fountain

How to Do More with Less

Maximize ROI through Strategic Frontline Hiring and Retention



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Introduction

Amid current economic uncertainty, organizations are seeking ways to minimize spend and optimize efficiency. In January 2024, U.S. companies cut 82,307 jobs, twice as many as in December 2023.[1] Meanwhile, reports suggest companies should “eliminate redundant tools across functions” in 2024 and pull back on investments in processes that bring “inefficient and outdated complexity” to their operations.[2]

Human resources departments are bearing the brunt of this strategic shift—recruiting teams are asked to be as cost-effective as possible while also facing skyrocketing turnover. When quit rates are coupled with the costs of sourcing and hiring, HR teams may find themselves in a neverending game of catch-up.

Unfortunately, not all organizations have the resources to acquire the systems they need to achieve hiring greatness. As such, they need to learn how to maximize the strategy piece and work with what they have if they want to see (and show leadership) proven results.

If your organization finds itself in such a predicament, you may be asking questions like:

- How can I ensure new hires have what they need to be successful?
- How can I build a more engaged workforce?
- How can I improve retention rates?

The answers to these questions can be found in one of the earliest interactions you have with your employees: recruitment. These preliminary practices have a not-so-surprising effect on greater business outcomes but often get overlooked for seemingly larger revenue-generating activities.

But the link is clear: Your **candidates’** experiences from the moment they first come into contact with your company directly impact your **customers’** experiences, which, in turn, affects revenue.

IN THIS GUIDE, WE’LL REVIEW:

- **common challenges to achieving workforce management efficiency and maximizing your ROI,**
- **how to assess, consolidate, and optimize your current HR tech stack,**
- **how to successfully implement workforce management solutions to enhance your ability to do more with less, and**
- **how these practices will directly influence your hiring and retention efforts, and how that ties back to your ROI.**