



MASTER CLASS: TAKING IT ONSITE

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The key to defining the right solution for a client is to obtain a thorough understanding of their needs from the start and from there to create a relevant and specific response which factors in issues pertaining to both the industry and product alike. Sometimes this means thinking outside the traditional recruitment boundaries and educating the client on the benefits that are available to them if they are prepared to just think differently.

There is no doubt that whilst temporary labour, supplied on an ad-hoc basis as a reactive service, can provide an effective solution - it can also represent low value for the client. At worst temporary labour serviced on this basis creates a high turnover of temporary workers, resulting in a loss of knowledge and productivity. Short-term bookings provide less opportunity for temporary workers, which can result in a loss in motivation and commitment. This low value service is often delivered by multiple suppliers where there is less opportunity for investment in clients needs.

An alternative to this approach is the site managed service option which involves the recruitment agency coordinating and managing recruitment and staffing services from the client's own premises. This can be particularly effective where the site demand levels and volumes are high and are prone to fluctuation.

During the sales process for an onsite solution, it is vital to stress that the clients will benefit from this approach many times over and there will be a deeper understanding of, and closer integration into the clients' business and culture which can enhance the management and coordination of the entire recruitment and staffing process. There is also a closer involvement with client operational staff to deliver better communications and responsiveness to needs. Operational and financial management information can be tailored.

What appeals to many customers is that each service offering is bespoke per contract or site and can range from a simple temporary management service through to a fully outsourced Human Resources Solution. The recruitment agency will also directly employ the workforce, thus mitigating the client's liability.

Once you have convinced the client that it is the right thing to do – the hard work begins. Start up inevitably requires some stringent planning to maximise the benefits of the solution. This is where the quality and experience of the support and implementation team comes to the fore.

In broad terms the delivery of an on-site managed service is achieved using the following process:

- Analysis
- Agree financials and forecast cost savings
- Due Diligence
- Benchmark current service levels
- Agree SLA / KPI's
- Integrate dedicated account team
- Implementation including potential transition of workers (TUPE)
- Start work

Whilst the core function of any onsite workforce management service is to provide clients with the most suitable staff within the required timescales, it is also possible (and desirable) to offer a wide range of value added services including:

- Company inductions
- Developmental training e.g. NVQ Level 2, Food Hygiene training
- Manpower planning
- Welfare programmes
- Staff incentives
- Cost saving initiatives
- Employment legislation advice

For example at right4staff we take an active role in predicting changes in temporary labour volume, including training cover, holiday cover, average sickness and known peaks of business. We work with our customers to modify and improve this best practice model to suit our customer needs.

The solution has other benefits too:

- A deeper understanding of, and closer integration into the clients' business and culture
- Enhanced management and coordination of the entire recruitment and staffing process

- Closer involvement with client operational staff to deliver better communications and responsiveness to needs
- Tailored and bespoke operational and financial management information
- Closer and more frequent contact with temporary workforce, allowing swift resolution of minor issues, often resulting in a reduction in staff turnover
- Lower sickness levels

If done well there is no doubt that a site managed service can benefit all parties and allows recruitment agencies to truly work in partnership with their clients, as well as becoming an integral part of the client's long term plans and aims.

*Site Managed Services (SMS) is an associated specialist division of the right4staff Group which offers bespoke recruitment, staffing and workforce management provided on a client's own premises, utilising a "Managed Service" delivery model.