



WEBINARS

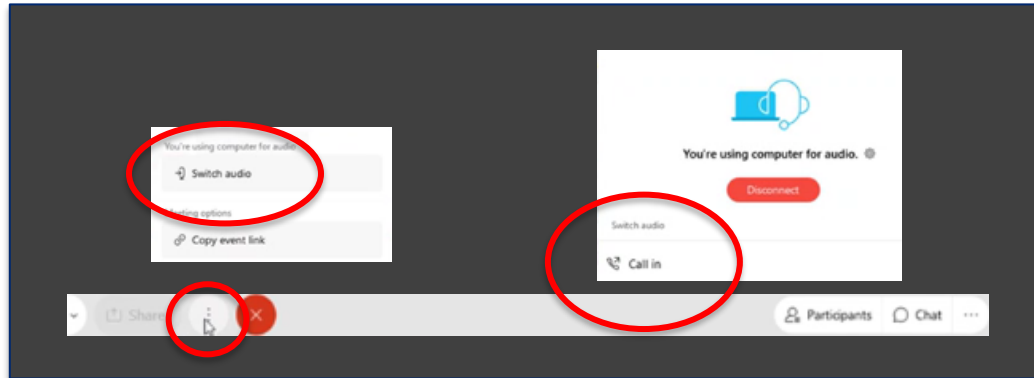
**CONTINGENT WORKFORCE
STRATEGIES COUNCIL**



Emerging Trends in Workforce Solutions Asia Pacific

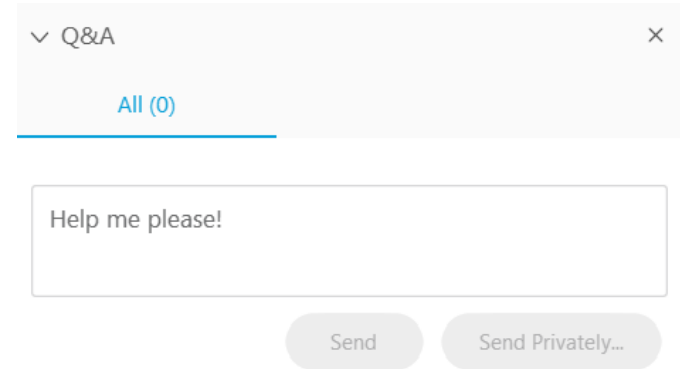
Audio

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Questions?

- Questions may be submitted at any time.
- Click on the **Question Mark section** to open the Q&A window.
- Type your question into the small dialog box and click the Send Button.
- The presentation will be shared with registrants.
- Questions? Please email memberservices@staffingindustry.com



A screenshot of a Q&A interface. At the top, there is a header with a dropdown arrow and the text "Q&A" and a close button "X". Below the header, the text "All (0)" is displayed. A large text input field contains the placeholder text "Help me please!". At the bottom right of the input field, there are two buttons: "Send" and "Send Privately...".

Staffing Industry Analysts Product Overview



	Products & Services for Suppliers	Products & Services for Buyers
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<i>Events</i>		
<i>Editorial</i>		
<i>Certification & Training</i>		

CWS Council (partial list)



