

# HOW RECRUITERS CAN UNLOCK **ENGAGEMENT** ACROSS THEIR CANDIDATE WORKFORCE



Global talent shortages remain a major challenge for recruiters. Overall candidate experience, worker engagement and employer branding are crucial for attracting and retaining top talent. So how can recruiters deliver the best experience to maintain engagement, so that, in turn, they support their own and clients' success and profitability?

Gallups' latest [State of the Global Workplace report](#) finds that global employee engagement has stagnated. The report shows that low employee engagement in 2023 cost the UK over £257bn annually – that's similar to the amount it cost to run the NHS the previous year (11.3% of GDP).

According to the report, employees in the UK lag behind Europe across a number of engagement measurements. Just 10% of workers in Britain are engaged, with nine in 10 either not engaged or actively disengaged in their work.

## THE COST OF POOR EMPLOYEE ENGAGEMENT

Low engagement doesn't only cost employees their wellbeing, but can significantly cost the business too, with disengaged employees costing the UK up to £70 billion per year on average in lost productivity.

Conversely, engaged employees are more productive, stay longer with the company, and deliver better outcomes. Basically, investing in employee engagement is investing in the success of your business:



**Engaged workers take less than half the number of sick days of disengaged employees**



**Organisations with high worker engagement give 22% higher returns to shareholders**



**Organisations with a highly disengaged workforce have 62% more accidents**



**Companies with an engaged workforce experience 17% higher productivity, 20% higher sales and 21% higher profitability**

Providing your clients with the peace of mind that you give enhanced worker support to the temps working on-site is a game-changer that can set you apart from your competition, strengthen your relationship with them and boost your reputation in the wider market.

Attracting and retaining the best talent is one of the biggest challenges. Candidate acquisition can be one of a recruitment agency's biggest investments, but often much of that talent is never engaged with or placed on assignments and sits in the deep dark hole of your ever-expanding candidate database, unless you have sophisticated software and intelligent automation to actively target and map these 'dormant' candidates with roles and regular engagement.

There's a growing number of forward-thinking agencies taking active steps to engage and look after their talent to secure a stronger brand and reputation and ultimately cement loyalty from their candidates. Not to mention those becoming part of strong movements to improve the welfare and working conditions of key contingent labour, such as those Governed by the GLAA.

## GET AHEAD BY BEING MOBILE-FIRST

If you're going to achieve sustainable candidate, worker and employee engagement, then you have to provide the tools and tech they need to progress and achieve their goals. Workers need to feel motivated by what you can offer, and that they have the resources to turn that positivity into results.

Employee engagement is highly subjective, and it's very easy to waste money on tech and tools that simply don't match what workers want to feel supported and valued. This is why sustainable engagement is such an important concept, because if you're able to continuously maintain worker and employee interest, then you know you're investing well.

HIVE360 is an integrated pay, benefits and employer solutions provider like no other, which is why it represents a sound investment for recruitment businesses.

Our team of experts work with recruiters to create evidenced and tangible cost savings on payroll, pension administration and benefits, alongside process efficiencies and overheads reductions, that together add value and profits potential to their business.

Defined as Employment Services Integrators, HIVE360 provides an unrivalled solution that delivers integrated pay, benefits and engagement solutions that are transforming recruitment businesses.

We help clients to manage their candidate experience with a 360-degree integration and highly consultative approach to employment services and support that is different to any other service provider in the market.

We always take a highly consultative approach, meaning we structure our supply to ensure best practice at all times, with the additional benefits of our customer success and marketing teams that work with recruiters to maximise their engagement results and brand profile.

In addition, HIVE360 integrates its vetted expert partners to support recruiters' employment needs, and deliver their entire workforce with our Engage app for a better employment experience. Delivering average savings of £65 per worker per annum, and including a benefits package worth in the region of £200 per worker per annum, not only does HIVE360 make Engage affordable, but it's also commercially compelling - Engage makes workers feel as if they are an employee with all the benefits, features, tools and resources that a permanent employee benefits scheme has to offer, but for a temporary workforce.

Plus, Engage delivers worker engagement well in excess of 90% every month.

To find out what successes our agency clients are achieving and more about HIVE360, Engage, and how we're breaking the mould to empower recruitment businesses to grow faster, contact us [here](#) or call us at 0121 661 4851.

*HIVE360 and its partner providers are not mini umbrella companies, hybrid or any other contrived employment structure. All HIVE360 payrolls are processed under HMRC payroll standards; the company operates full standard rate VAT and has no connection with any business or individual promoting flat rate VAT schemes.*

