

HOW TO SELECT A GREAT STAFFING AGENCY?

By Kommando



As more and more ‘promotional staffing’ companies are born, the greater the chances are of stumbling across one, that will put the hard earned and valuable reputation of any brand or client at risk.

This document will provide you with the top questions to ask any staffing supplier. It will ensure you not only make a safe decision but will also keep you or your client on the right side of the law. You might say that this is the staffing industry’s Standard of Excellence.

“

Personalities and **looks** matter

but **enthusiasm** and the **ability to work** to a **brief** are essential.”

WHAT MAKES A GREAT STAFFING AGENCY

Staffing

Public Liability Risk? Covers any liability that might be imposed on a company, if an employee fails to protect the safety and health interests of the public or visitor.



Questions To Ask	The Experts Advice
Please provide brief details of your approach to recruiting staff. Are all your <i>Face To Face</i> staff registered to you or do you subcontract to other agencies? If so, which agencies do you use?	Never! book through third party agencies as they rarely have the legal requirements in place to cover event specific Public Liability Risk... No single policy covers all eventualities. All it takes is a slip, accident or peanut allergy and who pays? Ask the question! Ask to see the certificate if you are unsure!
How many <i>Face To Face</i> staff are on your books and how many are outsourced/ recruited?	It's not just about the numbers of staff available. Most agencies share staff or book by telephone through a commercial database. None of these staff are insured for risks. Ask for the proof of at least 5 million public liability cover and also ask if they are an ISO 9001 Registered agency. This shows a standard of operational integrity in the field.
Briefly outline your process for staff selection and quality control. Please include details of what proportion of <i>Face To Face</i> staff your agency will have met with prior to employment.	You must ensure <i>face to face</i> interviews and ALL references are checked even if staff work for a competitor. Promotional staff are clued up on the tricks and when they get more per hour than a nurse in some cases it's only right that you check their credentials.

WHAT MAKES A GREAT STAFFING AGENCY Staffing

Staff Rating? Most agencies should provide a digital based rating system for previous performance/ results. Ask for **video blogs** or to hold **bespoke castings**.



Questions To Ask	The Experts Advice
<p>Different briefs may require different skill sets dependent upon objectives (e.g. mass volume leafleting vs. engagement). Do you agree?</p>	<p>Different levels of experience command different costs and may have different levels of skill in engaging the public. Broadly differentiated between: Leafleters, Brand Ambassadors and Team Leaders.</p> <p>Personalities and looks matter but enthusiasm and the ability to work to a brief are essential. Sourcing the right person for your brand through rigorous vetting & assessment should be top priority.</p>
<p>If applicable It is important to us that your marketing representatives on the street are locally sourced. Is your agency able to provide staff for national coverage?</p>	<p>U.K wide coverage and access to thousands of staff is ideal. This way you can ask for 1 member of staff for a one-off promotional campaign to 100+ staff for a 6 week campaign - from Aberdeen to Brighton.</p> <p>Make sure that whoever supplies the staff are the direct booking agency as opposed to being sourced through third party or friend of a friend. Think about the risk.</p>
<p>To ensure staff are familiar with a local area, would you be prepared to commit to a maximum number of miles staff would have to travel to fulfil a job?</p>	<p>People get sick, make sure the agency selected for your staffing requirements can replace sick members of staff quickly and have capabilities within a 30 minute travel zone.</p>

WHAT MAKES A GREAT STAFFING AGENCY Staffing

Pay Peanuts...Get... The staff you select are the face of your brand. Would you like the lowest paid staff talking to your customer?

Questions To Ask

The Experts Advice

We are keen to ensure, where appropriate, that we build a list of accredited staff for client stores with regular *Face To Face* requirements. Are you able to facilitate this and please outline how you would administer.

Ask for evidence of food hygiene & ISO 9001 certification as well as criminal record checks.

If the job involves **working with children** then staff need a CRB check which certifies that they are safe to do so. If the job involves **working with food** then staff require a food and hygiene certificate. **Health and safety** certificates can be required from staff if working in areas with large quantities of people.

Please outline your approach to staff breaks / lunch e.g. what break allocation is given, does this form part of the shift hours allocation etc.

Remember staff are not paid for their breaks so if you **book 8 hours you should get 8 hours** work.



The Law? C.O.S.H.H., Chill Chain, Accident and Injury reporting, Fire, Allergy, Slip, EHO visits....who is protecting you?

WHAT MAKES A GREAT STAFFING AGENCY

Account management & reporting



Available 365
days 24/7



10% no shows

Questions To Ask	The Experts Advice
<p>How would you resource the management aspect of the business? How many points of contact would we have?</p>	<p>Management & support is essential, how else would you resolve problems other than via reachable and accountable chains of command? There is no point in running a campaign which has no top team mgt. on hand in case something goes wrong. Most campaigns happen at the weekend and this is when mgt. are essential. Does your agency run a genuine 365/24 hrs a day operation?</p>
<p>We do from time to time have less routine requirements such as short notice bookings, e.g. next day delivery or large scale campaigns needing 100+ staff. Please confirm you have the capabilities to handle both these situations.</p>	<p>Only by using advanced booking systems can this be delivered. Don't forget that a certain amount of staff probably wont show up for the job - on larger campaigns we estimate around 10% no shows. Does your agency provide <i>stand-by staff</i>?</p>
<p>How do you propose to facilitate out of hours contact to deal with potential issues etc.</p>	<p>Ideally, you want the agency to operate a 24/7 365 policy. Account team managers and directors should be available to resolve issues at all times. There should be a detailed escalation procedure from the frontline and account teams. This will mean any issues can be resolved easily in the field. It also means clients are kept in the loop with any issues regarding third parties or reputational issues from the police, venue or media.</p>

Certificates? Don't be fooled, this is a legal requirement on many campaigns that involve the public and food sampling.

