



# How To Unlock the Power of your Temporary Workforce

# Organisations of all sizes are experiencing a radical shift in the way work gets done



**As we enter the ‘new normal’, businesses face a new range of economic and operational challenges. From the digital skills gap<sup>1</sup> and remote working to the widely publicised post-Brexit talent shortages, there is a race to establish a more agile staffing approach - one that is fit for the new business landscape.**

Among the most promising is the so-called ‘blended workforce’. By combining full-time staff with a range of temporary workers, it enables businesses to be flexible and efficient, as well as sourcing more diverse talent and targeting specific skills. But realising these benefits isn’t quite so simple.

While temporary workers are more in demand than ever, many businesses are still not making the most of the model’s possibilities. From mismanagement to unnecessary internal complexity, there are a number of challenges to overcome before businesses can unlock the true power of a blended workforce.

In this eBook, we explore the benefits and challenges of the blended workforce - as well as providing five steps you can take today to begin building a better blended workforce.

## The current state of temporary workers

# 77%

of executives believe freelance and gig workers will substantially replace full-time employees within the next five years.<sup>2</sup>

# 32%

of organisations are replacing full-time employees with temporary workers as a cost saving measure.<sup>3</sup>

# Less than half

of executives believe their current workforce is adaptable to the new future of work.<sup>4</sup>

<sup>1</sup><https://www.worldskillsuk.org/news/new-research-highlights-uk-digital-skills-gap/>

<sup>2</sup>[https://www.cxcglobal.com/wp-content/uploads/2020/11/2020-2021\\_CXC\\_CW\\_Global\\_Trends\\_Report-1.pdf](https://www.cxcglobal.com/wp-content/uploads/2020/11/2020-2021_CXC_CW_Global_Trends_Report-1.pdf)

<sup>3</sup>[https://www.cxcglobal.com/wp-content/uploads/2020/11/2020-2021\\_CXC\\_CW\\_Global\\_Trends\\_Report-1.pdf](https://www.cxcglobal.com/wp-content/uploads/2020/11/2020-2021_CXC_CW_Global_Trends_Report-1.pdf)

<sup>4</sup>[https://www.cxcglobal.com/wp-content/uploads/2020/11/2020-2021\\_CXC\\_CW\\_Global\\_Trends\\_Report-1.pdf](https://www.cxcglobal.com/wp-content/uploads/2020/11/2020-2021_CXC_CW_Global_Trends_Report-1.pdf)



# How Temporary Workers Create a Competitive Advantage

Five ways a blended workforce can help your business thrive

## 1. Access talent more quickly

Temporary workers can produce substantial savings in recruitment. It takes an average of 38 days to fill a full-time position - a figure which doesn't even take into account the time and cost of onboarding.<sup>5</sup>

PwC claims to have historically required up to 6 months to find permanent employees. But by embracing temporary workers, they have been able to fill roles at a single day's notice when necessary - enabling specific operations to scale seamlessly whenever necessary.

## 2. Reduce staffing overheads

Hiring temporary workers reduces staffing costs, such as bonuses and redundancy pay. Temporary workers also generally require far fewer 'staff perks' - all of which adds up to a very healthy saving.

These savings can be reallocated elsewhere in the business, or simply improve the company's bottom line.

<sup>5</sup><https://www.thebalancecareers.com/how-much-time-from-interview-to-job-offer-3970704>



### 3. Increase flexibility unlocks new strategic possibilities

A temporary workforce enables an unparalleled level of flexibility, allowing businesses to source talent as and when it is needed.

This unlocks a variety of new operational possibilities. Instead of letting budgetary and logistical considerations limit how your business operates, you can make a wider range of strategic decisions - ultimately empowering you to compete in the best way possible.

### 4. Greater diversity of talent

Hiring from a large pool of temporary workers allows businesses to hire a wider range of talent. This ultimately improves the diversity of thought and innovation within the organisation, as well as refreshing the workplace culture.

### 5. Plug the skills gaps

Nearly a quarter of all job vacancies are now caused by skill shortages. And by 2030, experts project that 20% of all UK workers will be underskilled for their role.<sup>6</sup>

A pool of temporary talent will enable organizations to respond to their skill gaps more effectively, sourcing workers with specific abilities rather than trying to find full-time workers that can cover the entire range - which would be challenging and create a sellers' job market.





# The Challenges of Temporary Workers

**How Businesses are struggling to make the most of their blended workforce**

## **Creating a seamless blended workforce is not simple**

While a successful blended workforce can actively improve the workplace culture and employee experience of an organisation, it's important to note that there is also a lot of opportunity for friction. Managing the development and deployment of a truly blended workforce involves a number of key factors.

According to recent research, one in five employers are currently failing to properly train their temporary workers.<sup>7</sup> This generally undoes many of the benefits temporary workers offer, and the onus to provide training puts a burden on organisations.

Some staffing suppliers take on the responsibility of ensuring the workers they provide are fully trained and ready to work, but many organisations don't have a single, unified sourcing strategy for their temporary workers - so candidates are often not held to a single consistent standard.

