



how to hire logistics talent.

introduction.

As an employer in the logistics industry, you likely already recognize how challenging it can be to attract and recruit skilled candidates. The reality is that logistics employers have been facing a skills gap in the job market for several years. Unfortunately, the global pandemic only helped to intensify this problem.

After a whirlwind year that found businesses in the supply chain industry scrambling not just to fill open positions but to meet the ever-changing demands of consumers trying to mitigate the effects of COVID-19, logistics companies are preparing for a post-pandemic marketplace.

With the global logistics market expected to grow by over **\$77 billion from 2021 to 2025**, companies in the supply chain industry must continue to make maintaining a strong workforce a top priority. Since the skills shortage in the job market combined with intense competition to recruit top talent has made securing ideal employees more challenging, traditional hiring techniques will no longer be enough to build a workforce for the future.

Instead, logistics employers must take preventive steps to strengthen their recruitment practices. Randstad understands the struggles logistics businesses are facing. To help companies meet these emerging demands, we have created this how-to guide to help logistics employers improve hiring outcomes.

There are several steps logistics employers can take to improve hiring outcomes, that you will read about in this guide.

offer competitive compensation packages.

A competitive job market often drives up salaries, and today's market is no different. For employers to not only attract and recruit high-quality candidates but also retain their top talent workers, they must reevaluate their salary offerings. This step requires:

1. conducting market research

The first step is to conduct market research to determine what salary options your competitors are offering. You should also start conducting exit interviews to determine if employees are leaving due to low salaries.

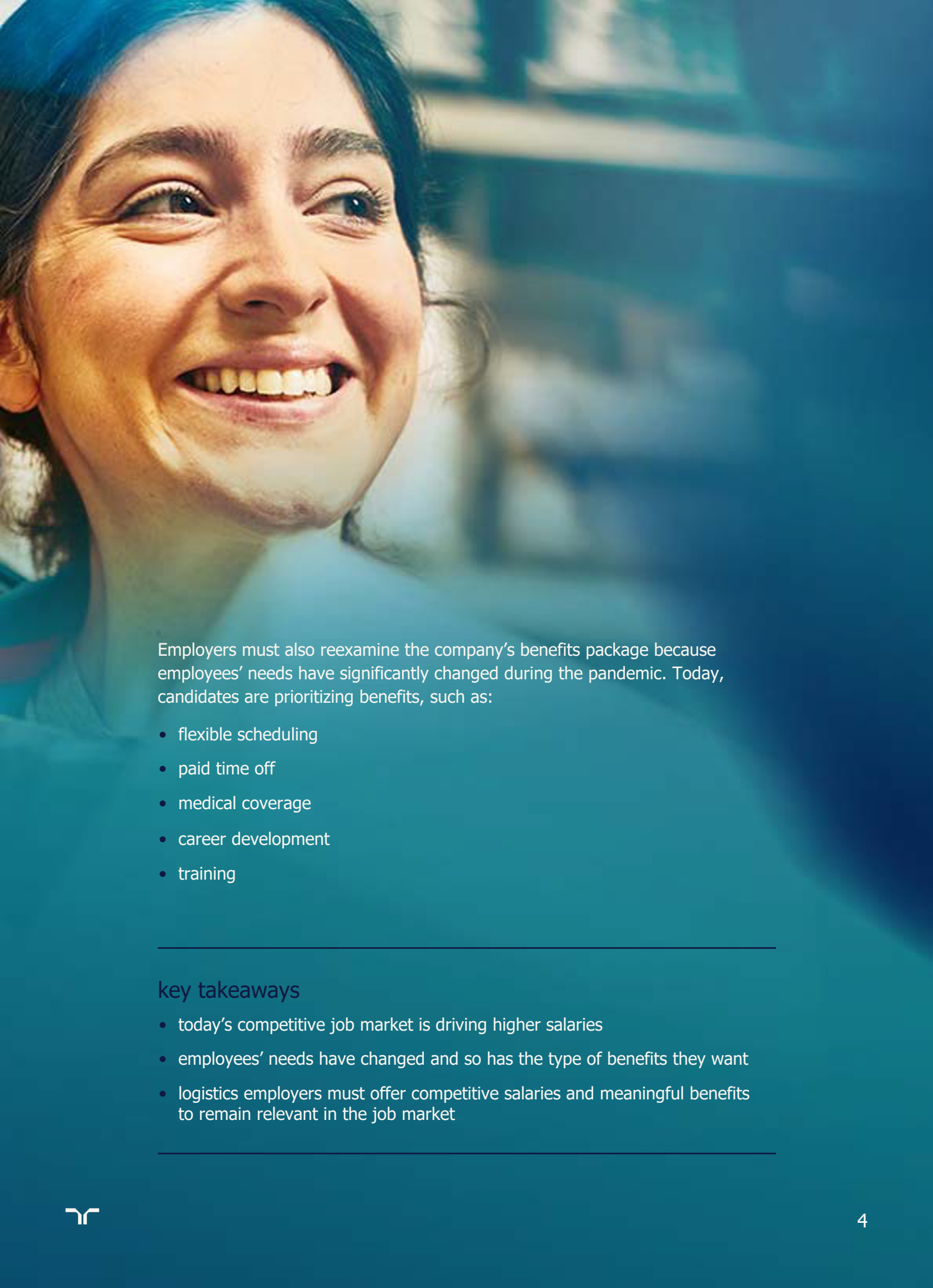
2. calculating optimum salary range

Now, you can use the insights gained through research to determine exactly how much you should increase your salary offerings.

Randstad can help you with this process. The combination of our vast experience in the recruitment industry and in-depth market research capabilities allows our team to help companies pinpoint the exact salary range it should be offering both new hires and current workers.

