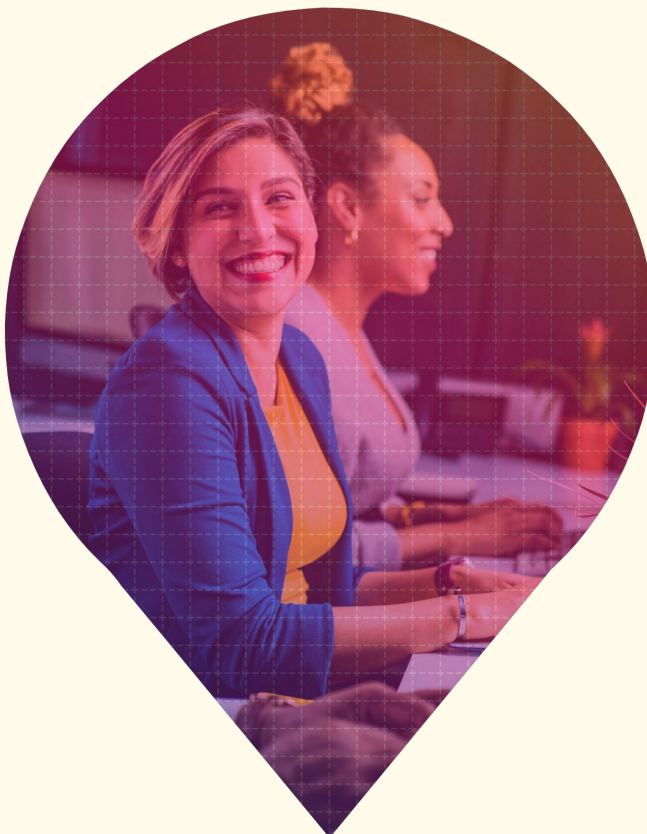




Staffing Hub

STATE *of* STAFFING

2023 Mid-Year
Pulse Survey

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STATE *of* STAFFING

2023 Mid-Year Pulse Survey

The staffing industry has changed since the beginning of the year. When we surveyed staffing leaders in January for our [2023 State of Staffing Report](#), they were cautiously optimistic. The vast majority (85%) projected growth, but many said that they were unsure of what to expect due to economic uncertainty. In terms of how the economy would impact their business this year, these leaders were evenly divided between positive, negative, and unsure.

Now, just over six months later, the picture is still somewhat murky. We've continued to see high-profile layoffs, particularly in the tech sector, but the talent shortage persists – [the unemployment rate is still sitting at its near-low of 3.6%](#). According to the [SIA | Bullhorn Staffing Industry Indicator](#), the staffing industry has increased from its April 2023 low, but as of mid-July it's still down 10% year-over-year.

As to whether the U.S. will experience a recession, the answer depends on who you ask. [The Conference Board](#) thinks that the economy is either currently or will soon be in a recession, while most business leaders [surveyed by the National Association for Business Economics](#) don't think the economy is likely to enter a recession in the next 12 months. Meanwhile, [second-quarter GDP](#) came in at 2.4%, which was up from 2% the previous quarter and above what forecasters had expected.

To understand how expectations have or have not changed in light of the past six months, we conducted a short pulse survey. We found that most staffing leaders are still expecting growth, though less than their original outlook. Read on for details about what the industry expects for the rest of 2023.



Frictionless Staffing with End-to-End Mobile Talent Engagement

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Why Go Mobile?