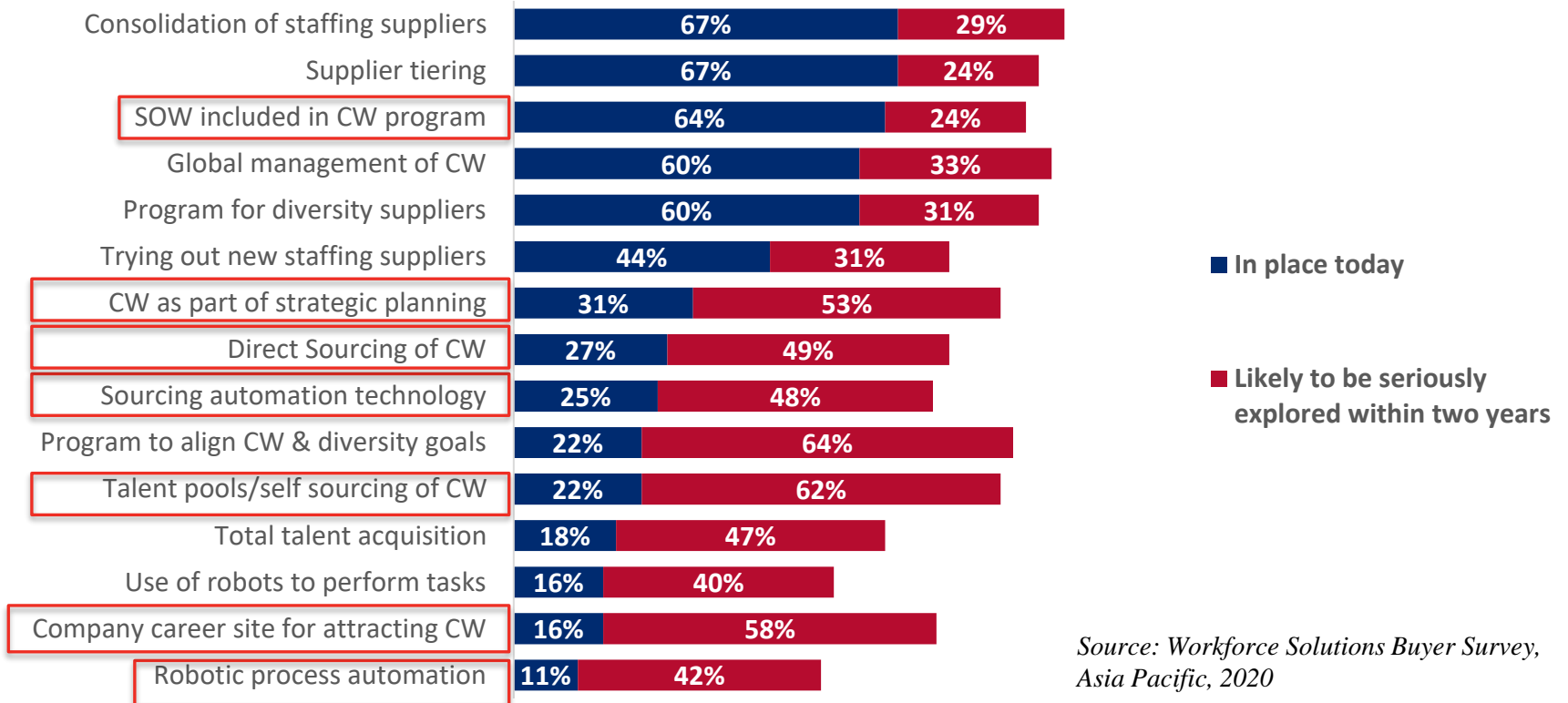


Emerging Trends in Workforce Solutions - Asia Pacific

- **Peter Reagan**, Snr. Director of Contingent Workforce Strategies & Research, SIA
- **Jo Matkin**, Global Workforce Solutions Research Director, SIA

