



The Ultimate Staffing Playbook

Get your candidates responding
and placed faster



Table of Contents

3	Introduction
3	Staffing trends
4	Texting trends
5	Staffing texting templates
7	Healthcare staffing
8	Healthcare staffing texting templates
9	Retail staffing
10	Retail staffing texting templates
11	Conclusion
12	Resources (additional reads)

Current State of Staffing

Staffing challenges have persisted since the pandemic first started. Workers have changed their preferences in how and where they work. This mentality has impacted the way they wish to be recruited. Candidates hold the power to make demands in this current job market. How can you find quality candidates all the time – particularly when the demand is high but willingness to work is less than enthusiastic? This playbook will give you tips on how to plan for staffing challenges in general and also a deep dive into two of the hardest hit industries – healthcare and retail.

Staffing trends

Referrals have been more important in staffing during the pandemic. People are more likely to work where there have been positive outcomes and praise from current employees. Because employees have been quitting at historic rates citing culture and burnout as reasons for moving to new opportunities, having a strong employee buy-in positions recruiters to promote roles with confidence.

There is also a shift with recruiters moving from job boards to their own database to find quality candidates. On job boards, you compete with other recruiters and staffing agencies. The key to success in finding quality candidates is to use what you have and build relationships through quality conversations.

Candidate experience is taking priority now that they hold the upperhand in negotiating. Candidates and employees have been able to negotiate better jobs, salaries, work-life balance, job descriptions, and benefits. Focus on how you engage with candidates to make the interview and recruiting process a more positive experience for them.



Technology advancements have helped recruiters and staffing agencies easily keep track and identify candidates to interview. The continual ebb and flow of the market has turnover high and is keeping recruiters busy. Trying to call and reach candidates and then trying to remember where they are in the process is daunting. Not to mention keeping track of every candidate and updating your systems to reflect where they are takes time away from other priorities.

How can you engage with candidates and eliminate barriers? How can you ask for referrals without the awkward silence over the phone or an email that ends up in the spam box? How do you provide candidates with the positive experience they are seeking when looking for a job? Texting is one tech solution that opens up engagement and builds trusted relationships.



Texting trends

Looking into our own TextUs data, we have discovered which texts perform best in the staffing space. We see higher engagement and response rates when recruiters personalize texts and keep messages short.

60%
response rate when
recruiters send 1:1 texts

67%
of candidates respond to
messages that are 50
characters or less

85%
of candidates respond after the
first text message

70%
of candidates respond within
the first two hours

Thu Fri
candidates respond fastest on
Thursdays and Fridays

Staffing texting templates

How can you specifically use texting in the recruitment process?

Introduce texting - let candidates know they can text you or ask permission to text

