



The Complete Frontline Hiring Guide for Innovative Recruiting

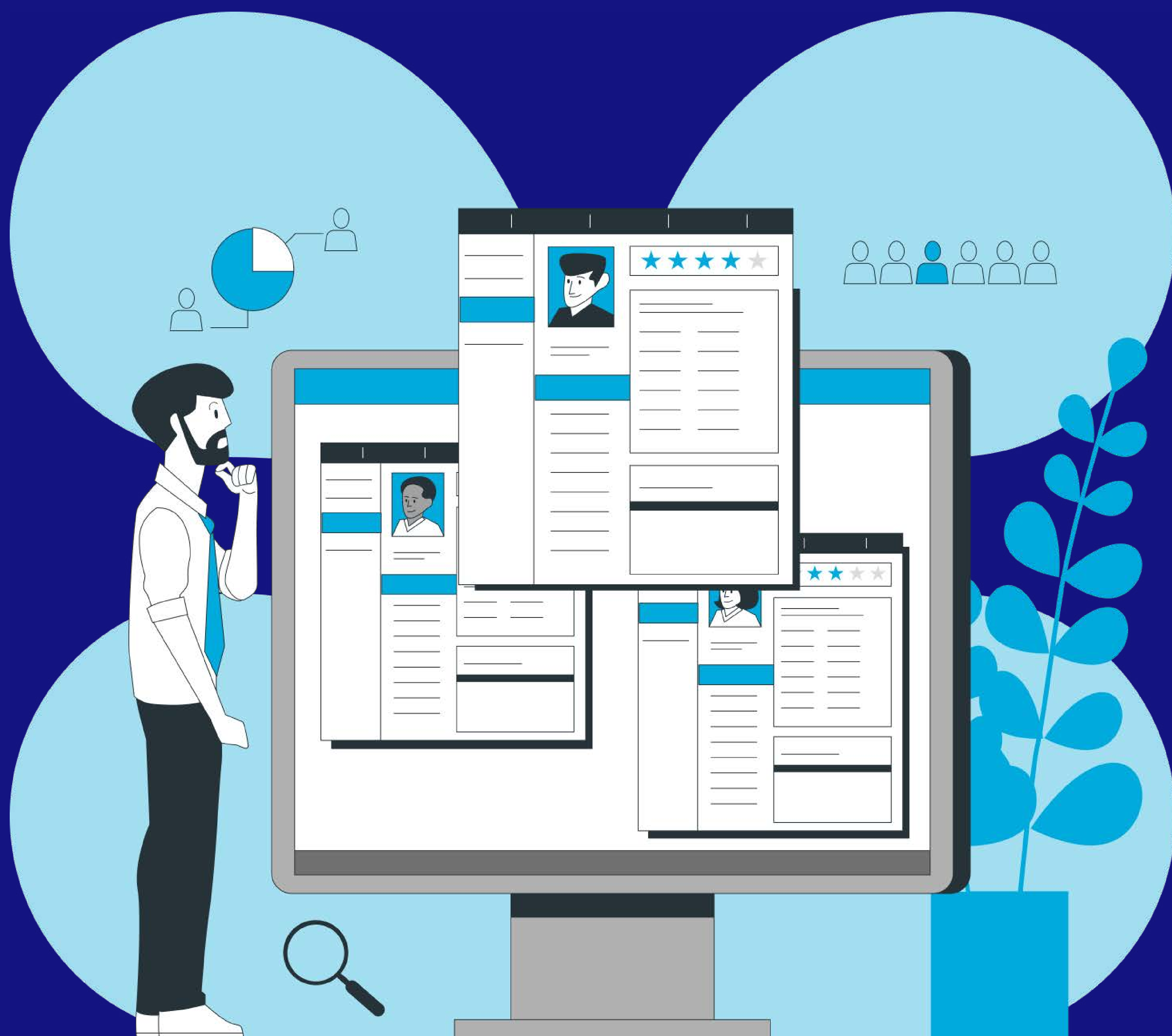


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Hiring is undergoing constant evolution. From the initial contact to the final offer, it's a roller coaster ride of unknowns, sprinkled with sentiments of anxiety and the desire for swiftness, both for the recruiter and the applicant.

To add an extra layer of complication to an already entangled process, recruiters who hire hourly workers need to approach hiring with a different strategy, one that is even faster, more communicative, and more seamless than a corporate recruiter might use to hire salaried workers. The practice of hiring hourly workers is known as frontline hiring.

What is frontline hiring?

Frontline hiring involves sourcing, screening, and hiring workers for hourly employment. These workers may not have the same skills and background as corporate workers and typically need to find jobs within a short time frame. Therefore, frontline workers need to be hired differently. But do recruiters know this? And, if they do, how many actually put it into practice?