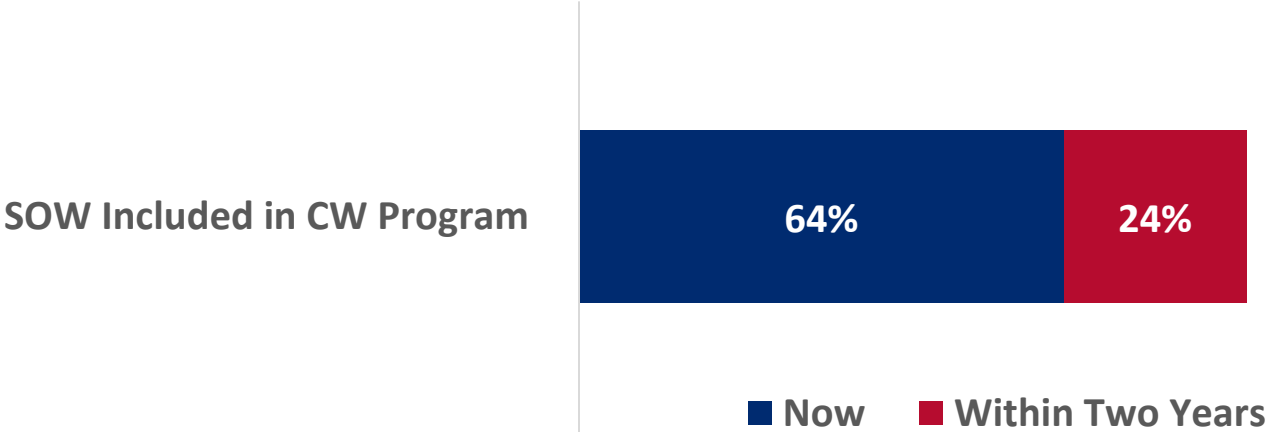


Buyers Considering Workforce Strategies



Source: Workforce Solutions Buyer Survey, Asia Pacific, 2020

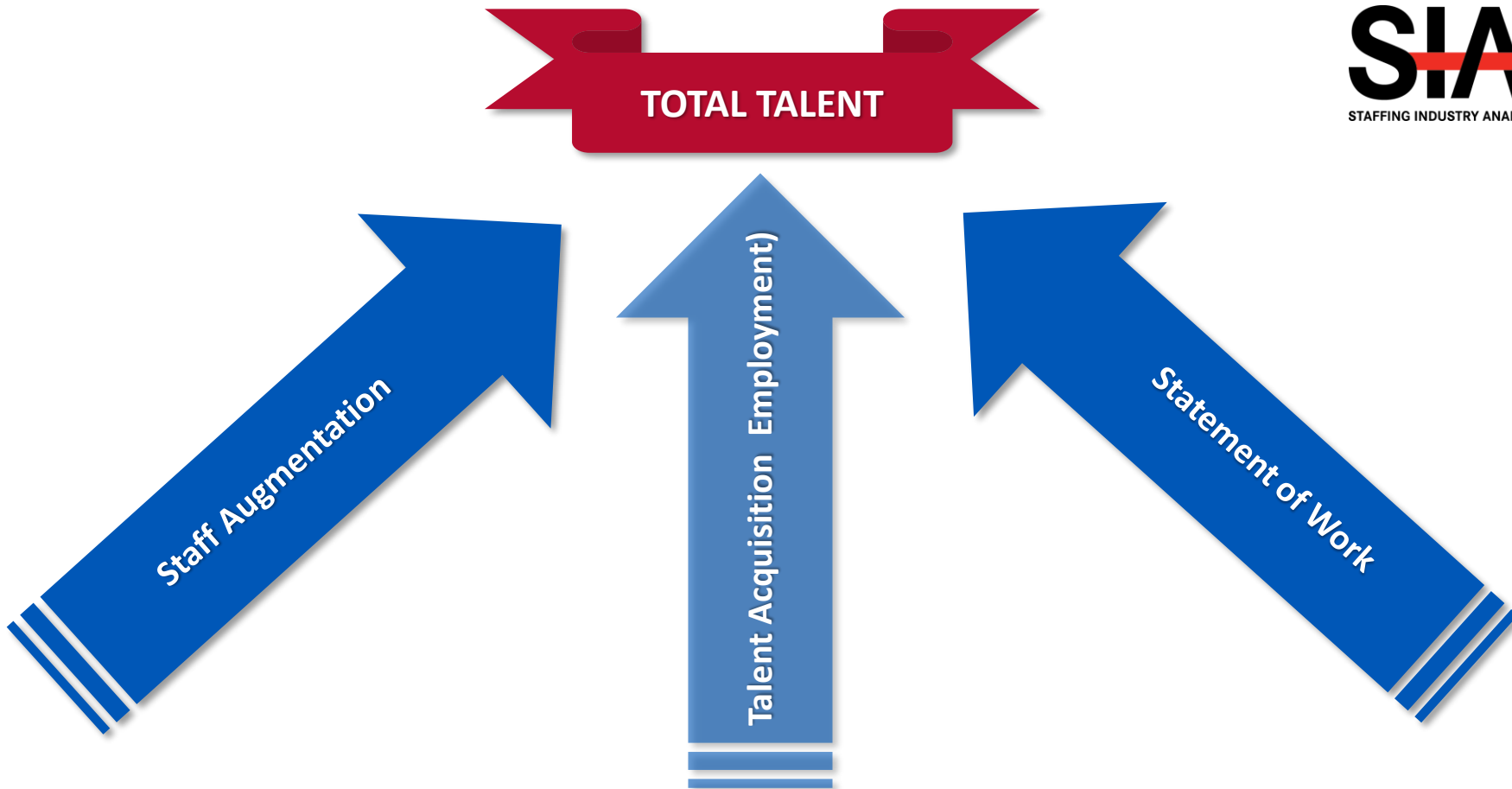
Statement of Work & Services Procurement



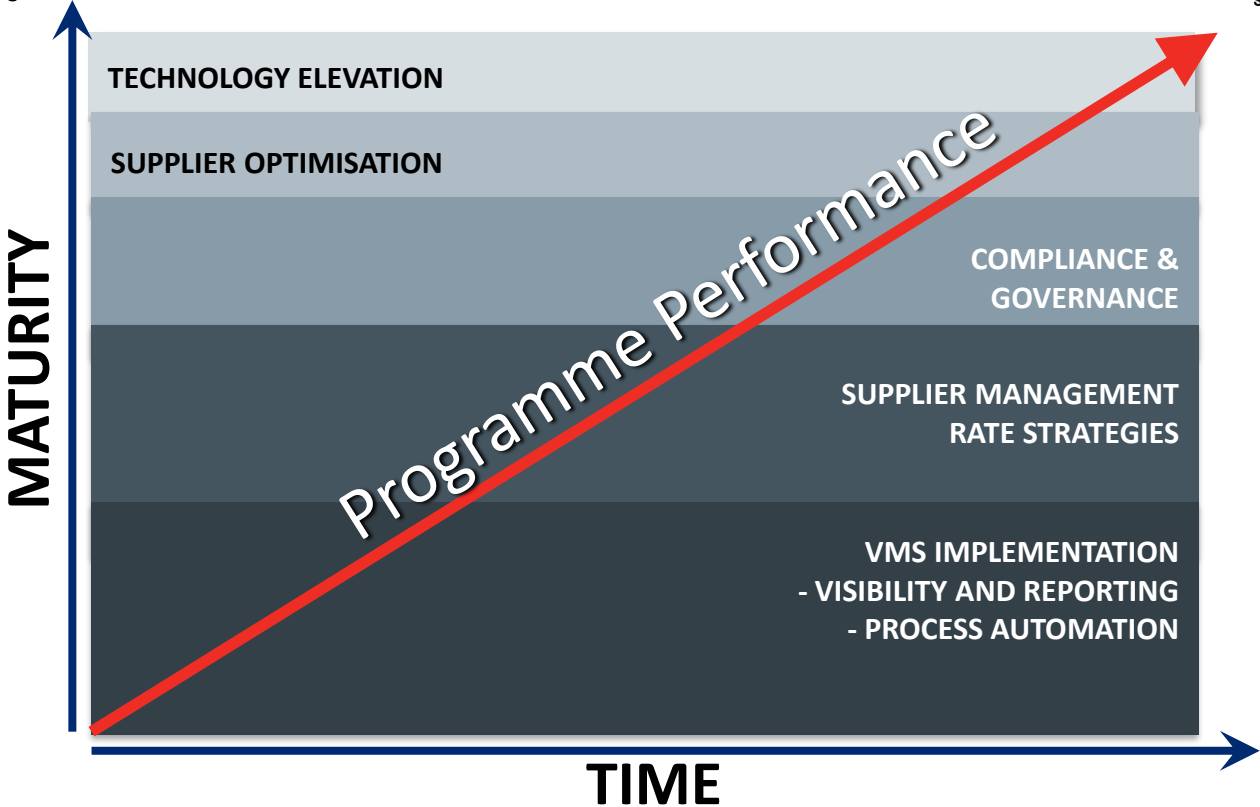
Source: SIA, Workforce Solutions Buyer Survey Asia Pacific, 2020

