Top 5 Talent Acquisition
Technology Trends for 2018

This new section of *Staffing Success* delivers **technology-related information affecting the industry.** In this installment, take a look at **emerging tech trends.**

According to the research team at Talent Tech Labs, five tech trends will top the talent acquisition space in 2018. Each is discussed briefly here as well as categorized on a continuum that spans from additive (plus sign) to disruptive (lightning bolt) to the current staffing business model.

Visit *americanstaffing.net/techcenter* for a complete and interactive look at the Essential Elements of Staffing Technology and more about the tech-related content in this issue. Here are the top talent acquisition trends for this year:

1. E-staffing companies will continue to gain traction as employers get more comfortable with their service delivery models. These companies utilize advancements in technology, such as automated email, text messaging campaigns, and contract generation, to reduce operating expenses. E-staffing companies also offer online self-service platforms, which greatly reduce personnel overhead—meaning they can operate at a lower price and still make the same or even better margins than traditional staffing models.

E-staffing companies also can engage directly with hiring managers, without a dedicated salesperson. That cuts down on costs, but also creates a critical challenge and exposes a weakness in this model. Once the human element is eliminated, chances that the requirements of a job order could be misinterpreted or underrepresented greatly increase. **>>>**

2. **Temporary labor marketplaces will move up the value chain and create new revenue opportunities.** Temporary labor marketplaces are two-sided marketplaces with talent on one side and buyers of services on the other. The marketplaces match parties for mostly task-based projects with limited scope. Early entrants in this area focused on website projects, creative tasks, and manual-intensive projects such as data entry or sourcing.

Currently, temporary labor marketplaces are being used for off-premises labor, but increasingly being utilized for on-premises labor needs. They generally charge a per-transaction fee. In some cases, there is also an additional monthly subscription fee to encourage repeat and consistent use. Going forward, staffing companies might consider looking to these marketplaces as an opportunity to create new pools of remote labor.

3. **Social search will continue to offer increased access to untapped talent pools.** Social search companies provide advanced web tools that take into account online information about the person initiating a search query and/or the person being searched. The social search strategy uses algorithms and machine learning to scrape the internet—including social networks—for public information about candidates to create full professional profiles. The resulting profiles are then made searchable.

The social search trend means anyone or any company can use this tech-based strategy to build a deep talent database in a very short time period. This means a staffing company's proprietary database of candidates no longer carries the competitive advantage it once did. Note that social search is additive, which means staffing companies can use this tech strategy to benefit their businesses.

4. **Candidate relationship management and engagement strategies will increasingly become keys to success.** Candidate relationship management (CRM) tools have been on the market for several years and the technology continues to advance to better meet the needs of recruitment organizations. CRMs serve to nurture contacts through the recruitment funnel and keep contacts warm in a company's database. The general thesis is that it is less expensive to place a candidate you already know—and one who already knows you—then it is to go out and find and nurture a new candidate.

As with social search, the CRM trend means it's no longer how large a staffing company's database is, but rather how engaged that database is with the staffing company. Many CRMs integrate with a

company's applicant tracking system, and such technology should be layered on top of existing processes for candidate engagement.

5. **Vendor management system (VMS) platforms will begin to source candidates on their own.** VMS platforms provide software solutions used to manage a company's temporary labor needs. Most often, the VMS strategy is used in conjunction with a managed service provider (MSP). The VMS trend is being fueled by an increase in functionality as it moves from dealing primarily with temporary workers sourced through staffing companies (as part of a traditional VMS-MSP relationship) to supporting workers who are sourced through service contracts.

Going forward, VMS platforms may begin partnering with talent marketplaces as well as with providers of payrolling and background check services. This would create a complete end-to-end solution. Note that this is a new development in its very early stages, but still considered a potentially disruptive trend to the traditional staffing model.

Read a comprehensive white paper that details each of these trends and offers in-depth discussion about features and functionality as well as how to potentially leverage each tech trend. Go to *americanstaffing.net/techcenter.* ∎

ASA Launches Staffing Industry Tech Center

Members of ASA now have access to a robust online tech center—a new section of the ASA website where they can read about the latest technology-related news and resources affecting the staffing industry.

At *americanstaffing.net/techcenter,* members also can **access an interactive digital version of the Essential Elements of Staffing Technology, an integrated ecosystem map that details the functionality of emerging technologies.** The map is organized into three stages across the staffing and recruiting continuum—source, engage, and hire—and then divided into 12 verticals and 20 subverticals.

The Essential Elements of Staffing Technology was featured on the cover of *Staffing Success* in the November–December 2017 issue. A free reprint of "Harnessing the Power of Staffing Technology" is available in the Staffing Industry Tech Center, *americanstaffing.net/techcenter.*

The association's increased focus on technology and tech-related content on its various platforms and publications, including this new section of *Staffing Success,* is part of the organization's strategic plan aimed at best serving members by providing the timely information and industry-specific resources they need most.