45%

Increase in Fill Rates

47%

Increase in Gross Profits

221%

Increase in Margins

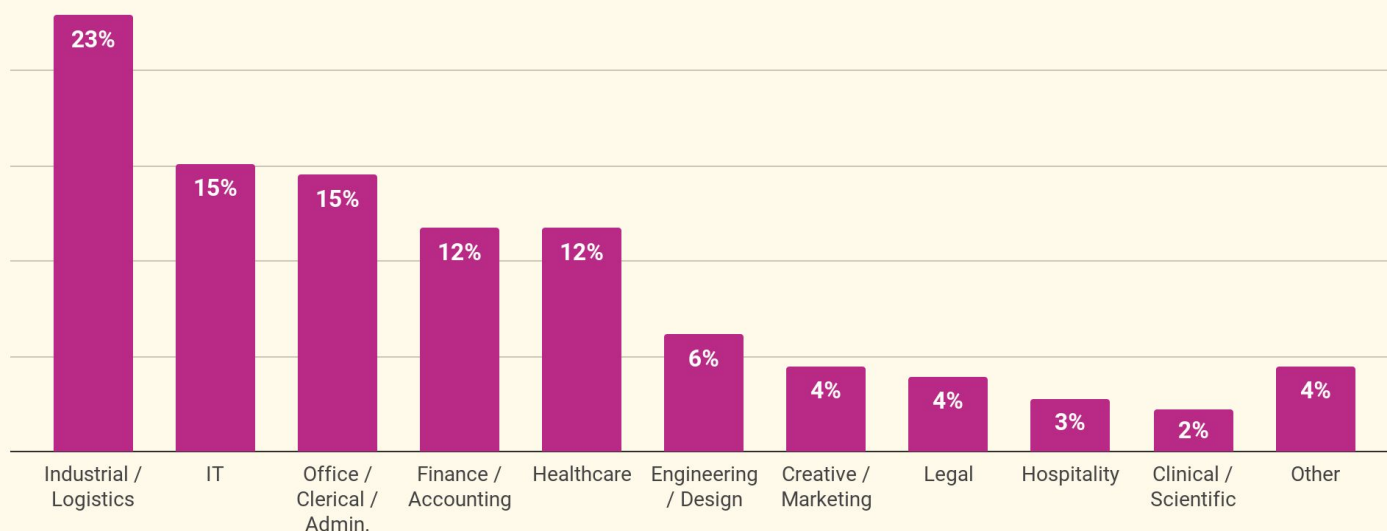
Attract, engage, onboard, and deploy talent at scale with a best-in-class mobile talent platform from Avionté.

Who Took the Survey?

104 staffing professionals across all verticals took the survey. The sample was very similar to that in the 2023 State of Staffing Report.

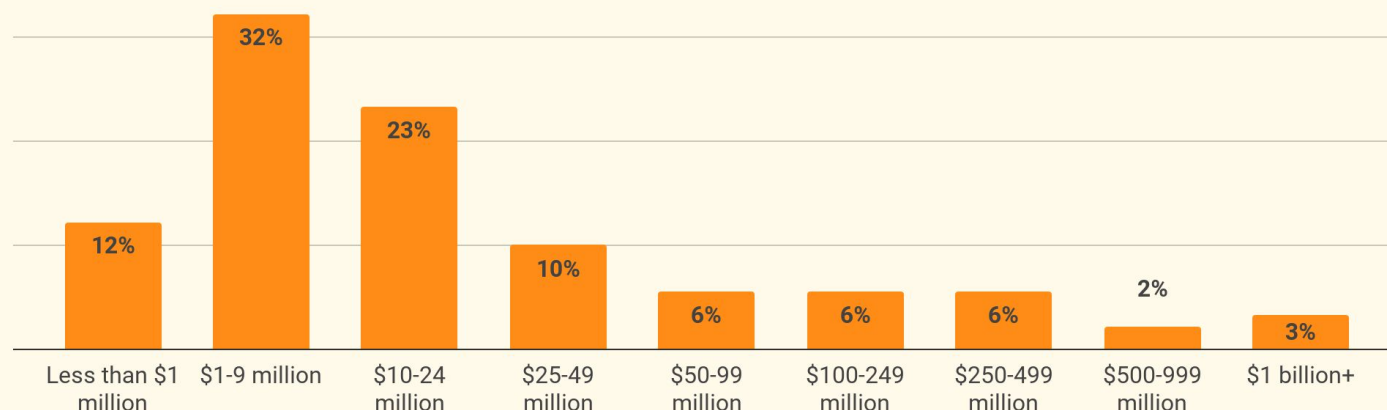
The top three verticals were industrial / logistics, IT, and office / clerical / administrative.

What is your industry vertical?



