

ROAD MAP FOR ENGAGEMENT

As providers and users of temporary workers, we're both in a unique situation when it comes to engaging employees because we each play very different roles in an employee's work life. It's kind of like a three-legged race: We both have to put effort in and our efforts need to be complementary. We follow a schedule of outreaches so that no associate feels forgotten or like their voice isn't valued, and we regularly report the information—through white papers, newsletters, and site-specific reports—so you can craft the strongest employment strategies.

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#1 PRE-ASSIGNMENT

- Initial post-application outreach within 24 hours
- Repeat post-application contact for 7 days
- No interview check-in
- Purple Index survey
- Successful Interview

#2 DURING ASSIGNMENT

- Day 1 arrival & completion check-ins
- 1st pay check and Elwood portal reminder
- Day 20: Referral outreach
- Day 30: Outreach
- Holiday pay outreach
- Work anniversary texts
- Birthday & holiday notes

#3 POST-ASSIGNMENT

- Hired by client referral outreach
- Employee transfers
- Re-engagement outreach
- Exit interview

#4 ONGOING OUTREACH

- Inactive Newsletter
- Client-specific surveys
- Associate portal message

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PRE-ASSIGNMENT

The best candidates are off the market quickly, so we place high priority on the pre-placement experience.

- **Engage immediately.** We attempt to contact applicants within 2 hours of application submittal to ensure the highest chance of interview and placement, multiple contact attempts are made over the next seven days.
- **No interview check-in.** Our Elwood Cares Team reaches out to associates who did not complete an interview within seven days of applying.
- **Create a positive brand experience.** A post-interview survey solicits feedback on our customer service and helps us continually improve outreach and placement processes so we draw workers in and keep them around.
- **Successful Interview.** We send a link to a short video that provides tips and best practices to help applicants be prepared to ace their client interview.

DURING ASSIGNMENT

Our data show that more than one-third of turnover happens in the first 80 hours on assignment.

- **Reduce confusion.** Day 1 arrival and completion text is sent to associates to see how the first day went and to solve problems and answer questions.
- **1st pay check & portal reminder.** Elwood Cares Team sends a text to associates who are receiving their first check. We proactively make sure associates know to come to Elwood with payroll questions.
- **Day 20 referral outreach.** Elwood Cares Team reaches out to working associates to ask for referrals.
- **Day 30 outreach.** Elwood Cares Team checks in to see how Elwood is doing supporting associates, solving problems, and answering questions.
- **Holiday pay outreach.** Elwood Cares Team checks in to see how Elwood is doing supporting associates, solving problems, and answering questions.
- **Work anniversary, birthday, and holiday notes.** Elwood Cares Team reaches out to wish happy anniversaries, birthdays, and holidays to working associates.

POST-ASSIGNMENT

A recent Gallup poll shows, on average, only 3 out of 10 U.S. workers are engaged, indicating many employers fail to put energy into their workers once they're settled.

- **Hired by client referral outreach.** Elwood Cares Team reaches out to associates the week after they are hired onto a client's permanent payroll to thank them for their contributions to Elwood and to ask for referrals.
- **Employee transfers.** Outreach to associates who have moved or relocated to let them know their employment records and work history can be transferred to any Elwood office or division in the U.S. We hope to help them find an Elwood location in their new home.
- **Re-engagement outreach.** Elwood continues to communicate job opportunities as assignments end.
- **Exit interview.** Elwood reaches out to associates who quit to ask why they left their assignment so we can continually improve outreach and placement processes.

ONGOING OUTREACH

We use associate departures as an opportunity to create brand advocates and consultants. External research shows a strong employer brand leads to 50% more qualified applicants and other improved business outcomes.

- **Inactive newsletter.** Elwood Cares Team sends newsletters to reengage associates whose assignments have ended.
- **Client-specific surveys.** The Elwood Cares Team creates custom surveys on an as-needed basis to capture site-specific client data requests. We'll use our expertise to gather feedback and share helpful insights with our clients.
- **Associate portal message.** Elwood Cares Team regularly communicates to working associates with need-to-know information.

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