Cold touch - reach out to new prospects

Warm touch - connect with candidates you already know

Relationship building - check in on candidates even when you don't have a job

Appointment setting - schedule and confirm interviews

Quick follow-ups - remind candidates about jobs or paperwork

Referrals - collect new contacts from happy candidates

Group information - send evergreen notifications to an entire group

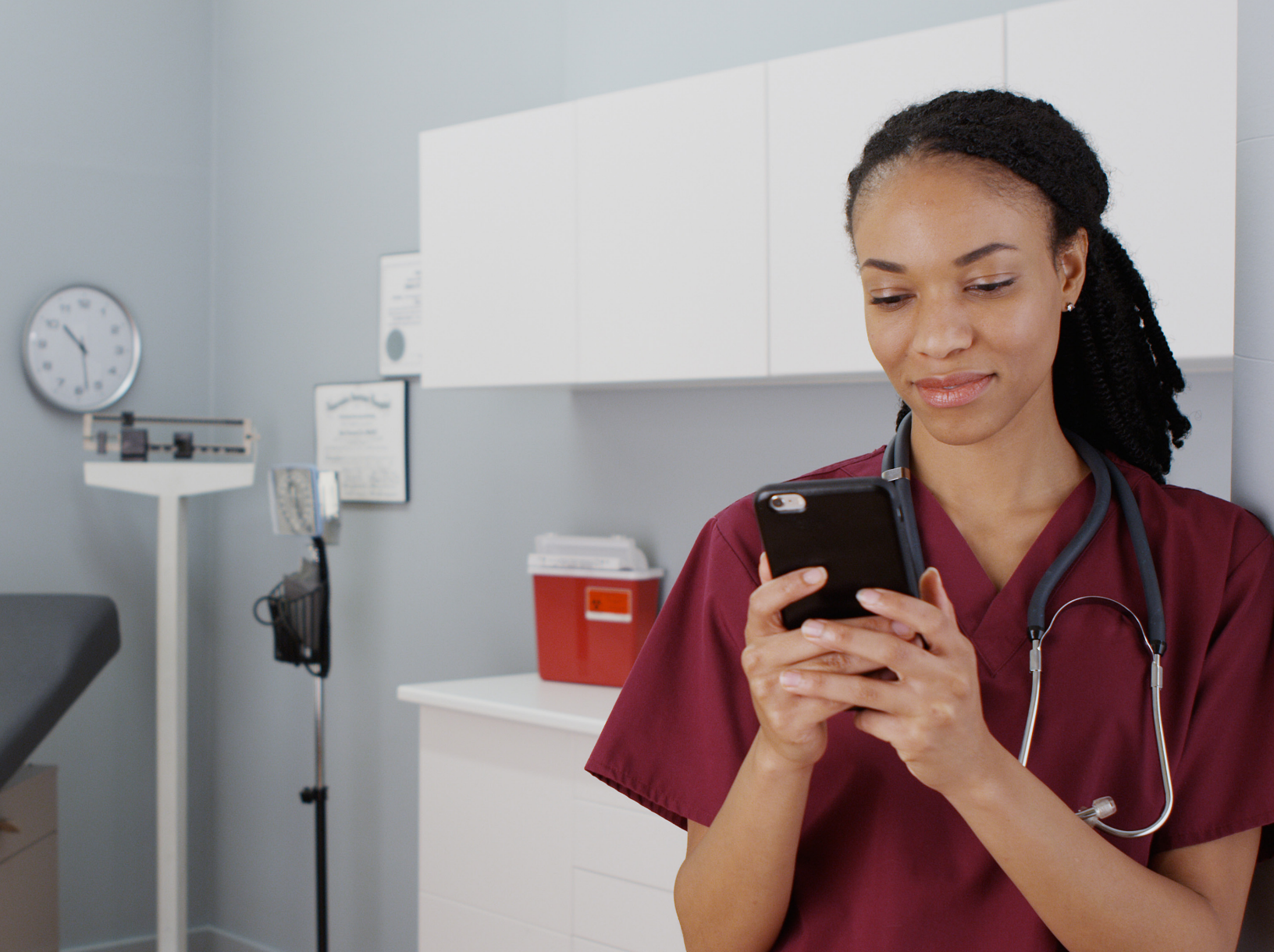
Texting allows you to easily segment your contacts in order to send the right message and job to the right audience. You can save time and skip playing phone tag by creating texting campaigns and also reaching out to certain candidates individually with a template.



Staffing templates

Here are general staffing texts you can start sending today!

1. Hi Bo, Nick from XYZ Staffing. We've added a texting platform as a quick, easy way to keep in touch with candidates. Is texting good for you?
2. Hi John, Erich from RecruiterUSA. I'm reaching out because I wanted to make sure you saw this post on how to improve your resume: tinyurl.com/resume
3. Gabby - saw on LI that you're looking for a new position. I'm searching for a strong traveler like you with L&D experience. Are you interested?
4. Hey, Trisha, how is the new gig going? Shoot me a text anytime with an update. Hope you're settling in nicely!
5. Chris - Interview alert! Driveshaft Unlimited is psyched about you! They're holding half-hour interviews next Thursday and Friday from 1-5. When's best for you?
6. Hi Libby, just wanted to send a quick reminder that Robotics4U needs your W-9 by Friday.
7. Are you still interested in remaining active on our contract writers list, Mike? If so, I have a position that might be perfect for you.
8. Hi Ed, it's Ty from StaffCity. Your friend Meg Nask said you're looking for a coding gig. Are you free to chat Thurs or Fri morning at 8 or 9?
9. Stop by Booth 257 at the career fair. ReadyMed will be on hand with job tips, friendly recruiters, and, of course, new opportunities!
10. Recruit4U was just named one of the fastest-growing staffing firms in the nation! Thanks for helping us grow!: tinyurl.com/sia



Healthcare staffing

Healthcare had the highest quit rate during 2021. As nurses faced more burnout, they either left the industry or retired early. This gap has healthcare staffers looking for alternative ways to recruit and focusing on the next generation of healthcare professionals.

Younger generations prefer convenient communication and schedules. They have grown up having things literally at their fingertips – so recruiting for these professionals requires understanding of that.

Text templates for healthcare staffing

Texting allows you to reach healthcare candidates about jobs that may open and close rapidly, onboard candidates with ease, and check interest without wasting time. Here are texting templates to start sending to candidates today!