At first glance, increasing salaries may seem risky, especially for companies facing tight budget constraints. However, the alternative option of maintaining stagnant salaries will not only prevent your company from recruiting high-quality candidates but may push many of your best workers out the door.

Thanks to our Randstad workforce solutions, we can help your company create a strategy that enables it to use cost savings achieved from reduced turnover rates and fewer overtime hours to offset the costs of a salary increase.



Employers must also reexamine the company's benefits package because employees' needs have significantly changed during the pandemic. Today, candidates are prioritizing benefits, such as:

- flexible scheduling
- paid time off
- medical coverage
- career development
- training

key takeaways

- today's competitive job market is driving higher salaries
 - employees' needs have changed and so has the type of benefits they want
 - logistics employers must offer competitive salaries and meaningful benefits to remain relevant in the job market
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build a strong employer brand.

Today's candidates are well aware of the staffing shortage in the job market, and it has provided them with the luxury of being very selective about which companies they apply to. This factor is especially true for highly skilled candidates. It's more important than ever for companies to focus on [building a strong employer brand](#) that resonates with the candidates.

Our team at Randstad knows first-hand how a strong employer brand can significantly improve hiring outcomes. To help companies develop a brand that resonates with its target candidates, we conduct extensive [employer brand research](#) every year. These insights can help employers better understand what candidates are looking for in an employer. They are broken down by age, gender, education level, and location to help employers find the data they need to learn more about their ideal candidate.

Your employer brand should also align closely with the company's values, mission statement and goals. Once in place, your employer brand should be highlighted in job postings as well as on the company's dedicated career page. You can also use marketing tactics, such as social media marketing, video production and storytelling to attract prospective candidates, including passive candidates.

key takeaways

- skilled candidates are very selective about which companies they apply to
 - building a strong employer brand can improve hiring outcomes
 - using Randstad's employer branding insights allows you to develop an employer brand that targets your ideal candidates
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utilize workforce management solutions.

If the pandemic has taught the logistics industry one thing, it's the need to maintain a workforce that can be scaled to meet consumer demands. Even with the effects of COVID-19 starting to subside, businesses in the supply chain industry are still seeing consumer needs fluctuate from week to week. To meet this demand, many logistics employers are depending on temporary and seasonal workers to fill the void.

Unfortunately, maintaining an agile and scalable workforce, especially at a time when filling even permanent positions is difficult, can be quite challenging. However, workforce management solutions can help. From innovative scheduling technology to on-site support, our [Randstad Inhouse Service](#) can make maintaining a scalable workforce easier. Additionally, we will work with you to create a well-vetted talent pool that is available when you need it.

Workforce management solutions can also handle everything from recruitment to new hire onboarding to workforce training. Utilizing these services can improve productivity rates, boost employee engagement and decrease turnover, all of which make a positive [impact on the company's bottom line](#).

key takeaways

- workforce scalability is an emerging trend in the logistics industry
 - workforce management solutions streamline the shift scheduling process
 - on-site supportive services can increase employee engagement, productivity and retention rates
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develop a recruitment plan to attract passive candidates.

With such a limited supply of qualified workers in the active candidate pool, logistics employers must gear a majority of their recruitment efforts towards passive candidates. These are candidates that aren't necessarily looking for a new job, but they're also not closed to the idea of changing employers for the right job opportunities. This strategy is particularly effective at recruiting for those hard-to-fill roles that require highly skilled candidates.

The good news is that according to recent studies, passive candidates make up as much as **70%** of the current talent pool. Since these candidates are not actively looking for new jobs, it can take a little more coaxing to convince them that changing jobs would be great for their career. There are several things you can do to recruit passive employees, including:

use social media to market your job openings

Keep in mind that passive candidates are not actively looking for jobs, so they are not likely to visit job posting sites or company career pages. This factor means that you need to reach these candidates where they are online, which makes social media an ideal starting point.

encourage employee referrals

One of the best ways to source passive candidates is through a strong employee referral program. Your company can encourage its current workers to refer former co-workers that they feel would be a good fit for the company. You can also encourage your employees to share social media posts pertaining to new job opportunities to extend your overall reach.

highlight company stories

Passive candidates are more likely to consider new job opportunities if they have an idea of what it's like to work for the company. Don't solely focus on job postings. Instead, also be sure to share company stories that highlight company values and workplace culture as well as provide some insight into what it's like to work there.

develop a user-friendly application process

The most important part of any recruitment strategy that targets passive candidates is to create a user-friendly application process. For example, interested candidates should be able to complete the entire application process from their mobile devices. This step is crucial because passive candidates are not going to spend a lot of time completing lengthy, cumbersome applications when they already have a job they like.

key takeaways

- passive candidates make up more than 70% of the candidate pool
 - recruiting passive candidates can help logistics employers deal with the skills gap
 - attracting passive candidates requires specialized recruitment strategies
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revamp your current job descriptions.

As more and more companies in the logistics industry invest in workplace automation technology, such as robotics, the need for workers with digital skills has increased. Make sure that your [job descriptions highlight these needed skills](#).

In fact, now is a good time to revamp all of your current job descriptions. Before posting any new job listings take the time to review your current job descriptions to ensure that it accurately depicts the job duties of the position as well as all related skills. You even want to include desirable soft skills, such as decision making, communication and time management.

The right job description can help your company attract candidates with the right skills and qualifications. It can also improve your company's ability to hire for job fit.

key takeaways

- now is the time to revamp old job descriptions
 - tech skills are now required for many jobs in the logistics industry
 - revamped job descriptions can improve hiring outcomes
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If your company is finding it challenging to attract, recruit and retain the highly skilled workers it needs to meet consumer demands, these tips can help. For more information about how Randstad's recruitment services and workforce management solutions can help your company maintain a skilled workforce, reach out to our team today.

[Contact us](#)