

How Technology Determined the Staffing Industry's Winners & Losers During the COVID Pandemic

INDUSTRY REPORT
2021 EDITION



INDUSTRY REPORT: How Technology Determined the Staffing Industry's Winners & Losers During the COVID Pandemic

MAY 2021 | CEIPAL Corp.

1

Foreword

2

Overview

3

Technology Success
During the Pandemic

- Business Process Automation
- Recruitment Automation
- Mobile Staffing App

4

Technology Success
During Recovery

- Recruitment Automation
- Engagement Automation
- Marketing Automation

5

Conclusions



1 Foreword

In March 2020, the global economy entered an unprecedented era of uncertainty due to the COVID-19 pandemic. To ensure employee safety, many companies ceased in-person operations, spurring a massive shift to work-from-home. This “new normal” lasted longer than anyone expected, as global populations endured lock-downs, while awaiting vaccine development and/or a safe way to reenter the workforce.

Now, more than twelve months later, we have some perspective on the pandemic. The global economy’s contraction—initially devastating, with thousands of unemployed workers and hiring freezes around the world—has loosened, with modest gains and a hopeful trajectory for recovery.

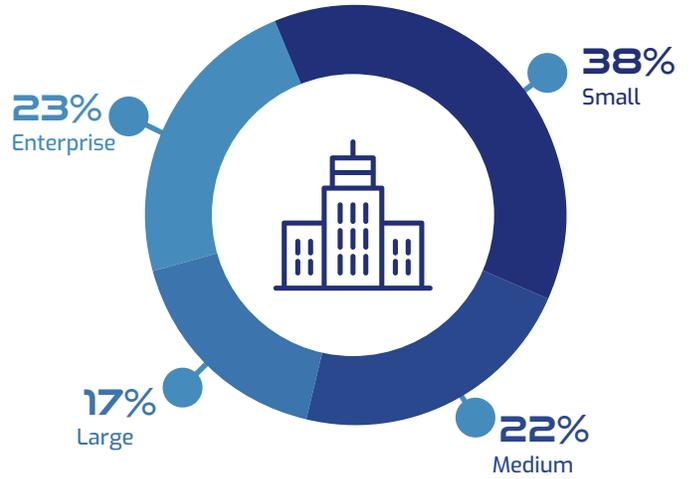
Interestingly enough, there was one factor that determined how fast staffing firms recovered and how successful those recoveries were: technology. Firms that adopted several key technologies, such as artificial intelligence and recruitment automation, significantly outperformed those who did not. Of course, a digital transformation was already in motion in staffing and recruitment. However, COVID-19 accelerated this transformation dramatically. As a result, technology became the critical differentiating factor, determining who would economically survive to thrive through the pandemic and who would not.

2 Overview

Tracking Performance in Staffing Firms During 2020 & Beyond

In January 2020, CEIPAL and TechServe Alliance announced the launch of the IT & Engineering Staffing Dashboard. Released monthly, this dashboard tracks staffing firms' key performance indicators (KPIs), such as placement rates, consultants on billing, starts vs. stops, and more. All users of the IT & Engineering Staffing Dashboard remain anonymous to protect privacy.

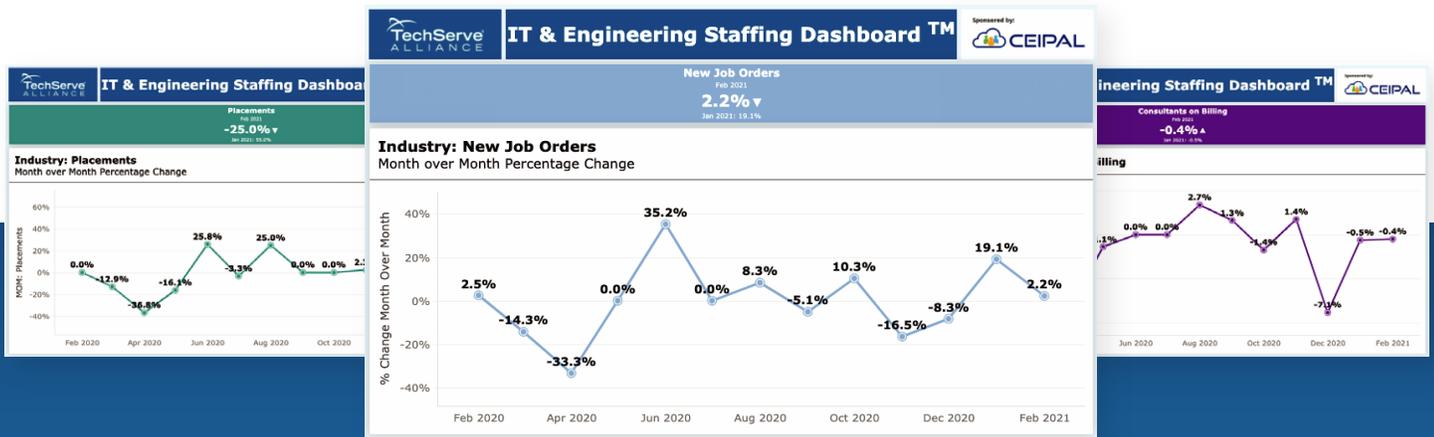
Pre-COVID, these dashboards were designed for staffing firms to measure their own performance against industry benchmarks. However, when COVID-19 caused a major economic disruption, the dashboards took on a new additional role of global significance: tracking the staffing and recruiting industry's performance during the pandemic, and measuring how quickly companies' KPIs might return to their pre-pandemic rates.



