

# Cultivating Worker Loyalty

Through the Strategic Integration of  
ATS, Payroll, and HR Systems

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# Introduction

In the competitive landscape of the staffing industry, the key to a firm's success lies not just in placing workers but in cultivating their loyalty. **Worker loyalty hinges on positive experiences throughout the recruitment cycle.** In this whitepaper, we will explore:

02

Worker Preferences and Industry Trends

03

Improving Satisfaction with Integration

04

Building Loyalty with Automation

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Reducing Turnover with Technology

06

Driving Growth with Digital Tools

07

Maximizing the Impact of Integrated Systems



**With 50% of workers more likely to be loyal to staffing firms that provide a smooth recruitment experience, the importance of a positive journey at every stage cannot be overstated.**<sup>1</sup>

**By strategically integrating Applicant Tracking Systems (ATS), Payroll, and Human Resources (HR) systems,** staffing companies can significantly streamline operations, ensuring a seamless, efficient, and positive journey for workers.

<sup>1</sup> Bullhorn. (2023). *GRID 2023 Talent Trends Report*. Retrieved from <https://www.bullhorn.com/grid/grid-2023-talent-trends-report/>

# Analyzing the Landscape: Worker Preferences & Industry Trends

Recent industry research highlights that there is an undeniable link between positive experiences and the willingness of workers to engage long-term with staffing firms. Understanding worker preferences is beneficial for fostering worker loyalty and achieving a competitive advantage.

The staffing industry faces challenges in improving worker experiences from recruitment through to retention, but technology provides significant opportunities to tackle these challenges and achieve better outcomes for both workers and firms. **A strategic integration of ATS, Payroll, and HR systems simplifies the recruitment process, enhances communication, and ultimately boosts worker satisfaction and loyalty.**



25%

Increase in loyalty from light industrial workers when they have a positive experience during the recruitment process.

The recent Bullhorn Industry Trends report offers valuable insights, particularly for the light industrial sector, on streamlining operations to enhance the candidate experience and, in turn, improve worker loyalty.<sup>2</sup>



28%

Growth in worker loyalty due to a positive experience while submitting paperwork.



50%

Boost in worker allegiance due to automating forms, time tracking, and payment processes.



**The benefits of aligning key systems extends beyond individual worker experiences; it's a strategic approach to building a stronger, more resilient staffing industry.**

<sup>2</sup> Bullhorn. (2023). *GRID 2023 Talent Trends Report - Light Industrial Talent Report Spotlight*. Retrieved from <https://www.bullhorn.com/grid/grid-2023-talent-trends-report/>

# Exploring the Advantages: Improve Satisfaction with Integration

**Integrating ATS, Payroll, and HR systems creates a cohesive ecosystem that allows information to flow smoothly across processes**, thereby significantly enhancing the worker experience and fostering increases in loyalty.

Prompt payments in the staffing industry are crucial, showcasing a firm's reliability and commitment. This builds a secure environment for workers. Likewise, system integration simplifies paperwork, easing the administrative burden and making onboarding and employment smoother and more enjoyable.

## Integration Key Benefits



### Personalized Worker Experience

Harnessing data analytics, staffing firms can gain insights into worker preferences, performance, and satisfaction. This knowledge enables more targeted job placements and career development opportunities, making workers feel that their unique skills and preferences are recognized and valued.



### Reduced Time & Frustrations

Automated forms and onboarding processes significantly cut down paperwork time and frustration, thereby streamlining the initial engagement with the firm and enhancing positivity. Additionally, real-time communication and feedback foster a two-way dialogue between workers and staffing firms which nurtures a sense of belonging and value.



### Easier Fulfillment of Client Needs

Advanced scheduling tools and job matching algorithms provide workers with more consistent and predictable work opportunities, tackling a major source of dissatisfaction. These tools enhance the worker experience and maintain client satisfaction by ensuring job roles are promptly filled and remain occupied.



# Exploring the Advantages: Build Loyalty with Automation

In the staffing industry, where process efficiency critically influences worker engagement and satisfaction, automation emerges as a key loyalty enhancer. **Implementing automation across ATS, Payroll, and HR systems markedly boosts efficiency throughout the entire recruitment process.**

## 01



### Streamline Candidate Sourcing

Automate ATS processes to efficiently match job requirements with candidate profiles based on predefined criteria, speeding up the recruitment process and attracting a broader pool of qualified candidates.

## 02



### Empower Workers

Accommodate diverse needs and worker preferences with self-service portals that enable employees to manage their own information, reducing the administrative load on HR and Payroll departments while also boosting worker engagement.

