

Consider the Advantages of Contract Staffing

By Jason Mitchell, Director of Business Development, Marketplace Staffing

As the economy emerges from its doldrums, organizations across the country – and throughout the Upstate – are experiencing increased demand for temporary workers.

A recent study by the Palmer Forecast found that first quarter temporary staffing demand grew at 20.3% over 2010 – better than anticipated – and second quarter growth is forecast at nearly the same pace. The manufacturing sector, in particular, is picking up steam. That's great news for us in South Carolina.

This sharp increase in demand for workers is being driven by industries showing sustainable signs of improvement, and businesses are finding that contract help is a great way to meet increasing customer demand while carefully managing costs.

With orders increasing, optimism growing, and every business attentive to their human capital investments, smart businesses are looking to strategically add talent to better their organizations. Why are so many implementing contract staffing in order to emerge from this recession better prepared for growth?

Contract staffing boosts efficiency and productivity

Nearly three million contract professionals work every day at American firms, and it's no wonder why. Contracting offers flexibility for businesses to respond to demand cycles or augment core competencies – whether for short- or long-term needs.

When you partner with a quality staffing organization, you should expect:

- Thorough screening and assessment according to position specifications
- Highly qualified personnel, even in tight labor markets
- Rapid response from a dedicated recruiting partner
- Continuous recruiting so that workers are available when needed

- Consultants who become part of your competitive advantage

Benefits of Contract Staffing

There are many reasons to consider the use of contract (or temporary) staffing – foremost among them flexibility, cost, expertise, liability and time.

- **Flexibility** – Staffing challenges arise from various situations – business growth, demand cycles, technology implementations, and mergers, to name just a few. Consider bridging the gap with contract staffing. By flexibly adding contract professionals, you can provide extra support or infuse critical knowledge into your organization... even create more time for existing employees to focus on strategic initiatives.
- **Cost savings** – Typically, the contract staffing agency will pay the employee state and federal payroll taxes, worker's compensation, benefits and professional or general liability insurance, as well as administer the human resource needs of associates, in return for a service fee or hourly mark up. Shifting these responsibilities to a reputable contract staffing agency will not only save you money, but lots of time as well.
- **Expertise** – Many staffing agencies specialize by industry, so their chances of providing you with precisely the skill set that you require is significantly enhanced – and more efficient – than you attempting to identify candidates on your own.
- **Liability** – By using a staffing firm's employees, you avoid liability for workers comp, professional/general liability, payroll taxes and unemployment claims – which become the responsibility of your staffing partner.
- **Time** – Now more than ever, time is money. Recruiting, screening and

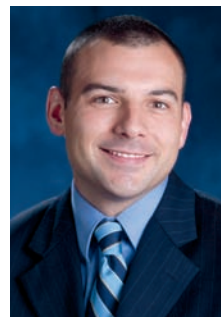
hiring employees takes time. Having a professional staffing organization identify your needs and deliver 1 – or 100 – qualified candidates is efficient and effective use of time.

Contract staffing also allows you to:

- Manage peak periods or address special projects
- Improve responsiveness to customers
- Focus permanent staff on more challenging work
- Reduce “burn-out” by supplementing core staff
- Manage your department more efficiently
- Reduce or eliminate the burden of recruiting, hiring and payrolling team members

A final benefit

Besides savings and flexibility, businesses also look to staffing firms to provide permanent employee talent. Often referred to as temp-to-hire, you can arrange to convert successful contract employees to a full-time career with your organization, if desired, after both have had a chance to “test the waters.” This provides you the time and perspective necessary to make an informed hiring decision – one that ensures your company's culture, increases your retention, and improves your odds of adding productive, long-term contributors.



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