Roughly two-thirds (67%) of our respondents were from agencies with revenue of up to \$24 million per year.

What is your projected revenue for 2023?





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- + Decrease Drop Offs
- + Plus **CLIENT** ONBOARDING

No Passwords

Stop asking your candidates to create yet another username and password, just to start the process. StaffUp eliminates the first and largest barrier to entry for onboarding - account creation fatigue. We do this while maintaining security and trackability.

Follow Me Technology

Life happens. People get distracted. It's important that onboarding can start and stop, and restart at any time without skipping a beat. Start on your computer, complete on your mobile phone or tablet. StaffUp always knows where your candidate left off so they never have to start over.

Reduce Errors

Granular level field control ensures that the proper data is collected at the right time. We won't let a candidate fill in letters, when only numbers are needed. API integration with all the major banks, completely eliminates the possibility of incorrect direct deposit information.

Make your recruiters jump for joy

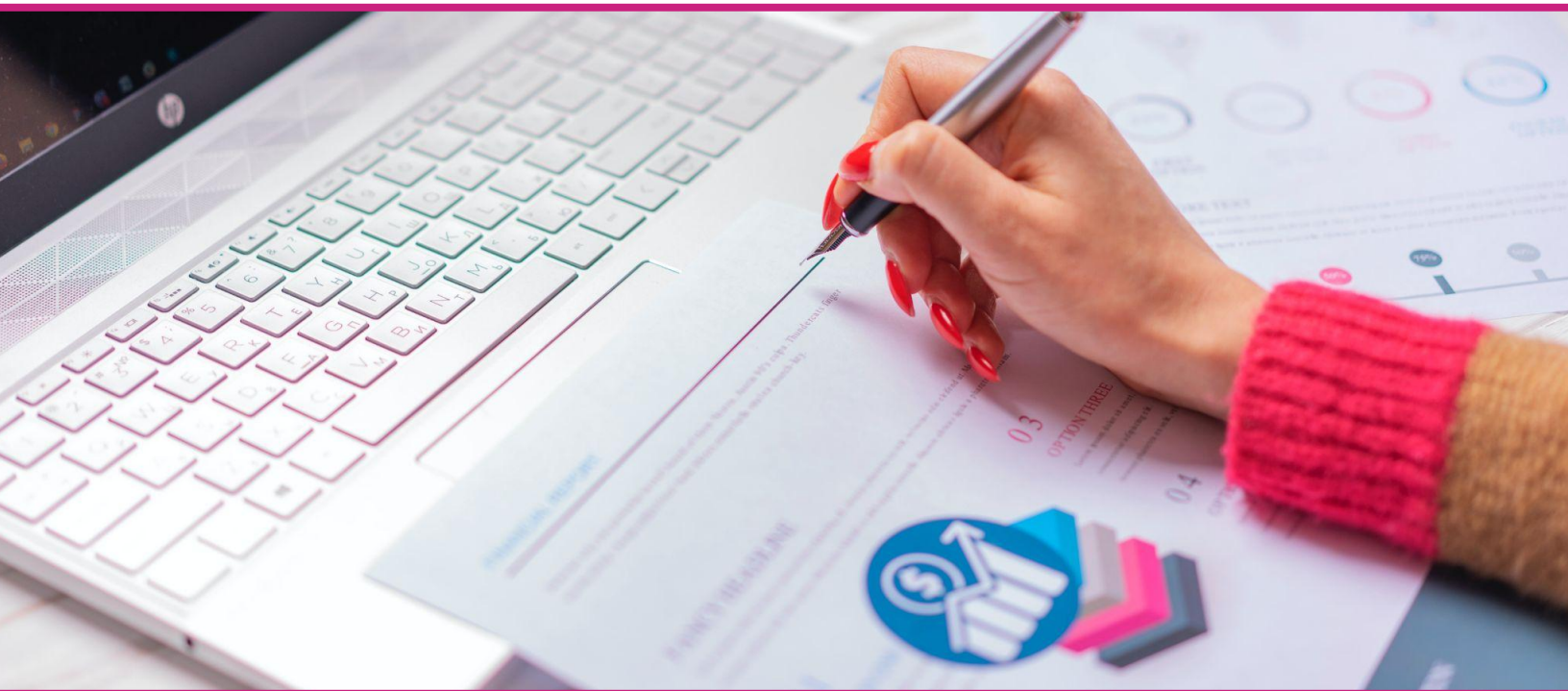
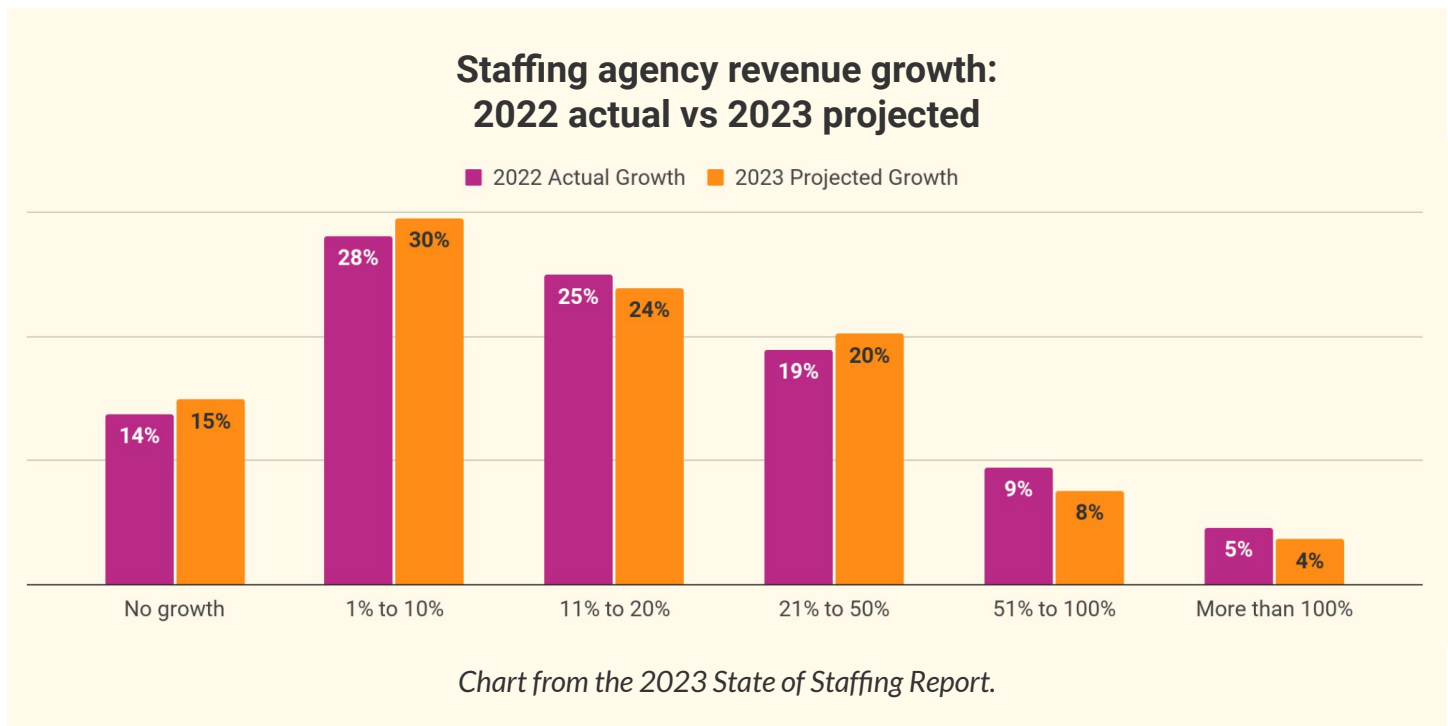
Recruiters can manage the entire onboarding process from start to finish. It only takes a few clicks per candidate. Know where every candidate is at in the process, and what needs to happen next. Smart automations automatically follow up so you don't have to remember to.