Why?





Some Staff Augmentation Programme Maturity is Scalable...

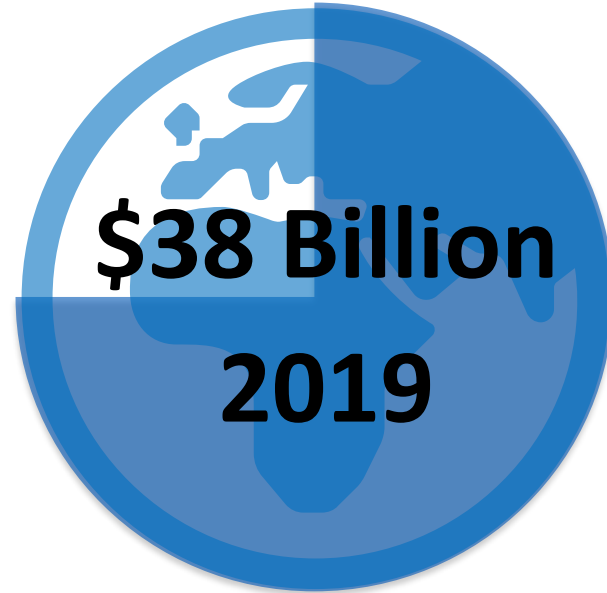


MSP Market Activity

MSP spend, up 7% y/y



MSP SOW spend up 9% y/y



Source: SIA, MSP Landscape and Differentiators, 2020

Example Investments and Partnerships



- Hiring procurement professionals into dedicated practices
- VMS partnerships with specific services procurement capability
- Investments in SOW parsing and processing technology
- SIA SOW certification

Case Study – Starting with SOW



Client Goals

- Agile/lean approach
- Mitigate risk
- Engage the 'big 4'
- Optimize supplier base
- High-touch engagement
- Synchronize with existing program using single VMS

Solution

- Program branding strategy
- RFX creation, evaluation and negotiation
- Milestone and deliverable management
- User community feedback
- Training program and guidance
- Same day reporting

Results

- High purchasing manager adoption
- Engagement of 'big 4' and high value partners
- \$65m annual SOW spend managed
- Weekly processing of \$1.1m milestone payments/week
- Awarded broader workforce contract

Contingent Workforce as Part of Strategic Planning



CW as part of strategic planning



■ Now ■ Within Two Years

Source: SIA, Workforce Solutions Buyer Survey Asia Pacific, 2020

Why?



