

CASE STUDY

HOW WE REIMAGINED BENEFITS TO IMPROVE THE ASSOCIATE EXPERIENCE



As we see U.S. unemployment numbers continue to trend in the right direction, hiring managers are having to work a little harder.

Why? Simply put, there are more jobs open than there is available talent, meaning the scramble to fill positions is at a fever pitch.

As a company that helps connect companies with seasonal, part-time, and full-time employees, we understand the scarcity. And we're doing all we can to support our clients with a roster full of capable and engaged associates.

And that includes reimagining the concept of a time-honored workplace amenity: benefits.

THE PROBLEM: WHERE DID ALL THE CANDIDATES GO?

With more than 22 million jobs lost via the COVID-19 pandemic, many of those affected aren't in a rush to return to the job market — at least not without some assurance that potential employers are providing a wide range of benefits that show an investment in their personal and professional growth.

Our associates want the standard array of benefits (e.g., medical, dental, vacation days, etc.). But they also want their employers to provide them with benefits that recognize them as three-dimensional individuals who crave health, wealth, and wisdom. They want their personal well-being held in similar regard to their day-to-day productivity.

Our objective is to provide a comprehensive collection of benefits that can attract top talent and maintain more tenured employees.

THE SOLUTION: CAN REMOVING BARRIERS BE A BENEFIT?

We're seeing a workforce that wants a little bit of everything from their employee experience. According to an **IBM study**, talent wants an employer that prioritizes work-life balance (51%), offers career advancement tracks (43%), and fosters an environment where education is constant (36%).

At a granular level, we see employees who also want every available resource to avoid any barriers to doing their jobs and being the best person (and employee) they can be. Here are the **benefits** we've rolled out to our associates to realize that goal:

1. Next Step U: NSU allows current and former associates access to a catalog of free educational courses. Available to associates for six months past their last assignment, the idea is to help associates add to their professional skill sets and make them more versatile. Classes include instruction in managerial practices, computer skills, and foreign languages. Plus, these courses can be taken online at an associate's own pace to keep them on track toward their professional targets.

2. Payactiv: Here, we empower our associates to access half of their unpaid compensation as early as three days before their scheduled paycheck for just \$3. For example, employees struggling to get to work on a specific day can draw that money to fill up their gas tank or even order an Uber trip. Payactiv even enables associates to get discounts on their prescriptions, giving them that peace of mind health-wise to do their jobs.

3. Community resources: Not all our associates have access to a regular roof over their heads. We've trained our team members to identify signs of homelessness. Then, through our Project Home initiative, we connect them with local resources to ensure they have a place to stay for the night whenever it's needed. Creating community connections helps our associates overcome any potential barriers to getting back on their feet.

4. Traditional benefits: NSU and Payactiv are unique in their offerings, but 62% of associates have opted in to our base-level amenities. Those benefits include:

- **Easier medical access:** Once associates log eight hours of work, they and their families have medical and dental coverage. Plus, they can access telemedicine and our employee assistance programs free of charge. Finally, we've updated our benefits package to include prescription discounts at no extra cost.
- **401(k):** Associates can participate in our 401(k) program after 12 months.
- **Mental health support:** We offer associates free mental health and wellness counseling — even if they're not enrolled in our official benefits program.

These benefits run the whole gamut of associates' needs, all contributing to the betterment of their professional and personal lives — and cultivating a more engaging employee experience.





THE RESULTS: HOW ARE ASSOCIATES RESPONDING?

Enthusiastically, it turns out. Recently, we performed a "Voice of the Internal Team" survey through a third party and scored a 4.05 out of 5 on overall employee experience. That was the second-highest score of any staffing firm surveyed and the highest of any light industrial space staffer (one of our primary industries).

Those scores illustrate the long-ranging effects of advocating for and investing in our associates' growth and well-being. The more taken-care-of they feel at work, the better they (and we) perform.

LET'S TALK.



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