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Growth Projections

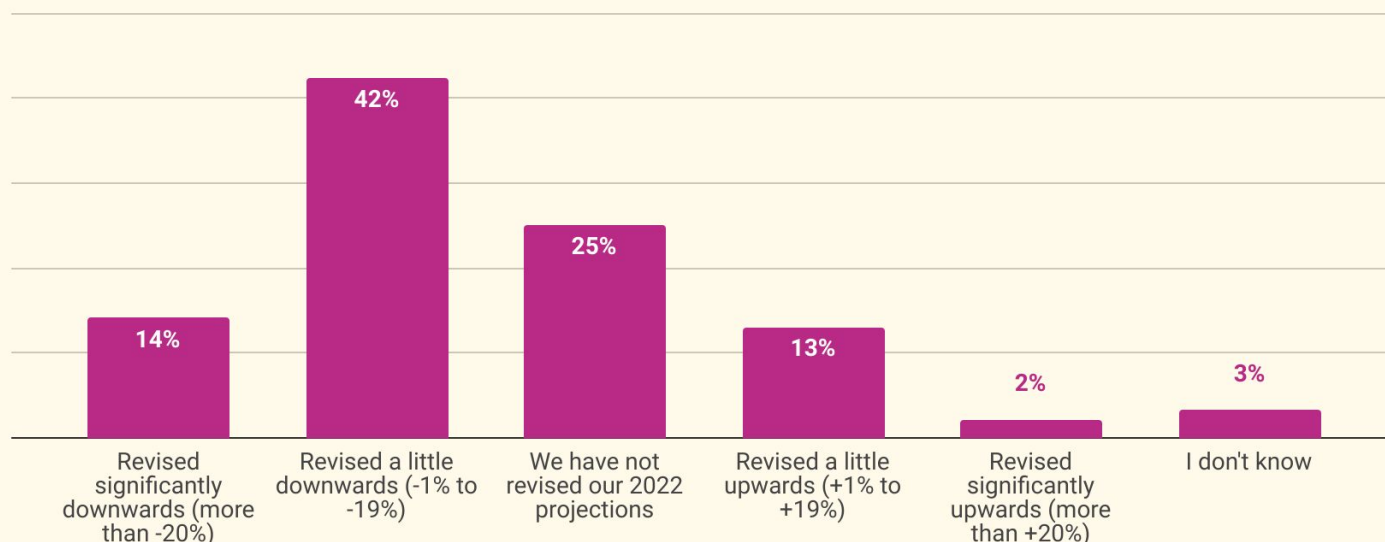
In our original State of Staffing survey, respondents said they expected their 2023 growth to look very similar to what they experienced in 2022.



Growth Projections

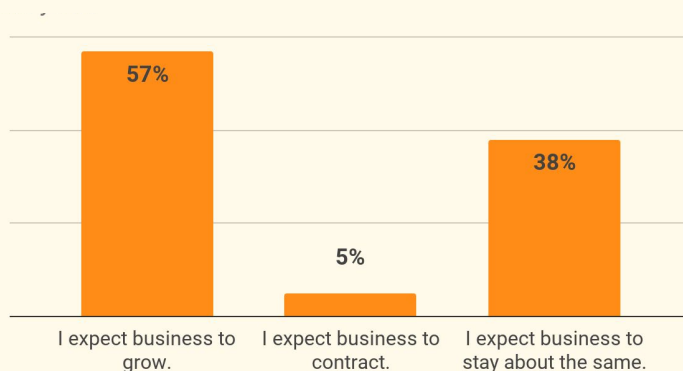
Since then, expectations have changed somewhat. More than half (56%) of respondents said that they have revised their growth projections downwards, with 14% saying this revision has been significant (more than -20%). On the other end of the scale, 15% of respondents have revised their growth projections upwards.

How have your 2023 growth projections changed since the beginning of the year?



Overall, most agencies expect the second half of the year to look better than the first: 57% expect their business to grow, 38% expect it to stay about the same, and only 5% expect it to contract. Respondents in the industrial / logistics industry were most likely to expect growth, while those in IT were most likely to expect contraction.

How do you think your business will fare in the second half of this year?





