



How to

Combat Labor Shortages

in Manufacturing

and Win Top Talent

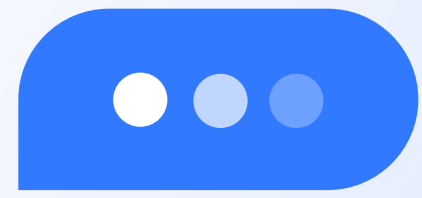


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01. The State of Hiring in Manufacturing

In the manufacturing industry, there is a significant focus on recruiting and retaining frontline employees. Organizations are rethinking their hiring processes and employee experiences to attract, retain, and incentivize skilled individuals.¹

Frontline employees, who directly contribute to production, are essential to the industry. Manufacturers know this well as they actively seek to expand their frontline workforce and struggle to win top talent against competing employers.

As a result, **talent acquisition teams are adopting new strategies and technologies to help their brand stand out in the competitive employer marketplace.** While increasing pay and improving benefits can help attract candidates, they're not the only factor, nor the most impactful, in a candidate's decision to join a company.

So, how can employers distinguish themselves in a highly competitive job market? It starts by recognizing the unique needs of frontline candidates.

> By 2030

- Manufacturers will need to fill 4 million jobs.
- At the current job fill rate, 2.1 million jobs could go unfilled.
- The potential economic impact of not filling these roles could reach \$1 trillion.²

² [The Manufacturing Institute](#)

¹ [Deloitte](#)

02.

Understanding the Frontline Workforce Dynamics

As a leader within the hiring team, you recognize the importance of attracting and hiring the right candidates—even in large volumes—for the overall success of an organization. From shaping culture to impacting revenue, you understand the significant influence of initial interactions with prospective employees on the business.

However, while candidate experience is a priority for hiring pros, it may not be for the rest of the organization. Convincing the team that frontline candidate experiences matter can be particularly challenging, especially when the focus is on retaining new hires beyond the 90-day mark.

So, how can you convince your team to invest more in individuals who you aren't sure will invest in your organization?

Well, here are a few stats that you (and other leaders) should keep in mind:

- **33% of job seekers** have posted at least one negative review of a previous or prospective employer.
- **66% of employees and job seekers** who post negative reviews online are more likely to also share those opinions on social media, compared to those who only share with friends or colleagues.³

- **50% of candidates** say they wouldn't work for a company with a bad reputation, even with a higher salary.
- **68% of Millennials, 54% of Gen-Xers, and 48% of Boomers** indicated they visit an employer's social media properties specifically to evaluate the employer's brand.⁴
- **64% of job seekers** say that a poor candidate experience would make them less likely to purchase goods and services from that company.

³ [HR Daily Advisor](#)

⁴ [Glassdoor](#)

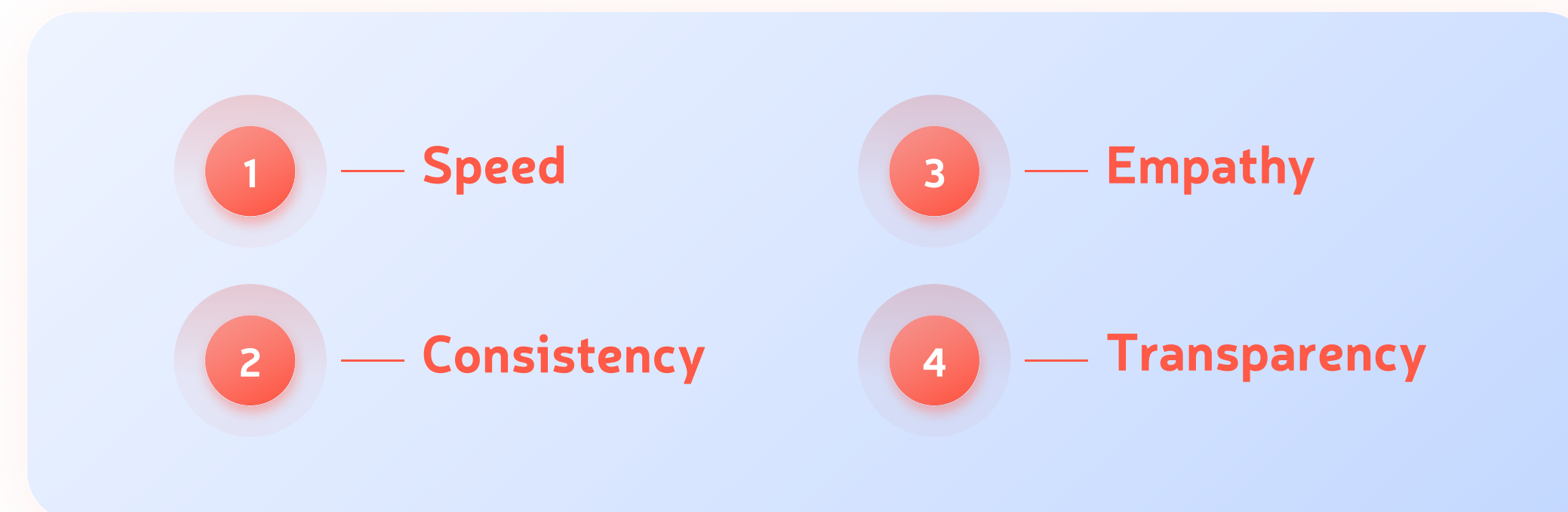
03.