According to a survey conducted by Morning Consult in collaboration with Fountain, 71% of HR professionals use the same methods and systems to hire frontline workers and salaried workers¹, but, as we've

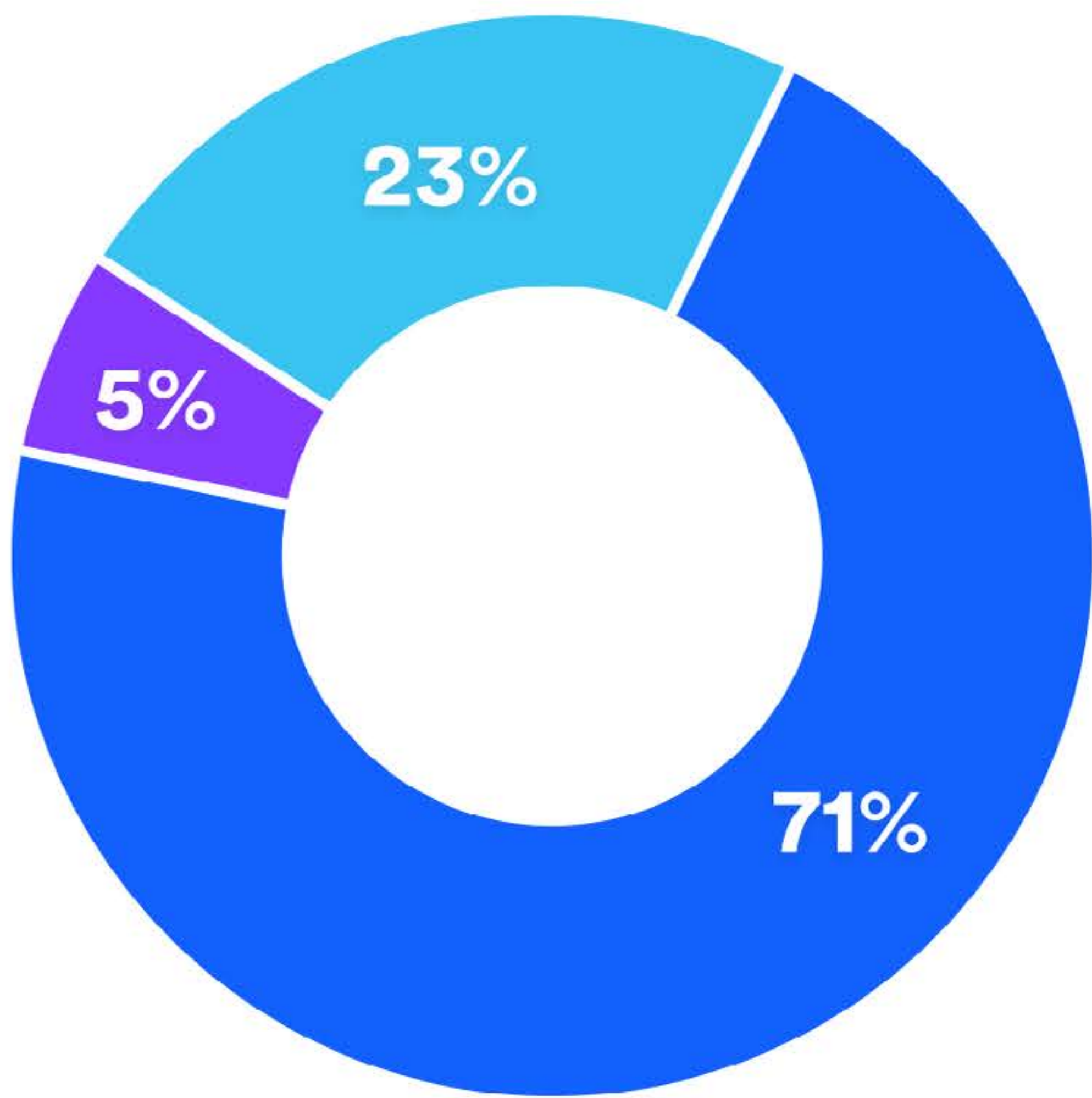
established, the needs of these two groups of applicants are vastly different.

Using one process to manage two groups of applicants with very different goals, timelines, and preferences can impede recruiters' ability to staff the right people in the right positions.

In this e-book, we'll walk through how to build a fool- and future-proof frontline hiring strategy, including how to:

- define job requirements for frontline workers, and be transparent about pay and benefits,
- experiment with different recruitment channels to source the right applicants,
- screen, interview, select, and onboard frontline workers,
- keep abreast of legal and compliance considerations, and
- we'll present real-life examples and best practices for hiring frontline workers.

For each of the above, we'll also highlight how to equip your hiring teams with the right tech tools so they can hire seamlessly and with greater efficiency.



Does your company use the same hiring processes / applicant tracking system (ATS) for hourly and salaried workers?

- The same platform and processes
- A different platform and processes
- Don't know / does not apply