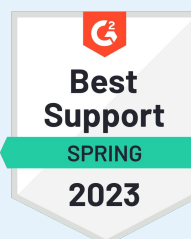
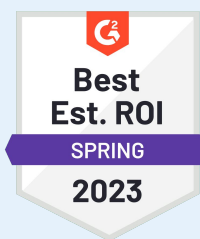
Get new clients and place more candidates

#1 referral software for staffing agencies



Fast-growth staffing agencies are 88% more likely to use automated referral management (ARM)

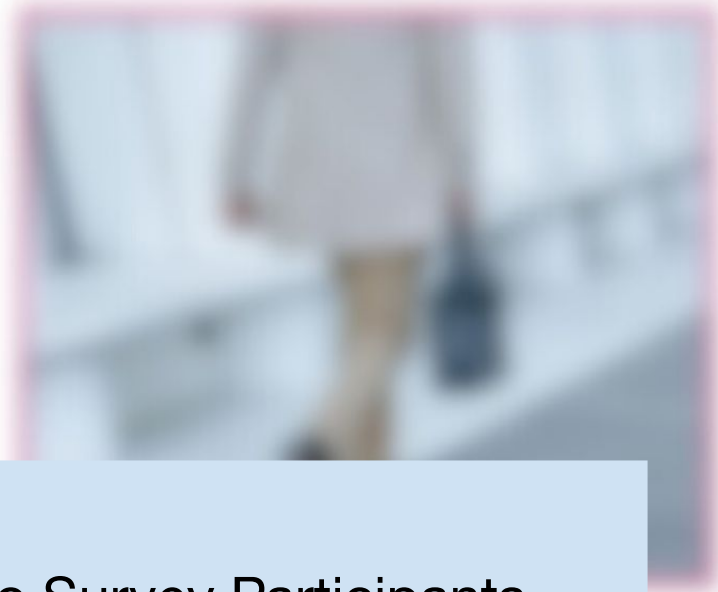
Trusted by leading agencies:



Layoffs

Employers are expected to report any layoffs or terminations of employees in the next 30 days. The survey data will be used to help the state understand the impact of the economic downturn on the workforce.

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Data Only Available to Survey Participants.

[To Sign Up to Take Future Surveys Click Here >](#)



Agency Challenges

Finding new candidates has historically been more difficult than finding new job orders. According to Staffing Industry Analysts' Sales and Recruiting Difficulty scale, there have been only two exceptions to this trend: a brief period at the beginning of the pandemic and now. Since the beginning of 2023, sales has been more difficult for staffing agencies than recruiting.

The data from our pulse survey support this. Finding new clients / job orders emerged as the biggest challenge, with 47% of respondents ranking this #1, followed by finding candidates at 33%.

Agency Challenges

(ranked from most to least challenging)

1. Finding new clients / job orders

2. Finding candidates

3. Recruiter productivity

4. Implementing technology

5. Candidate experience

6. Cash management

7. Regulatory compliance

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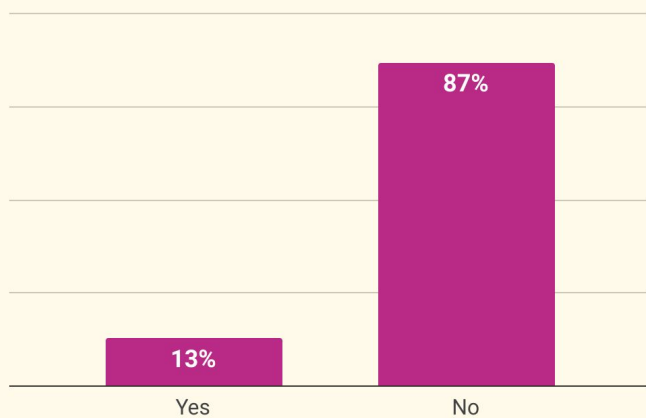
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Technology Implementation Plans

