsibilities. This not only improves employee satisfaction but also reduces the need for external hiring.



Moreover, with consumer demands shifting towards sustainable practices and social justice, organizations must ensure that their staff receive adequate training on these subjects. From understanding LEED certifications to avoiding microaggressions and biases, training programs can empower employees with knowledge that aligns with evolving customer expectations.

Additionally, as all industries strive to attract top talent in a competitive job market, offering ongoing development opportunities can be a key differentiator. Providing access to professional development courses or partnering with local educational institutions can showcase an employer's commitment to investing in its workforce.

Training and upskilling are critical in helping workplaces navigate the challenges of a rapidly changing environment. By prioritizing ongoing education for their employees through technology-focused training and diverse skill-building programs related to sustainability or equality – they will position themselves ahead of competitors while creating more fulfilling career paths within their organizations.



# Chapter 7: Balancing Gig Economy with Traditional Employment

With the rise of the gig economy, most employers face a unique challenge when balancing gig workers and traditional employees - and sometimes balancing that workload within one person. The gig economy offers flexibility and convenience for both employers and workers, but it also brings challenges.

One challenge is ensuring a balance between gig workers and traditional employees. While gig workers can provide on-demand support during peak times, they may not have the same level of commitment or loyalty as full-time employees. Employers need to find ways to integrate gig workers seamlessly into their workforce while still maintaining a strong core team.

Another challenge is managing the expectations and needs of different types of workers. Traditional employees may expect certain benefits, such as healthcare coverage or retirement

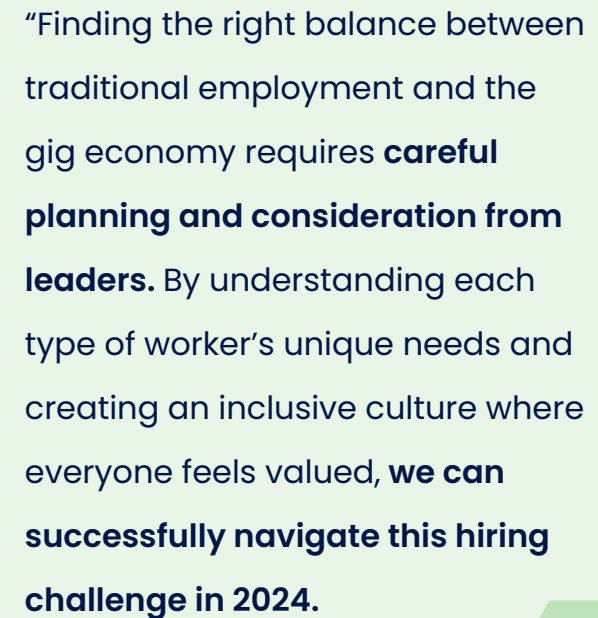


plans, while gig workers typically work on a project-by-project basis without these benefits. Finding a way to meet the needs of both types of workers can be tricky but crucial for retaining talent.

Communication is key in balancing the different types of employment arrangements. Clear communication channels should be established so that all workers feel informed and valued regardless of their employment status. Regular check-ins with both traditional employees and gig workers can help address any concerns or issues before they become bigger problems.

Employers also need to consider how they can create an inclusive environment that values all types of employment arrangements. This includes providing equal opportunities for growth and development, regardless if someone is a full-time employee or part-time contractor.

Finding the right balance between traditional employment and the gig economy requires careful planning and consideration from leaders. By understanding each type of worker's unique needs and creating an inclusive culture where everyone feels valued, we can successfully navigate this hiring challenge in 2024.



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# Conclusion: Navigating Hiring Challenges for a Successful Future

adaptation and innovation are key to success, no matter what the industry. The landscape of hiring is evolving, driven by shifting customer expectations, labor shortages, diversity and inclusion considerations, technological advancements, health and safety concerns post-pandemic, training needs in a dynamic environment, and the rise of the gig economy.

High-volume, hourly hiring programs should strongly consider investing in TalentReef due to its numerous benefits that address the specific needs of the industry:

1. TalentReef provides a streamlined hiring process, enabling businesses to attract and onboard top talent efficiently. The platform's job posting capabilities and integration with popular job boards ensure maximum visibility for open positions, increasing the chances of attracting qualified candidates.
2. TalentReef's robust applicant tracking system simplifies the screening and selection process, saving valuable time and resources for hiring teams.
3. The platform's comprehensive training features enable organizations to efficiently onboard and develop new employees, ensuring they have the necessary skills and knowledge to excel in their roles.
4. TalentReef's advanced scheduling and workforce management functionalities empower leaders to optimize labor allocation, ensuring adequate staffing levels during peak times and minimizing unnecessary costs.

**Overall, TalentReef offers a powerful solution to enhance their hiring, training, and workforce management processes, ultimately improving operational efficiency and delivering a superior customer experience.**

# About Mitratesch

Mitratesch is a proven global technology partner for corporate legal, risk & compliance, and HR professionals seeking to maximize productivity, control expense, and mitigate risk by deepening operational alignment, increasing visibility, and spurring collaboration across their organization.

With Mitratesch's proven portfolio of end-to-end solutions, organizations worldwide are able to implement best practices and standardize processes across all lines of business to manage risk and ensure business continuity.

Mitratesch serves over 7,700 organizations worldwide, including 30% of the Fortune 500 and over 500,000 users in 160 countries.

For more info, visit: [www.mitratesch.com](http://www.mitratesch.com)

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