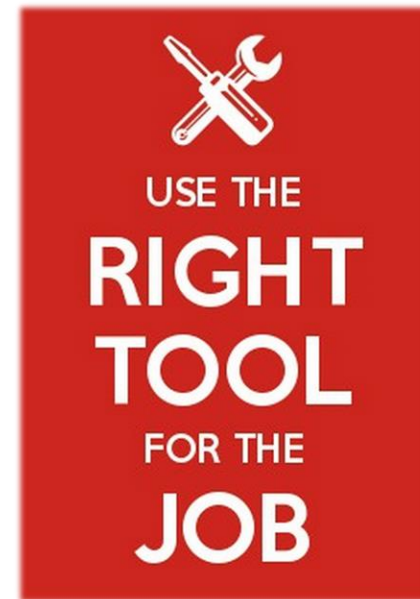
CONTINGENT WORKFORCE





Companies want to be AGILE and see contingent workers as the key

LEARNING CURVE HIGH LOW	<p style="text-align: center;">TRADITIONAL EMPLOYMENT ZONE</p> <p>While needs may be predictable, steep learning curves indicates a preference for traditional employees whose skills can be honed and enhanced.</p> <p><i>Expect below average contingent usage.</i></p> <p>ACTIONS Focus on contingent use primarily as absence substitution strategy.</p>	<p style="text-align: center;">PROPRIETARY SEASONAL ZONE</p> <p>With high variability and low ability to transfer knowledge, positions in this zone often build a core team of "matrixed" traditional employees to meet seasonal needs</p> <p><i>Expect average contingent use.</i></p> <p>ACTIONS Identify positions with greatest knowledge transfer potential and use contingents there.</p>
	<p style="text-align: center;">INTERCHANGEABLE STAFF ZONE</p> <p>Contingent use enabled by ease of substituting one worker for another, but workforce needs are easily predictable and stable.</p> <p><i>Expect average contingent usage.</i></p> <p>ACTIONS Do cost comparison for contingents and minimize overall workforce talent costs.</p>	<p style="text-align: center;">HIGH CONTINGENT USAGE ZONE</p> <p>Shallow learning curves make meeting position needs in high volatility a function of cost and recruitment.</p> <p><i>Expect above average contingent usage.</i></p> <p>ACTIONS Maximum contingent use limited only by analysis of cost and intellectual property risk.</p>
LOW POSITION VOLATILITY HIGH		



MSP Provider Capability



Service	% of providers offering service	% describing service as mature	Reported client adoption
Monitoring of diversity and inclusion within contingent workforce	84%	36%	>50%
Support client demand forecasting	80%	44%	>50%
Provision of regional / global workforce trend data	76%	58%	>50%
Technology to identify best location of hire / worker	72%	60%	>50%
Program to increase diversity of contingent workforce	72%	28%	<50%
Workforce mix analysis (employee and non employee)	64%	20%	<50%
Pre-requisition decision tool to determine optimum worker type	64%	28%	<50%
Workforce planning tool/technology	36%	16%	>50%

Source: SIA, MSP Landscape and Differentiators, 2020, Sample size: 25

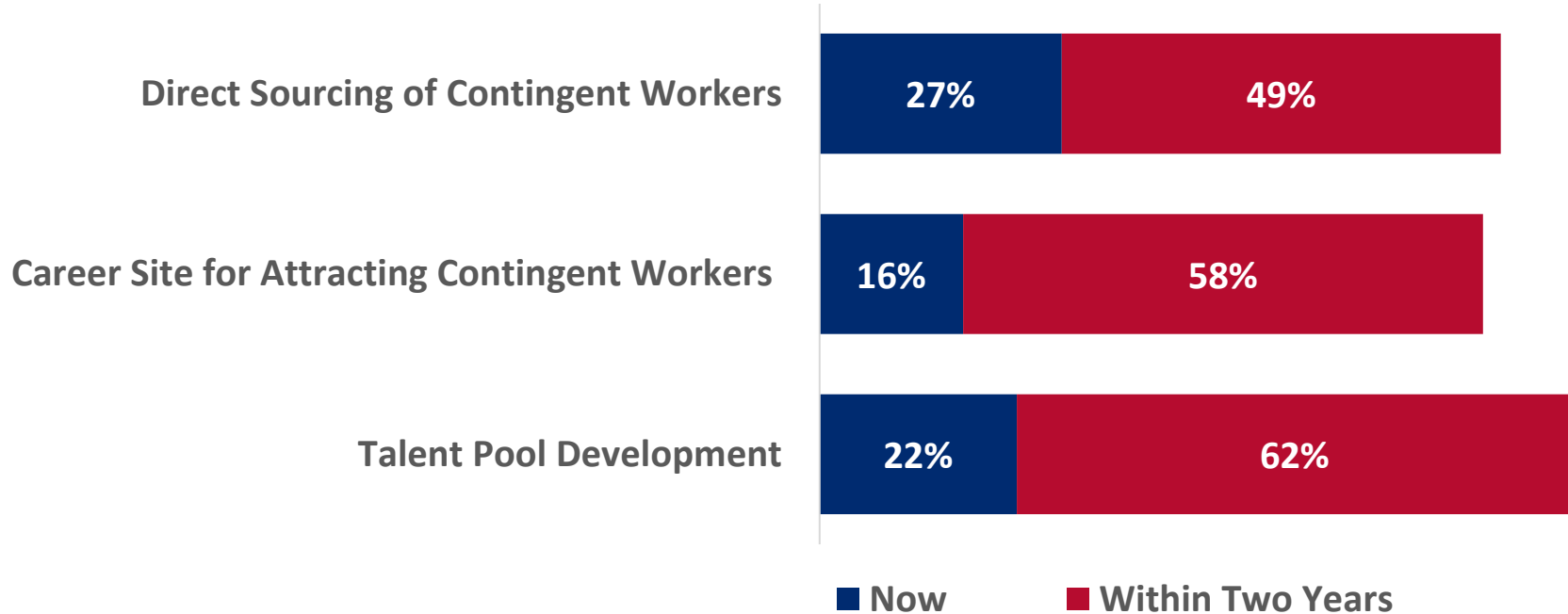
Example Investments and Partnerships



- Dedicated market insights centres of excellence with qualified researchers
- Proprietary workforce intelligence platforms with integrations to VMS and external data
- Partnerships with diversity leaders and experts for informed programme development
- Acquisition of technology platforms for big data analytics
- Talent diversity market data platforms

Source: SIA, MSP Landscape and Differentiators, 2020

Getting Closer to the Contingent Workforce



Source: SIA, Workforce Solutions Buyer Survey Asia Pacific, 2020

Why?



