



Workforce or Workfarce
Competitive Advantage Through Human Capital
Management

Helen Kemp
CEO Newly



The conversation

1. Issues for workforce – the lived experience
2. Data that may change the way you think about recruitment
3. The lense of customer experience – what does it mean for workforce management and gaining competitive advantage?
4. Case studies
5. Potential solutions





Issues – how we see them

- GIGO
- Lack of good HR data
- Lack of capacity to conglomerate demand
- Systems and Processes can't keep pace with a digital economy (60% + of our care and support professionals access our website via mobile devices)
- WOM



Our Data.....

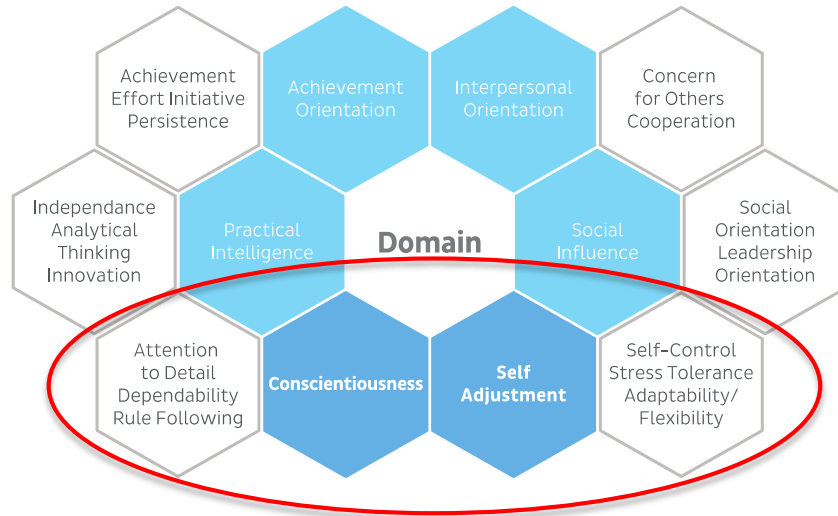
- Average cost of recruitment is \$2000 +
- Average of 7.45 days for a first response to candidates sent for consideration
- 26% of candidates that clients requested for consideration over July, August and September were lost due to extended response times
- Insight generated by call centre data indicates that contact generated in the first 2 days post registration gets a higher level of engagement from the candidates



Data – What is the key POD in recruitment?

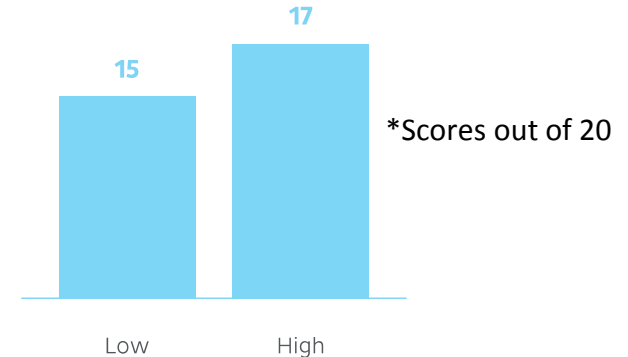
A recent analysis by Newly and Pearson identified some key differentiators of carer performance.

Workplace Personality Inventory



*Significantly different, 0.05-0.01 confidence level

Group Workplace Scenario Scores*





Why is employee experience so important?

“The way you treat your employees is the way they will treat your customers” - Richard Branson

- Chief Experience Officer – CX
- The employee experience
- 95% of people will talk about a poor employee/customer experience



The employee experience that impacts competitive advantage....

- Is your onboarding process fragmented, silo-ed, infrequent and takes too long?
- Do you have a employee/customer strategy? What principles should you apply to every employee/customer interaction?
- Do you have a level of mutual trust with your employees/customers so they feel good about your brand and representing this in the market?



So what does success look like?

“Good carers are the key to winning over consumers in a deregulated Consumer Directed Care (CDC) environment. In the eyes of the consumer, they represent the provider in their competence, attitude and responsiveness to consumers’ needs” KPMG 2016

By saving time and money on recruitment you can better focus resources on creating a competitive advantage through your workforce by investing in retention and L&D activities.



So how do you leverage your CA?

Nimble hiring strategies that include:

- Agile recruitment processes that can source, recruit and onboard personnel in 1 week
- Onboarding processes that are flexible and can be run on a “just in time” basis – not monthly!
- Internal HR processes that shorten rather than lengthen recruitment time – (HR – Ops – HR – Recruit)
- Enabling decision making at the lowest possible level in the organization for recruitment decisions
- Remember that for a great customer/client experience your carers and staff also have to have a great experience with your brand



Case studies

Case 1 – Harpreet (personal care worker)

- Engaged with Newly on **8/3/2017**
- Delivered all required documentation and reference checks completed by **14/3/2017** – profile was then provided to the client for consideration
- Client contacted Newly on the same day to organise an interview for **15/3/2017**.
- Candidate had been offered a position with the client on **16/3/2017**.
- Harpreet contacted Newly on **29/3/2017** to express her pleasure with the quick process and let us know that she is enjoying the job.

Case 2 – Christina (direct support worker)

- Details were provided to a client looking for direct support workers on **2/12/2016**
- An interview was organised with Christina on **5/12/2017** for the following day
- The client informed Christine on **6/12/2016** that her interview was successful and she would be commencing shifts that same week
- On **23/8/2017**, Christine was followed up by Newly. She advised that she was still working at that same position and she is enjoying her time with this client. She cited the speed of the process as being particularly beneficial to her retention.



The solution – curated online talent-pool



Largest pool of professionals

With over 13,000 registrants Newly has the largest curated database of carers to choose from



Easy-to-use, scalable technology platform

Newly is assembling easiest to use platform enabling detailed search and employment options



Transparency and quality assurance

Newly's quality assurance is based on a unique and comprehensive screening process



Questions

Contact



Helen Kemp
Chief Executive Officer
helenk@newly.com.au
0417 052 482