WHAT MAKES A GREAT STAFFING AGENCY Account management & reporting



Questions To Ask	The Experts Advice
Please outline your process for administering campaigns, from initial brief to post campaign analysis.	Should start with the booking and briefing process and end with post campaign analysis. Systems and milestone tracking is also essential. Does your agency give you real time access to campaigns? Are they PRINCE 2 certified?
We appreciate that issues (e.g. sickness, lateness etc.) occur from time to time; please outline your approach to these situations; including any processes you have in place or will put in place.	Is your agency happy to commit to a minimum percentage of shifts that are delivered as booked? (e.g. all staff present, on time & fully engaged). If so please ask them to state the percentage. Also ask for an outline of their approach to recompense where activity does not fulfill the brief e.g. agreed penalties (whether financial or additional hours) for lateness / no shows etc).
Please can you describe your capabilities for real-time reporting of campaigns.	What real time software do they use to provide photographic, video and message based reports ?
Please can you describe your approach to and give us an example of a post campaign analysis including a case study.	Immediacy is the key, clients do not want to wait a week for feedback . Post campaign analysis acts as insight as well as evaluation.
We will seek client feedback on all campaigns. Please give details of your current approach to feedback, and any best practice learnings.	How is consistency monitored in the field? Look for a structured hierarchy and tested support systems and processes.

Technology? Does the agency rely solely on staff honesty? They should have processes & software in place to manage and track people in the field.

WHAT MAKES A GREAT STAFFING AGENCY Additional Information & Evolution



Questions To Ask	The Experts Advice
<p>Please supply a brief case study which illustrates an innovative forward-looking approach to a brief.</p>	<p>This will demonstrate the agency's direct experience and provide you with testimonials of companies from your industry.</p>
<p>We are interested in your experience and thoughts re how technology can improve campaigns.</p> <p>Please provide a brief case study of your work in this area if applicable.</p>	<p>As an example, Kommando operate a one sample/leaflet policy with staff and also with our sophisticated Klock-U software we are able to track staff attendance at venues. This small patented device is located in-store. This unit provides unique codes that staff must text back when they arrive and leave a location. Klock-U can track these codes allocated against each member of staff to ensure that they are where they should be. It also helps us to manage legal requirements in the field such as accident reporting and absence.</p> <p>Get the proof in a case study.</p>

Do you have
questions? Get in touch
if you have any questions.
www.kommando.co.uk 0845 050 2810.



About Kommando & Klockwork Staffing System

Kommando has almost 15 years experience in the staffing industry and provides operational excellence in delivering small, medium and large scale *face to face* campaigns across the UK. We are experts in logistics and problem solving with lead agencies. Many of our clients depend on the support and insight to make the right decision when it comes to staffing and implementation.

We are the only to create and operate venue specific sign in and out tracking devices for staff. We also are the only agency to operate a fully managed OPT IN and self managed diary based online staffing system called KLOCKWORK. These systems ensure that we are the first choice in staffing supplies for the Cabinet, Scottish Government and sole provider of promotional staff for Pearl And Dean for over 10 years.

Alternative systems used by others utilise cold calling telephone booking as a way of hiring staff, 'Klockwork's' strategic online approach, means we can provide staff whether it's advanced or a last minute booking.

Questions To Ask	Checked score 1-5
Please provide brief details of your approach to recruiting staff. Are all your <i>Face To Face</i> staff registered to you or do you subcontract out to other agencies? If so, which agencies do you use?	
How many <i>Face To Face</i> staff are on your books and how many are outsourced/ recruited?	
Briefly outline your process for staff selection and quality control. Please include details of what proportion of <i>Face To Face</i> staff your agency will have met with prior to employment.	
Different briefs may require different skill sets dependent upon objectives (e.g. mass volume leafleting vs. engagement). Do you agree?	
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We do from time to time have less routine requirements such as short notice bookings, e.g. next day delivery or large scale campaigns needing 100+ staff. Please confirm you have the capabilities to handle both these situations.	
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Please can you describe your capabilities for real-time reporting of campaigns.	
Please can you describe your approach to and give us an example of a post campaign analysis including a case study.	
We will seek client feedback on all campaigns. Please give details of your current approach to feedback, and any best practice learnings.	
Please supply a brief case study which illustrates an innovative forward-looking approach to a brief.	
We are interested in your experience and thoughts re how technology can improve campaigns. Please provide a brief case study of your work in this area if applicable.	

Kommando[®]

EXPERIENCE MARKETING