Direct Sourcing Value Opportunity

Quality

- Redeploy high quality workers
- Known / pre-screened talent
- Higher pay/caliber resource at equitable Not to Exceed rates

Efficiency

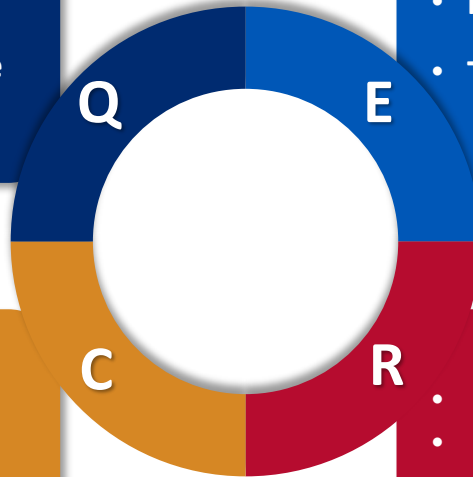
- No delay for suppliers to ramp up search
- Talent is primed to engage

Cost

- Remove components of the traditional mark-up
- Faster assimilation to productivity

Risk

- More control over classification
- Direct influence over your Talent Brand in the market
- Lessen reliance on outside organisations



People are NOT a Commodity





“Great side gig, awesome culture”



“Don’t waste your time”

*****BOTH WERE CONTRACTORS**



MSP Provider Capability



Service	% of providers offering service	% describing service as mature	Reported client adoption
Direct sourcing service with dedicated recruiters	92%	48%	< 50%
Provide a talent pool of pre-qualified /screened workers	92%	44%	< 50%
Technology adoption for direct sourcing	88%	40%	< 50%
Sourcing CWs using the client brand	84%	36%	< 50%
Segmented candidate communities	80%	44%	< 50%

Source: SIA, MSP Landscape and Differentiators, 2020

Sample size: 25

Example Investments & Partnerships



- Client branded contingent worker career sites hosted on provider's infrastructure
- Leveraging Candidate Relationship Management technology such as Avature to attract, source, on board and evaluate independent contractors
- Development of proprietary technology that includes AI matching, screening, employee referral and visibility of all talent types
- Formal partnerships with technologies such as Flexy, Fulcrum, LiveHire, The Mom Project, TalentNet and Toptal to access and curate public and private talent pools

Source: SIA, MSP Landscape and Differentiators, 2020:

Case Study – Incorporating Direct Sourcing



Client Goals

- Improve programme governance
- Capture global headcount
- Mitigate risk
- Maximise VMS functionality
- Incorporate all talent types