The Four Pillars of Frontline Candidate Experiences

Businesses need to focus on creating impactful candidate experiences, not by being flashy but by being memorable in their simplicity. Frontline workers' list of desires for their roles is far less about the perks and much more about the practicality of flexible schedules.

Additionally, these individuals want a seamless hiring process without unnecessary obstacles. They prefer candidate experiences that are tailored to their needs.

> There are four pillars of frontline candidate experiences:



1 Speed

Speed is a recruiter's most valuable asset when navigating the competitive landscape of frontline hiring. **Being hired quickly is the most important factor to hourly jobseekers—even more important than pay.**⁵

Yet, **the average time-to-hire is 34 days for top-performing recruiters.**⁶ That's over a month from application to paycheck, which makes a tremendous difference to hourly workers, who often need their income immediately. If a candidate is given a choice between a job that pays less but pays now and one that pays more but in a month from now, they will likely choose the option that meets their most imminent needs. A whopping 40% of candidates reject offers because another employer gave them an offer faster.⁷

Additionally, top candidates are typically off the market in just 10 days.⁸ And by top talent, we mean individuals who have a history of being prompt, effective, and stable (remaining in roles beyond the 90-day mark).

If your organization lacks in the speed department, that is likely where it is losing qualified and talented individuals to competitors.



40%
of candidates reject offers an offer faster employer gave them an offer faster.

⁵ UKG
⁶ Toggl
⁷ S2Verify

⁸ ERE

2 Consistency

While some businesses focus on creating flashy candidate experiences, we advocate prioritizing consistency. This means ensuring that the speed, level of communication, and technology used remain predictable for candidates from one state of the hiring process to the next.

It's essential that each interaction, from application to a new hire, is fluid.

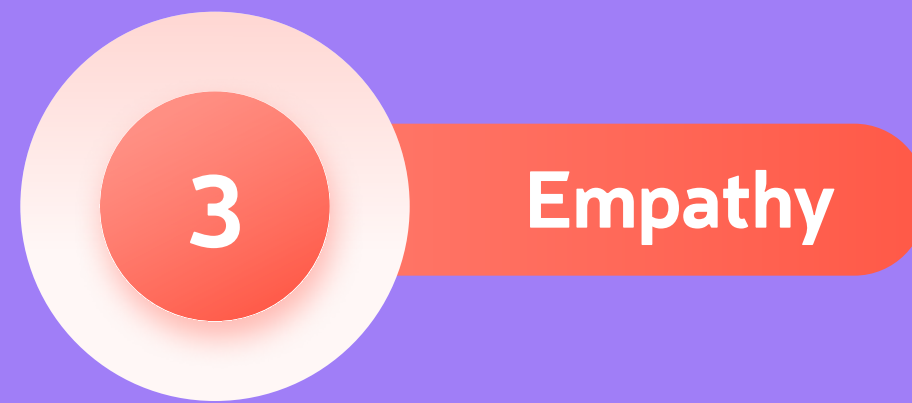
You may have an excellent interview process, but it won't matter if the job application requires candidates to make a profile on a website they'll never use again, answer the same questions multiple times, or submit a form that takes longer than 5 minutes to complete. And, even if the

application and interview stages have been seamless if the candidate reaches the documentation collection step and has to go digging in for their grandmother's social security card, you will quickly lose them.



Keep in mind:

a candidate's experience is only as good as its most inefficient element.



