

# Talent Acquisition

**Excellence**



Themed  
edition on  
**Gig  
Economy**

## 5 SOURCING TRICKS WE'VE LEARNED FROM GIG

– Sean Behr, CEO, Fountain

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# 5 Sourcing Tricks We've Learned From Gig



 By **Sean Behr**

When we at Fountain first launched our ATS, we had huge success selling into Gig companies, from food delivery to rental scooters to rideshare services. As we've expanded into other industries such as logistics, manufacturing, and retail, we've noticed one key thing: Gig companies don't need help with sourcing—they already excel at it.

Gig companies get hundreds of thousands of applicants and recruit thousands of people per year. To achieve this level of high volume recruitment, you need to be able to source efficiently and cost-effectively, at scale.

During the past few years, we've learned many tips and tricks from this booming industry about how to source and scale to reach the largest and most qualified applicant pools, and now, we're sharing five of our favorite tips with you.

## **1. Automation and Speed Are Key**

Gig workers' fast-paced lifestyles demand fast results, so when sourcing for new hires, keep in mind that they'll want information and responses right away. Fountain's mobile-friendly platform is an example of a fast and easy application process through text message (SMS), automated scheduling,



and the option to upload interview videos from anywhere. These automated messaging flows continue throughout the hiring funnel and streamline processes for both applicants and recruiters.

By leveraging automation capabilities, gig companies are able to scale their testing efforts and fine-tune optimizations.

## 2. Know Your Market

Advances in technology have enabled independent contractors to become a mobile workforce. [Gig workers](#)—who are sometimes referred to as freelancers, [contingent workers](#), or independent contractors—may choose this type of work to supplement their income or to achieve more of a work-life balance. The onset of the pandemic has accelerated the transition from the traditional office work environment to an on-the-go, work-from-anywhere employment structure.

Finding Gig workers is easier than traditional hiring as they can be based anywhere and can start work almost immediately. Because Gig workers often have second and third jobs, there's a wider pool in which to cast your net. This allows businesses to expand to global markets without having to invest in full-time staff.

As mentioned, the types of applicants you're searching for are used to responsiveness and fast decision making, as well as freedom and flexibility. Matching your application process to a Gig worker's lifestyle will make your positions more attractive and more accessible for this population of workers.

## 3. Keep an Eye on Societal Shifts in Behavior

By monitoring behavior patterns of consumers, you'll be able to source for the candidates you need when you need them. For example, when the pandemic hit in early 2020, online food delivery spiked as stay-at-home orders forced consumers to order food via delivery services, leading to revenue surges of nearly [30%](#). As the pandemic has unfolded, some consumers are more cautious about returning to normal social activities and therefore may still rely on delivery services to get most of their goods and the occasional meal.

Meanwhile, restaurants and shops are opening back up and are clamoring for waitstaff, cooks, and retail associates. Staying abreast of reopening timelines depending on location, as well as standard seasonal surges in hiring, can help you get first dibs on the largest number of candidates.