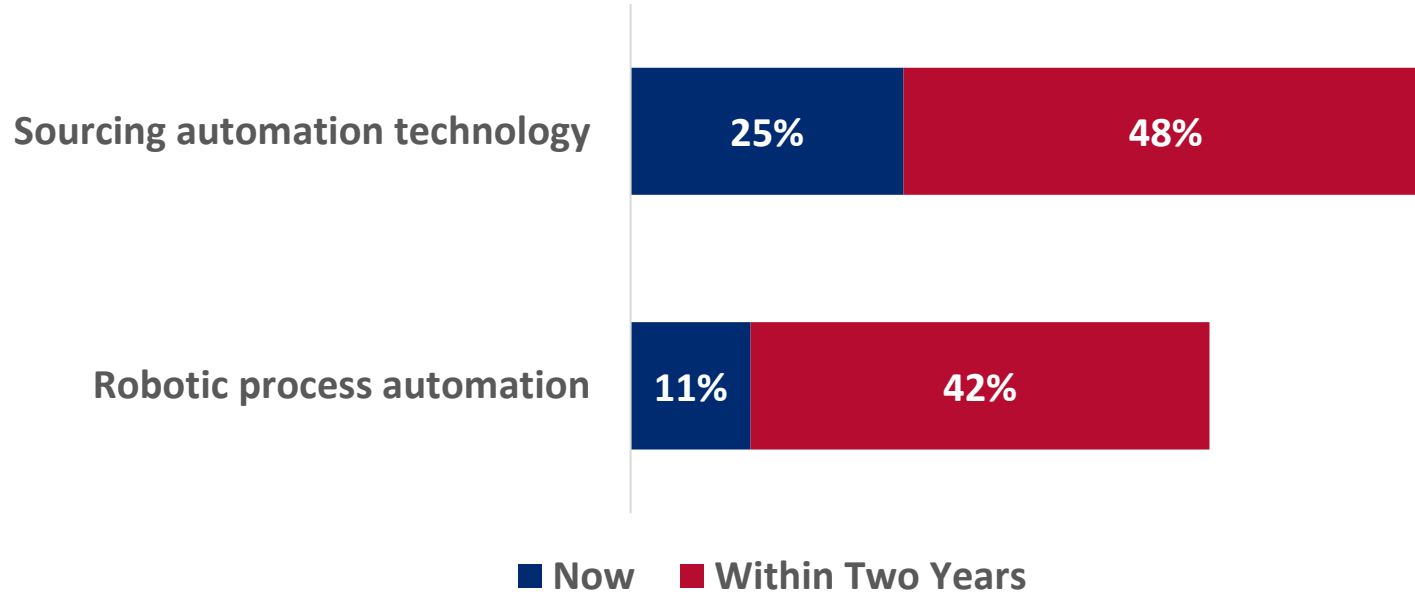
Solution

- Phased deployment across all worker types
- Deployed direct sourcing platform (TalentNet) and talent curation for niche roles
- High-touch approach with education, roadshows and Q&A
- Designed sole provider solution for field labor
- New screening protocol for IT coding roles

Results

- Program expansion into additional locations and business units
- Increased managed spend by 90% in under 9 months
- Direct sourcing initiative delivered savings of circa. 13% compared to usual mark-ups

Moving Towards Automation



Source: SIA, Workforce Solutions Buyer Survey Asia Pacific, 2020

Why?

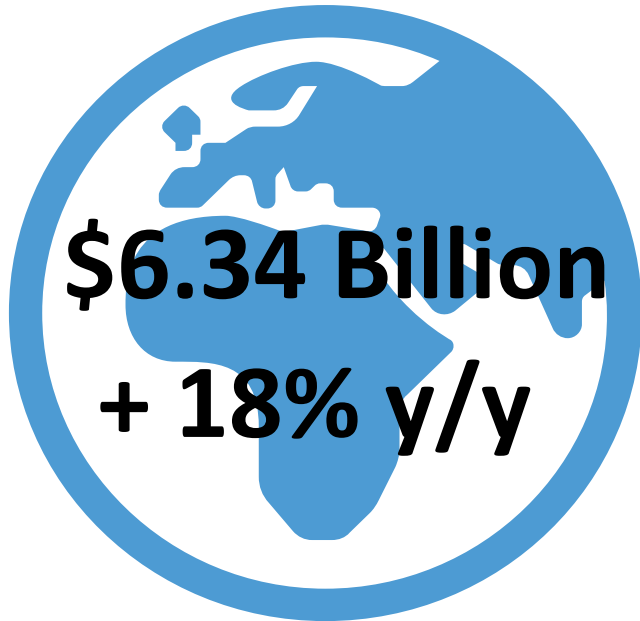




- Eliminates repetitive tasks
- Provides consistency

- Enables teams to focus on...
 - ✓ Building relationships
 - ✓ Problem solving
 - ✓ Developing new ideas

RPO Market Activity



- Circa 3.7 million RPO hires in 2019
- 112 reported technologies in use
- 5% of RPO employees are in technology roles

Source: SIA, RPO Landscape, 2020

RPO Provider Investments in AI and Automation



- Adoption of conversational AI and bots to automate candidate screen and apply at scale, reducing process from weeks to hours
- Automation of repetitive tasks such as offer letter development and on-boarding admin
- AI tools to mitigate unconscious bias in hiring decisions
- Cognitive advisor to recommend jobs and career paths based on skills, interests and personality traits
- Marketing automation to define individual user journeys
- Indexation of millions of candidate profiles in multiple languages

Case Study – Technology Consulting Program



Client Goals

- Client was embarking on digital transformation
- Increase adoption of recruitment and sourcing technology
- Supercharge internal sourcing and pipelining
- Increase automation to drive efficiency

Solution

- Proprietary technology proposed including people aggregator and candidate matching, AI recruiting assistant, CRM and marketing technology, Volume CV screening automation
- Implemented modules in three phases to meet anticipated demand

Results

- On time delivery of the technology deployment
- 10/10 client feedback on the project
- Future partnership for a further upgrade to the recruitment technology environment



Time for your questions...



SIA CWS Council Member Resources



Not a member? Contact the SIA CWS Council team at enterpriseservices@staffingindustry.com

- [VMS RFP Template](#)
- [MSP RFP Template](#)
- [RPO Landscape 2020](#)
- [MSP and VMS Provider Directory 2020](#)
- [COVID-19 Workforce Manager Responses and Intentions Survey 2020](#)
- [Workforce Solutions Buyer Survey: 2019 Full Report](#)
- [Coronavirus \(COVID-19\) Resource Center](#)
- VMS and MSP Landscape Reports 2020 – published December 2020



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Workforce Professional

View the full schedule of classes at:
www.staffingindustry.com/certification
🐦 @SIACCWP #CCWP

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Use your time away from the office to be **informed**, **elevated** and **connected** to the entire workforce with our Virtual Interactive CCWP classes. Sessions are live and interactive and streamed direct to your desktop. Whether you are in HR or Procurement, an MSP, VMS, or Staffing provider, our CCWP classes offer an accreditation that will elevate your career to the next level.