Healthcare templates

1. Laiken: We have shifts available next week in Hollywood and West Park. Are you interested in learning more? Please reply "YES" or "NO"
2. Brendan: We have an immediate opening in Arkansas. Offers a 5K sign-on. Are you interested in learning more? Please reply "YES" or "NO" Thanks, Cynthia from MedHire
3. Sarah: We are hiring LPNs at Northwell Health. Please respond with your interest: 1 - Night shifts 2 - Day shifts 3 - Not interested at this time
4. Benjamin: Urgent need for an LPN or RN tonight at UPMC. \$100 bonus. Can you be available? Please reply "YES" or "NO"
5. Ally: Are you interested in a 3day with 25OB/75GYN in Madison, WI? Please reply "YES" or "NO"
6. Matt: Will you be attending our healthcare recruitment event on 10/14 from 9am-4pm at Providence Health? Please reply "YES" or "NO"
7. Nina: Thank you for applying to the travel nurse position! Do you have geography preferences? Please reply 1 - Northwest 2 - South 3 - Midwest 4 - West. Thanks! Maddie from TravelNursesInc.
8. Justin: Reminder that your interview with Austin Regional Clinic is tomorrow at 3pm. How are you feeling about it? 1 - Excellent and excited 2 - A little nervous but prepared 3 - Very nervous, do you have any tips
9. Dr. Thomas: Are you open to a \$500K+ OBGYN position at Cleveland Clinic? Please respond "YES" or "NO"
10. Sal: Are you still looking for employment and/or relocation? Please respond: 1 - I am currently situated 2 - Currently employed but considering moving 3 - Actively seeking employment

Retail staffing

Retail had another high quit rate during 2021. With the intense competition, retailers are ramping up hiring with added benefits, increased wages, and bonuses to help entice applicants. While these financial securities are helpful, some workers who left retail found their mental health decreasing during the pandemic. Uncertain schedules, changing requirements, and handling customers who were angry at stances for or against masks increased stress levels.

Retail also has to consider busy seasons including the holiday hiring rush. Communicating effectively to candidates in retail allows you to make sure your pipeline isn't dry. Last year, holiday hiring started in the summer to make sure stores were staffed by the end of the year.

Text templates for retail staffing

Hiring for retail whether for permanent or temporary positions requires consistent and clear communication with candidates. You can get ahead of your busy seasons by letting candidates know when you will be ramping up hiring so you don't get behind.



Retail templates

1. Hi, Danielle! Are you looking for extra work during the holidays? We are looking for sales associates in our Columbus location. Pay starts at \$19.10/hr plus sign on bonus! Reply "YES" if interested.
2. Drake: Start the new year with a new career! Open interviews are being held this week (9a-4p) at our Peachtree location. Will we see you there?
3. Sarah, ResourceUSA is seeking 1st and 3rd shift positions. 1st shift starts at \$15/hr. 3rd shift starts at \$16.50. Are you interested?
4. Hi, Gary! We have positions open in our warehouse for our new store. Reply "YES" if you'd like to schedule an interview.
5. Mel - Text "JOBS" to be alerted when we start our seasonal hiring.
6. Looking for a job opportunity with CoffeePlus? We have new roles available. Click the link for opps: tinyurl.com/coffeejobs
7. Hi Tom – your interview at SuitsPlus is this Wed. at 3pm. Please reply "HIRED" to confirm.
8. Arlan: You are invited to interview at BeachMart. Please use the link to schedule a time: tinyurl.com/beachmart
9. Thanks for your interest in PetsRUs, Layne. Please respond which department you want to interview for: 1. Grooming 2. Cashier 3. Warehouse 4. Janitor
10. Hi, Ellie! Congrats on your new role! Just a reminder that we are hiring more staff for the holidays– you can earn a \$500 bonus if someone you refer gets hired!



Recruit and place candidates faster

No matter which industry you are recruiting for, you have probably felt the pinch from the current job market. Finding qualified candidates who want to work and meet your skills requirements is challenging. Playing phone tag and having candidates who either never return your call or go silent all of sudden is frustrating. If you are able to continually build a relationship with candidates and engage with them before, during, and after the recruitment process, you will find your contact list plentiful. Texting lets you manage that contact list and create meaningful messages that your candidates will respond to. The best news?! All of your messages will sync with your ATS/CRM so that other recruiters will know the most updated information and you won't have additional work. Don't miss out on an opportunity to place a candidate because someone else beat you to the message while you were leaving a voicemail.

Resources

5 Ways Texting is Rebuilding the Retail Industry

<https://textus.com/infographic/5-ways-texting-is-rebuilding-the-retail-industry/>

By the Numbers: How Texting Improves Staffing

<https://textus.com/infographic/by-the-numbers-how-texting-improves-staffing/>

Healthcare Hiring Trends

<https://textus.com/healthcare-hiring-trends/>

Is Your Holiday Hiring Complete?

<https://textus.com/is-your-holiday-retail-hiring-complete/>

Remote, Hybrid, or Onsite?

<https://textus.com/remote-hybrid-or-onsite/>

Webinar: Healthcare Recruiting Trends

<https://textus.com/webinar-healthcare-recruiting-trends-2/>