## 03



### Enhance Onboarding

Facilitate a smooth onboarding experience by processes such as offer letter generation, new hire information collection, and electronic document signing, reducing administrative overhead.

## 04



### Ensure Payroll Accuracy

Minimize errors, streamline the calculation of hours worked, deductions, and benefits, and ensure compliance with tax laws and regulations with a reliable and automated payroll system.



**Investing in automation offers significant benefits, potentially **boosting business revenue by 5-7% and enhancing long-term productivity by 15% annually.****<sup>3</sup>

<sup>3</sup> BusinessWire. (November 16, 2021). New Study Finds Automation Adds \$195 Billion to Monthly Business Revenue in the U.S. and £14 Billion in the UK. Retrieved from <https://www.businesswire.com/news/home/20211116005688/en/New-Study-Finds-Automation-Adds-195-Billion-to-Monthly-Business-Revenue-in-the-U.S.-and-£14-Billion-in-the-UK>



# Exploring the Advantages: Reduce Turnover with Technology

By harnessing the power of integrated **ATS, Payroll, and HR systems**, staffing firms can significantly boost worker engagement and reduce turnover rates. This strategic use of technology leads to a more stable and committed workforce, streamlining processes and ensuring a seamless experience for both employees and management.

## Timely & Accurate Payments

Workers are more likely to stay when payments are correct and timely: half would seek new jobs after just two payroll errors.<sup>4</sup>

## Streamlined Operations

Automating time tracking, scheduling, and payroll reduces frustrations, enhancing worker satisfaction and reducing turnover.

## Real-Time Communication

Immediate feedback and open communication make workers feel valued and lead to more personalized experiences.

## Growth Opportunities

With access to job opportunities and career development resources, workers can more easily envision a future with the firm.

## Data-Driven Insights

Advanced analytics helps firms understand worker preferences, shaping policies and practices that align with worker needs.

## Compliance Assurance

Integrated systems ensure adherence to labor laws and regulations which helps to foster a compliant work environment.

<sup>4</sup> Miller, R. (2017, June 14). Just two payroll errors can cause 49% of employees to start job hunting. HR Dive <https://www.hrdiver.com/news/just-two-payroll-errors-can-cause-49-of-employees-to-start-job-hunting/444377/>



# Exploring the Advantages: Drive Growth with Digital Tools

In the competitive staffing industry, the key to growth lies in integrating digital tools like ATS, Payroll, and HR systems. Through this strategic digital integration, staffing firms can tackle the challenges of enhancing worker experiences, **leveraging technology as a catalyst for innovation, process efficiency, and ultimately, driving firm growth.**



Cloud systems, with their flexibility, scalability, and robust data security, play a pivotal role in optimizing talent acquisition and management. Such systems streamline the recruitment process and improve worker experiences—both critical factors in boosting loyalty.

An analysis of top-performing staffing firms at the start of 2023 revealed a definitive trend: **successful firms are increasingly adopting digital transformation strategies.**<sup>4</sup>



## 30%

attributed growth to fully digitized data.



## 19%

implemented automation across their operations.



## 27%

benefited from utilizing self-service technology.

<sup>5</sup> Bullhorn. (2023). *GRID 2023 Industry Trends Report*. Retrieved from <https://www.bullhorn.com/grid/grid-2023-talent-trends-report/>

# How to Maximize the Impact of Implementing Integrated Systems



The implementation of integrated ATS, Payroll, and HR systems offers staffing firms a substantial opportunity to elevate worker loyalty and streamline operations. **The key lies in ensuring their benefits are fully leveraged for improved efficiency and stronger employee engagement.**



## Start with Strategic Planning

Evaluate current operations, pinpoint inefficiencies, and engage various stakeholders before setting clear goals that meet all organization-wide needs.



## Choose the Right Technology Partners

Facilitate a smooth transition by partnering with providers that have a strong grasp of the staffing industry and a history of delivering scalable solutions.



## Implement Training for Staff

Align your workforce on the new procedures by educating staff on the new system, explaining its benefits to their roles and its alignment with firm goals.



## Leverage Data for Improvement

Analyze metrics related to worker engagement, satisfaction, and loyalty to refine processes and policies, keeping the system attuned to worker needs and industry trends.



# Thank You!

**Elevate your staffing firm's efficiency and worker loyalty with Greenshades.** Simplify your operations, enhance compliance, and improve employee satisfaction with the Greenshades solution.



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