

Here at RACS Group we understand the challenges our agencies face in retaining contractors. Everything we read at the moment suggests this is one of the biggest issues in the industry right now. Here are a few steps you can take to increase loyalty and keep your contractors coming back to you.

1

Keep it simple

We've all got busy lives these days so the more we can do to keep things simple the more likely people are to re-engage. A good example in the recruitment sector are timesheets. Our feedback suggests this is one of the most common complaints contractors have. If there is anything you can do to simplify the timesheet process, spend some time and resource in doing it today.

2

Build trust

It won't come as a surprise to know that peoples trust in Facebook has wavered somewhat recently. The use of personal data is very much in the spotlight and something every business needs to think about. With expenses going, non-compliant pay schemes, anti-bribery, IR35 changes etc. now is the time to show an honest and open approach to how you collect your data which in turn will build trust with your contractors.

3

Surprise them

When someone does something above and beyond our expectations, we leave feeling delighted and excited, and will likely tell others. This can be as simple as remembering a customer's name or as special as offering a gift on their birthday or another milestone. Reward them for their business by giving them loyalty discounts or extras when they use your services repeatedly.



4

Keep it personal

Look at your contractor's file before you speak with them and take note of a couple of things to talk about outside the work; family, sports, their interests – build a profile and they'll realise you see them as more than just a CV. Making them feel valued will keep them sticking with you and get you some good word of mouth into the bargain

5

Introduce technology

We live in a world that is connected by technology and an ever-increasing number of contractors who are confident in using it. Considerable time and cost savings can be made by utilising the right technology in the recruitment sector. Smart technology for instance could help you match suitable candidates to urgent roles in an instant, saving you time and money and freeing up staff to concentrate on filling the next role. Timesheets, checking in/out and accessing valuable MIS can all be achieved through the use of technology.

Compliance without compromise

6 Make sure they are paid on time

The single most important factor for your contractor is that they get paid. Nothing will turn a contractor off more than delayed payments or complications with their pay. Whichever way you pay your contractors, make sure the service is slick and any potential problems are rectified swiftly. (Refer to point 1; if the timesheet process is good, the likelihood is your workers will be paid on time).

7 Give them something extra

Everyone likes to get something for free, and it is no different with your contractors. It is guaranteed to put a smile on their face and get them talking to their peers. It may be training and professional development opportunities or simply some free pens. These are the things people remember in their day. So next time it comes to deciding on which agency to accept a contract from, you'll likely stand out in their mind.

8 Make it easy for contractors to reach you

Don't send them through a lengthy chain of menu options before they are able to get a person on the line. Make a point of responding to social media comments, emails and voicemail messages promptly.



9 Work together

Do good things together in the community. Whether it's donating a portion of every sale to a non-profit or hosting a collection for the local food bank or charity, choose an activity that lets customers help with a good deed, so they feel good about doing business with you.

10 Seek and offer feedback

You are unlikely to know what your contractors need and want unless you ask them. Contractors feel more valued when you engage with them to find out what is good and what is not so good about working with your agency. As well as making your workers feel valued, they will often help you to establish what changes could be made to improve your service. There are plenty of tools on the market that will help you engage with your contractors to find out how they feel about working with you.

These are just a few steps for you to consider, and you may well already do some or all of the above.

Just a small change could make a big difference.

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