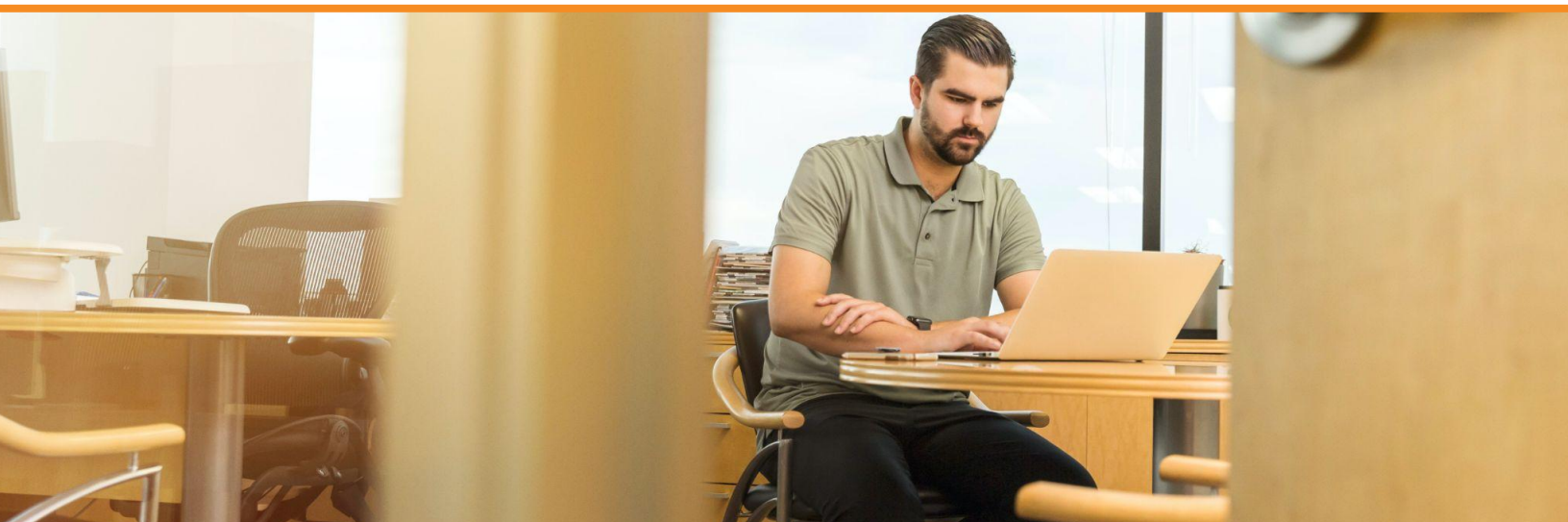
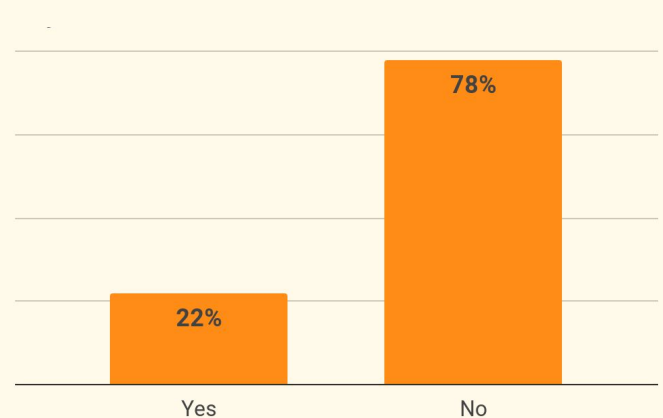
Since the first State of Staffing report, technology has been a key factor in agency success. The fastest-growing agencies tend to be early adopters and leaders in the digital transformation. They believe that technology provides a competitive advantage for our business and that recruiting automation is going to transform the industry.

While this remains true, our pulse survey data suggest that new tech implementations may currently be on hold. Only 13% of respondents said they plan to change their applicant tracking system (ATS) this year, while just 22% said they plan to implement any other staffing software.

Do you plan to change your ATS this year?



Do you plan to implement any other staffing software this year?