<sup>7</sup><https://www.peoplemanagement.co.uk/news/articles/only-one-in-five-employers-training-contingent-workers#gref>

## Using too many suppliers creates friction

Most organisations rely on specialist suppliers to source their temporary talent. But by hiring through numerous providers, they produce unnecessary complexity. This often means businesses are not realising the greatest gains in financial efficiency, because it is harder to keep track of costs across multiple partnerships.<sup>8</sup>



**According to Staffing Industry Analysts (SIA), 68% of large companies cite 'consolidation of staffing suppliers' as a workforce management strategy currently in place in their organisation - and a further 29% said it was a strategy they were likely to seriously explore within two years.**



## Misalignments between HR and procurement cause problems

Many organisations struggle to create a throughline between their HR and procurement functions. This is especially true when companies are either just starting to use temporary workers or looking to expand their blended workforce.

Ultimately, this limits visibility of your staffing, creating problems across the entire organisation. Roles may not be filled when they need to be; budgets may be wasted; and employees may end up unmotivated because they aren't being communicated with effectively.

<sup>8</sup><https://www2.staffingindustry.com/Research/Research-Reports/Americas/Workforce-Solutions-Buyer-Survey-2020-Americas-Results>

## Managing costs requires careful attention

For many businesses, saving on staffing costs is the single most appealing benefit temporary workers offer. But this doesn't mean that every organisation realises these savings.

According to Deloitte some large companies estimate that up to 30 percent of their procurement spend goes towards temporary workers.<sup>9</sup> This creates ample room for businesses to miss saving opportunities and create unnecessary costs.

So in order to control costs and ensure a blended workforce is economically efficient, a clear financial strategy is necessary.

## Strategic vision is vital to make a blended workforce work

To realise the full benefits of a blended workforce, there needs to be an overarching vision for how an organisation's staffing will evolve. But recent research found that only 16 percent of companies have a "total talent acquisition" strategy in place today.<sup>10</sup>



**Just 35% of companies currently include temporary workforce as part of their strategic planning.**

And while this number is expected to increase to 54% within 2 years,<sup>11</sup> it still means nearly half of all companies aren't taking temporary workers into consideration in their big-picture thinking.



<sup>9</sup><https://www2.deloitte.com/global/en/pages/human-capital/articles/contingent-workforce.html>

<sup>10</sup>[https://www.cxcglobal.com/wp-content/uploads/2020/11/2020-2021\\_CXC\\_CW\\_Global\\_Trends\\_Report-1.pdf](https://www.cxcglobal.com/wp-content/uploads/2020/11/2020-2021_CXC_CW_Global_Trends_Report-1.pdf)

<sup>11</sup>[https://www.cxcglobal.com/wp-content/uploads/2020/11/2020-2021\\_CXC\\_CW\\_Global\\_Trends\\_Report-1.pdf](https://www.cxcglobal.com/wp-content/uploads/2020/11/2020-2021_CXC_CW_Global_Trends_Report-1.pdf)





# Four Steps Businesses Can Take to Unlock Greater Value from your External Workforce

## 1. Leverage technology

While some organisations will achieve the staffing solution they want without technology, the power of sophisticated technology and data are undeniable. The right tech will enable HR teams to operate with greater speed and efficiency, reducing onboarding time and simplifying the hiring process.

It will also empower temporary workers to exert more control over their own schedules - ultimately reducing absenteeism and increasing engagement.

## 2. Streamline your providers

If your business is currently sourcing workers from several providers, you will likely create immediate gains by streamlining this process and forging a stronger partnership with a single vendor. This will allow you to ensure that the quality of the worker and procurement process is consistent - ultimately creating a more seamless 'blend' of temporary and full-time workers.

Many providers offer extra services, such as training - so be careful to consider every aspect of the partnership.





### 3. Focus on visibility

In order to optimise your staffing strategy, you need to be able to monitor and analyse it. This will allow you to locate areas within the business that need greater attention, as well as improve efficiency and operational effectiveness. Over time, you will even be able to unlock insights that will help you proactively respond to staffing challenges in advance.

Organisations should focus on unlocking visibility, by connecting data sources and working towards a unified view of their entire staffing.

### 4. Work on a long-term vision

While a blended workforce can help solve many of the short-term challenges organisations currently face, it is also vital to consider the long-term vision you have for your business. How would you like your talent procurement to function in three years' time? What would be the most effective system for your specific business needs? And what kind of strategic and competitive advantages might be unlocked by reimagining the way you source talent?

By gaining clarity today, you will infinitely improve the outcomes you see in the future. And that, ultimately, should be the goal of any serious large-scale initiative.



# Not realising the potential of your external workforce?

At Indeed Flex, we help organisations source temporary workers in a smarter, more efficient and more flexible way. Our cutting-edge technology allows you to hand pick the best candidates and source them as soon as you need.

We've built a community of over 44,000 temporary workers, giving you access to the widest range of skills and the most diverse talent pool possible. With automated HR and compliance, we make the process of hiring temporary workers seamless. And using our simple rating system, you can build up a pool of preferred candidates that you keep coming back to.

We help our clients achieve a true digital transformation and reimagine the way they source their staffing. This saves them money; frees up leaders' time; creates greater visibility of their staffing; enables far more operational flexibility; and ultimately prepares them for the future of work.

## Indeed Flex offers a suite of services to help businesses at every stage of the recruitment process:



Vendor Management System (Indeed Flex+)



Managed Service Provider



Workforce Management



Permanent Hiring



Temporary Staffing

# Interested in learning more?

Book a meeting with one of our experts to discuss how Indeed Flex can help assist you with your staffing needs today.

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