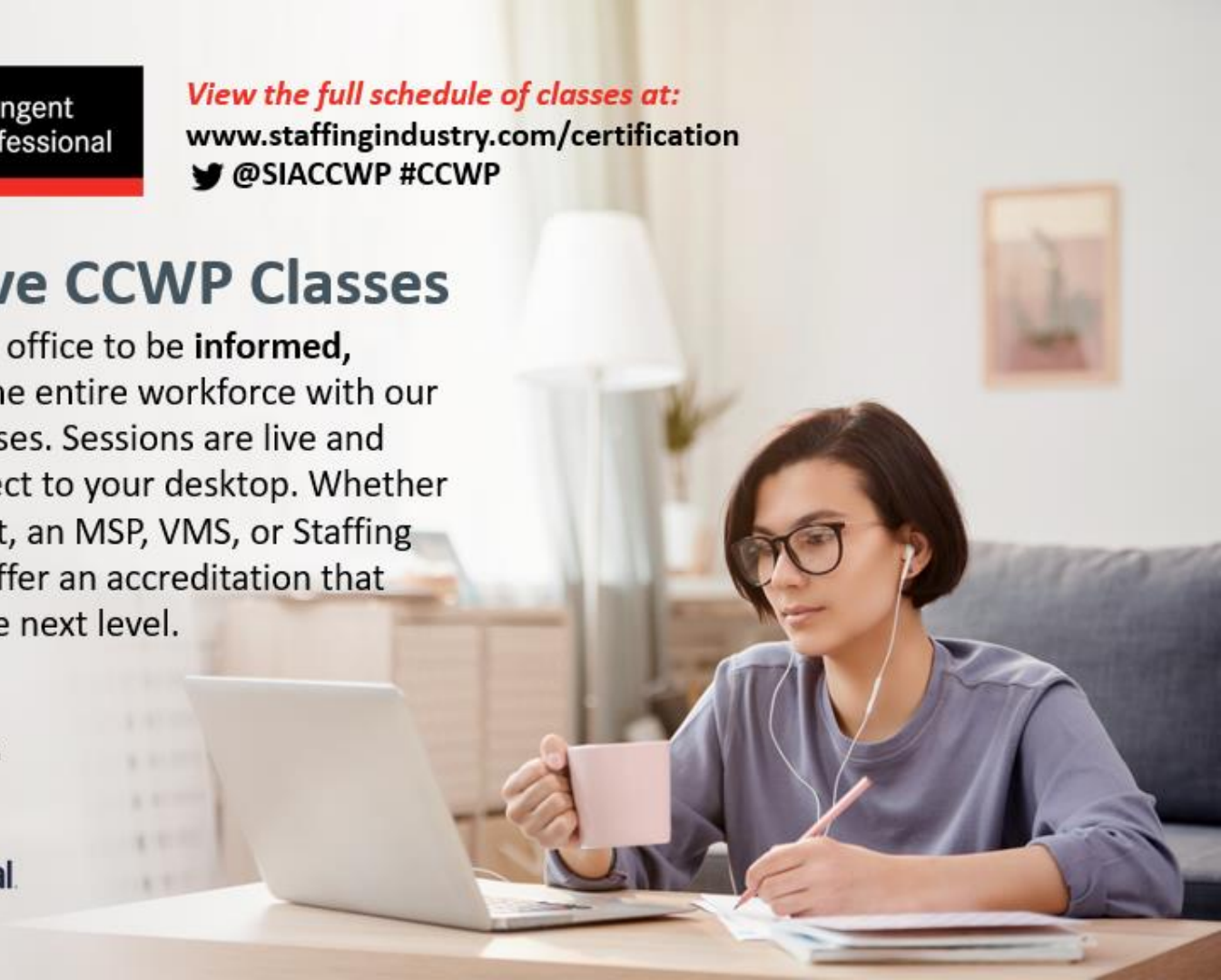
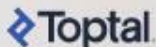
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CHARTER





- A replay of this webinar will be available for our CWS Council and Premium Corporate members at: www.staffingindustry.com/webinars-buyer

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Founded in 1989, SIA is the global advisor on staffing and workforce solutions. Our proprietary research covers all categories of employed and non-employed work including temporary staffing, independent contracting and other types of contingent labor. SIA's independent and objective analysis provides insights into the services and suppliers operating in the workforce solutions ecosystem including staffing firms, managed service providers, recruitment process outsourcers, payrolling/compliance firms and talent acquisition technology specialists such as vendor management systems, online staffing platforms, crowdsourcing and online work services. We also provide training and accreditation with our unique Certified Contingent Workforce Professional (CCWP) program.

Known for our award-winning content, data, support tools, publications, executive conferences and events, we help both suppliers and buyers of workforce solutions make better-informed decisions that improve business results and minimize risk.

As a division of the international business media company, Crain Communications Inc., SIA is headquartered in Mountain View, California, with offices in London, England.

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