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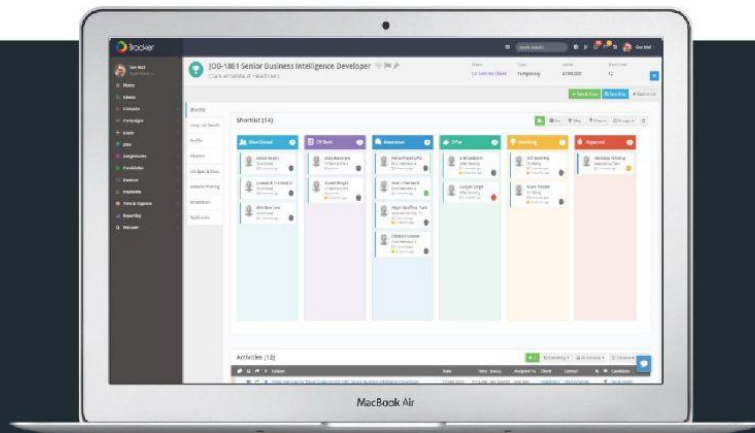
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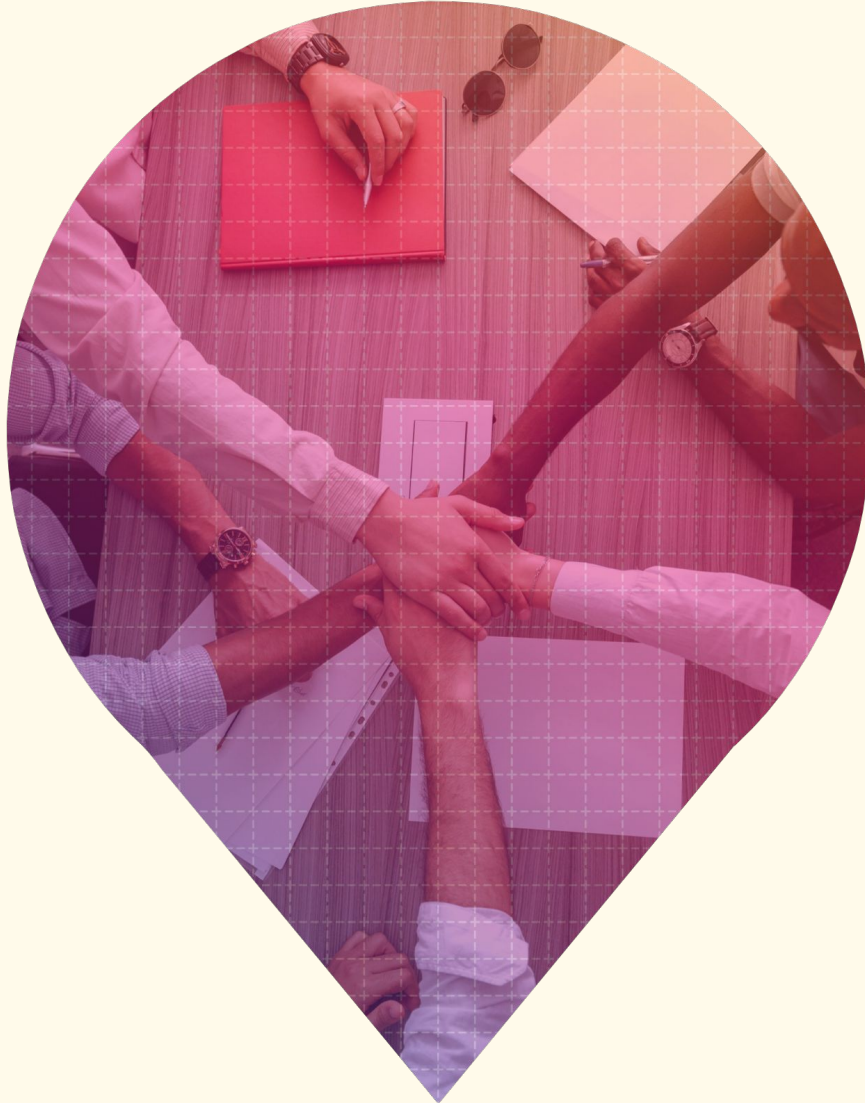
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THE TEAM

Author: Krista Garver

METHODOLOGY

Staffing Hub surveyed 104 professionals across staffing industry verticals. Their responses are the basis of this report.



Staffing Hub

THANK YOU!