



Entering the Economic Rebound: 2020 Staffing Industry Outlook Survey Results

By Mandy Wittschen

Statewide shelter-in-place orders. Mandatory business closures. Unprecedented economic challenges. And now, indications of a “second wave.”

In just a few short weeks, the pandemic fundamentally altered the way we think, behave, and of course, work. It brought our economy to a screeching halt. It created panic and uncertainty like we’ve never known.

How long will it take for things to get back to “normal”?

In May and June 2020, Haley Marketing conducted an online survey of nearly 200 staffing industry professionals to answer critical questions. If you’d like the full survey report, which includes a wealth of data and insights on how to prepare your staffing firm for the economic rebound, download [“2020 Entering the Economic Rebound Staffing Industry Outlook.”](#)

Entering the Economic Rebound

In this section of the survey, respondents weighed in on the pandemic’s long-term impact on clients, the economy, and our industry.

Q: What statement best summarizes your clients' outlook on employees returning to work?



Notable data points:

- Uncertainty is prevalent. More than 40% of clients don't know how their employees will feel about returning to work.
- Nearly 4 in 10 staffing clients believe that people will want to stay on unemployment as long as possible because of increased unemployment benefits.
- Roughly 18% of employers think they will have no trouble bringing back laid-off/furloughed employees or hiring good people.

When Temporaries Don't Want to Return

If associates are reluctant to go back to their assignments, here are three ways to address the situation:

- **Ease their worries.** Explain what you and your clients are doing to keep workers safe: PPE, health screenings, cleaning/disinfecting protocols and more. The safer associates feel, the more likely they will be to return.
- **Explain the WIIFM.** As businesses continue reopening, many will begin hiring again – and offering their current temporary employees direct positions.
- **Create a sense of urgency.** Communicate that, once additional unemployment benefits run out at the end of July, the job market will likely be flooded with candidates competing for the same openings. Going back to work now will allow associates to beat the rush.

Help Employers Make the Most of Today's Talent Market

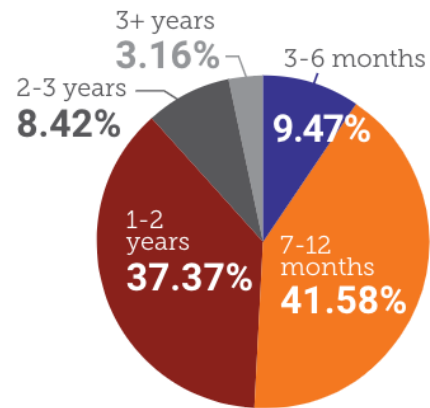
- Skill-market your best candidates to help clients capitalize on the short-term availability of high-quality, high-potential talent.

- Explain the value of your services in a talent-rich market: improving process efficiency by offloading time-intensive recruiting, screening and vetting activities; identifying high-potential candidates; accessing talent to scale up quickly as the market improves.

Q: How long do you feel it will take for the economy to recover to pre-COVID levels?

Staffing recovery is predicted to be faster than overall economic recovery.

- 84% of respondents believe their company will recover in a year or less.
- 79% believe it will take the economy longer to recover: between seven months and two years.
- This difference is likely because changes in staffing industry employment frequently occur before changes in overall employment, especially following a recession.



Get Your Bounce Back Faster

When a downturn hits, marketing more aggressively helps you boost awareness and stay top-of-mind. It signals to the market that your business is doing well (people want to work with successful companies!). This activity and visibility create the momentum you need to accelerate recovery.