3 Empathy

It can be easy for high-volume recruiting to become transactional because of the repetitive cycle of filling roles that become vacant quickly. However, there are potential risks to fully disengaging from frontline candidate experiences. In fact, **83% of candidates who have a negative interview experience say that this can change their mind about a role or company they once liked.**⁹

Organizations that offer truly great frontline candidate experiences know that the key is treating each individual as a valued member of the organization. Still, we understand that delivering personalized candidate service might not seem possible when you are trying to fill hundreds, if not thousands, of roles on an ongoing basis. **The best**

way to make empathy both consistent and scalable is leveraging machine learning and automation.

With a recruitment automation platform, each interaction with a candidate can be personalized based on their language, location, role, and skills. **Implementing profile rules can not only help talent managers find the best-fit candidates faster, but it can also help remove human bias in the screening process.** As the 2022 North American Candidate Experience Benchmark Research Report stated, “perceived fairness continues to be a differentiator in candidate experience.” So, when working with AI tech, it’s essential to adjust the process to be inclusive of all applicants.

Organizations should seek a partner with technologists who deeply understand their AI logic to mitigate potential discrimination that can unwittingly happen if it’s not actively addressed.

⁹ Deloitte

4 Transparency

When available, provide as much information to the candidate about the position as possible, including pay and benefits. This can be tricky for retailers that span various geographies, as these details can change from location to location. In these cases, it's important to have recruitment automation tech, like **Emi**, that can accommodate multi-location needs.

Neither the TA teams nor the individuals applying to the role want their time wasted. Applicants deserve to have all the available information on the position so they can make a decision about whether or not to pursue the role.

Additionally, providing applicants with regular status updates across the hiring process is tremendously helpful. **This can weed out individuals who do not want to continue the process earlier, saving valuable time and reducing candidate ghosting.** It also removes the uncertainty that often happens in between steps in the hiring process, keeping candidates more engaged and invested.

04.

How Recruitment Automation Improves Candidate Experiences

In a global workforce of **470 million manufacturing employees**, there's a distinct lack of technological solutions made specifically for frontline workers. That's why we created **Emi, the recruitment automation platform designed for frontline recruitment.**

Emi improves candidate experiences by:

- 1 — Reducing time-to-hire frustrations**

In any recruiting situation, waiting may be the most painful element for candidates. Emi's intelligent chatbot can provide applicants with the answers they need when they need them, even outside regular business hours. Additionally, each phase of the hiring process is measured so that it can then be optimized. For example, Alsea, a multi-brand restaurant operator, reduced their time-to-fill by 83% using Emi.
- 2 — Alleviating the stress around resume creation**

Generally, frontline workers have little need for a formal resume. The process of crafting a formal resume might deter qualified candidates from applying. Emi's 24/7 text-to-apply or Facebook Messenger features allow candidates to submit applications seamlessly without requiring a formal resume.
- 3 — Connecting interested applicants to nearest location**

By matching candidates to nearby manufacturing plants rather than posting generic job recommendations, companies can provide candidates with greater transparency like pay and benefits. Candidates are also able to seek employment at a location that is convenient and close. This is essential as commute plays a key role in frontline employee retention.

05.

Rethinking Manufacturing Recruitment

The manufacturing industry has long been struggling to find skilled workers to fill their needs. By leveraging recruitment automation technologies, manufacturers can improve their candidate experiences and stand out in the competitive market.

By implementing streamlined recruitment processes, manufacturers can provide an efficient and personalized candidate experience that communicates their values and brand. Additionally, recruitment automation platforms like Emi can help

manufacturers identify ideal candidate profiles and target them effectively, optimizing resource usage and boosting new hire retention rates.

> In short, the use of recruitment automation is not only beneficial for improving the candidate experience, but it is also essential for manufacturers to navigate the challenging labor market landscape.

06. Emi in Action



Nemak, a global automotive parts manufacturer, faced staffing and employer branding challenges. Collaborating with Emi led to significant improvements, including streamlined applicant follow-up, accelerated candidate screening, and automated hiring processes.

Nemak saw significant improvements after implementing AI and recruitment automation. They were able to rebrand as a responsive frontline recruiting organization, reach candidates more effectively through AI chatbot and messaging

platforms, and improve the candidate experience. These improvements gave Nemak an advantage in the competitive frontline employer market.

> [Want to see Emi in action?](#)

[Request Demo](#)

The logo for 'emmi' is displayed in a white rounded rectangle. The letters 'e', 'm', and 'i' are blue, while the second 'm' is red. The 'e' is lowercase, and the 'm' and 'i' are uppercase.

emmi

The text 'emilabs.ai' is centered within a blue rounded rectangle with a gradient from light to dark blue.

emilabs.ai