

PROVEN RECRUITING STRATEGIES

FOR FRONTLINE
PARKING SERVICE STAFF

FastWorkforce

Info@FastWorkforce.com
714-769-9107

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“HIRING SLOW” -

**GREAT FOR MANAGERS, SALES, EXECUTIVES –
NOT SO GREAT FOR FRONTLINE SERVICE STAFF.**

Recruiting and hiring the best Valets, Cashiers, Attendants, Traffic Directors, etc. requires a completely different strategy and mindset than used for managers or sales/executive staff in order to be successful. When you are hiring management, sales, and executive staff, the prevailing sentiment on best practices is to “Hire Slow” to be sure you are making the best decision. Gather all the applications, study the resumes, cut down the list to the best possible candidates, talk to former employers and then finally start contacting the top rated prospects. This process is great for its intended audience, but using this same process to hire frontline service personnel will not succeed. You will end up with 2nd tier candidates, a poor interview to hire ratio, lower quality hires and lower service to your clients.

Successful strategies to win this battle are in many ways the polar opposite of those needed to succeed in hiring sales, management, and executive staff.

FOR HIRING THE BEST FRONTLINE SERVICE PERSONNEL - THE SPOILS GO TO THE SWIFT

To Recruit and Hire the highest quality frontline service personnel, your strategy needs to be a polar opposite to the above. In this game, the spoils go to the swift. You need to be the first to engage an applicant looking for a parking job. You need to quickly screen over the phone for core requirements and to identify the best prospects. You need to build rapport on this screening call. And then you need to quickly book interviews with the best applicants. Finally, you need to be sure they show up for the interview to reduce your no-show rate.

The high quality job seeker in this arena will inevitably choose to work for the company that engages them quickly after they apply, builds rapport with them, and extolls the positive points of the company. Hiring Slow here will result in your applicant pool's best talent in having been already wooed and often hired by your competition, as these applicants are also applying elsewhere. Thus you are left with what's left, commonly referred to as the "bottom of the barrel."

THE KEY SUCCESS FACTORS

FOR HIRING HIGH QUALITY FRONTLINE SERVICE PERSONNEL

- **Use the right sources to advertise.** INDEED, Craigslist, Local College Job Boards, SimplyHired. These will result in the best \$\$ per hire ratio. You can use Monster, CareerBuilder, etc...but your cost per hire will be much higher.
- **For Craigslist Ads, post them at the right time of day.** The way the ads here fall lower and lower as time goes by, posting them on the right day/time is critical. Post them early in day during the week for most jobs. Do not post a craigslist ad late Friday before you leave for the weekend. You might as well just throw \$25 out the window, as Friday evening is low traffic for job seekers. If you are hiring overnight / grave shift staff, consider running a late night weekday (not Friday) ad specific for this need. Consider running an ad over the weekend during the day. Less competition from other companies at this time, yet still many job seekers.
- **Make your ads appealing to the eye.** Use images of your workers, and quotes of their happiness in working at your company. Do not use a long-winded job description in your ads. They come across as if Charlie Brown's teacher wrote them. You need to attract the applicant with a visually attractive ad that makes prospects want to work for you. You can also have requirements needed to qualify, but the main focus of your ad should be engaging the applicant via visual graphics and a call to action to click the apply button.
- **Maximize your Referral Program.** Use your current employees. This should be your best source of hires, and the lowest cost per hire of any. If it is not, you need to review your plan, and your method of publicizing it to your workforce. Consider using your Facebook page to supercharge your referrals and recruiting.

- **Have an online application that is easy to complete, and optimized for mobile devices.** (about 40% of applicants access your ad via a mobile device....not being mobile friendly kills your ad's effectiveness).
- **Forcing a registration before the online application, leads to a loss of applicants.** There are other ways to simply accomplish this rather than with a formal registration process. When they click on your ad, the prospective employee should land on a page where they are actually starting the application process. Do not put added hurdles in the way of applying.
- **Engage new applicants quickly over the phone.** Screen them and identify the best prospects and book them for an interview. Be aware of your average time to engage applicants from the time they apply, and work to improve this key statistic.
- **Build rapport on the phone call with the best prospects.** Your job is in many ways a sales job. Building rapport and enthusiasm for working with your company is a key component of successful recruiting.
- **Be sure they show up to the interview.** Reducing your no-show to interview rate increases your hires. Confirm with the interviewee via a phone call, or an automated text reminder/confirmation system.
- **Consider Doing Group Interviews.** This will save you quite a bit of time, and give you time to take care of your other duties. Scheduling each person individually will cost you time in interviews, and exhaust you mentally. Any no-shows will further rob you of time that could have been better scheduled. Having group interviews eliminates these problems. Another benefit of group interviews is being able to see how your applicants relate to each other and act in a group environment and is more indicative of how they will act on the job together than a one-on-one interview. You still interact with each person in a group interview. (about 8-10 applicants)

BE AWARE OF YOUR KEY STATISTICS, AND LOOK TO IMPROVE THEM.

- The average time it takes from initial contact with a prospective employee to their hire.
- The effectiveness of your ads and their locations on applicants, interviews, hires, \$\$ per hire.
- Effectiveness of ads in longevity of employment for hires.
- The % of interviews that become hires.
- Your Referral program's effectiveness. It should be your #1 source of hires.
- The no-show to interview %. An indicator of how well you are doing on rapport building, and building enthusiasm for working at your company.