Survey Responses by Company Size

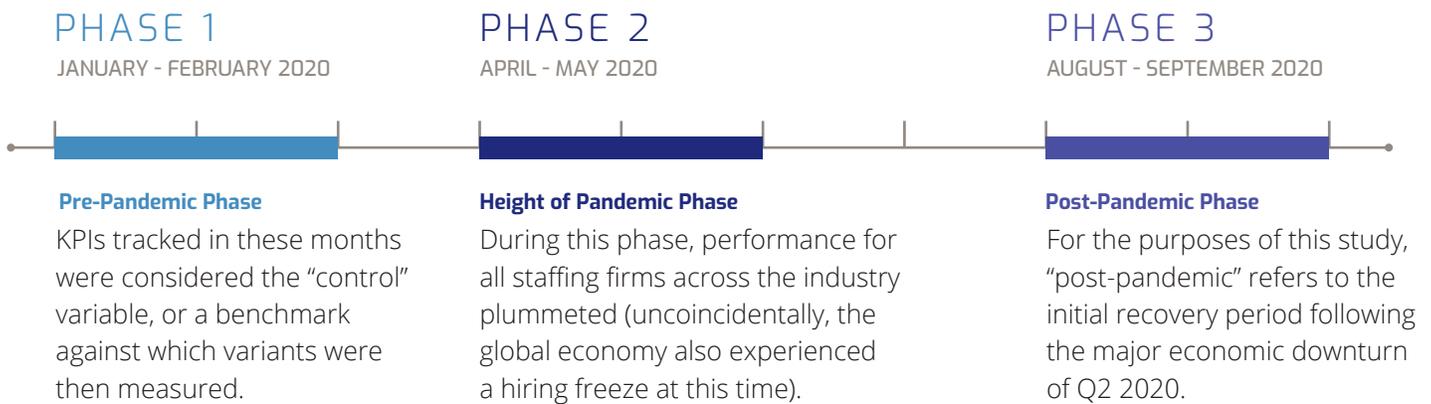
- 38% ■ Small (0-50 consultants)
- 22% ■ Medium (51-100 consultants)
- 17% ■ Large (101-200 consultants)
- 23% ■ Enterprise (201+ consultants)

TOTAL RESPONDENTS: **160+ STAFFING COMPANIES**
RESPONSIBLE FOR 19,000+ JOB PLACEMENTS

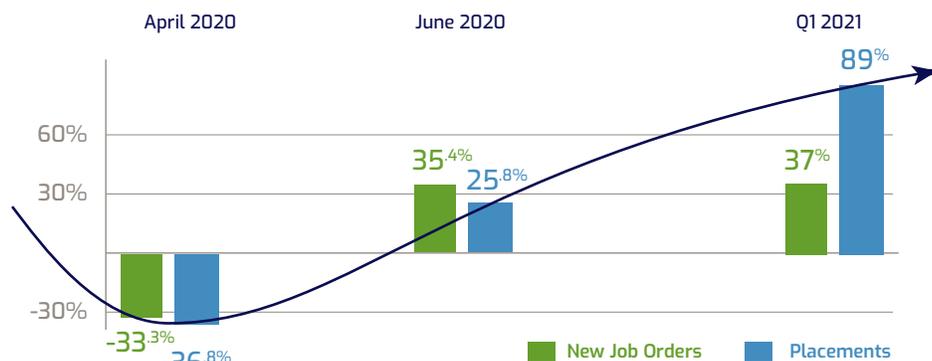


Staffing Firm Performance Before, During & After COVID-19

After aggregating the IT & Engineering Staffing Dashboard data for nine months, we grouped staffing firms' performance into three "phases."



Analysis of the IT & Engineering Staffing Dashboard data yields the following conclusions:



- Without exception, April 2020 was the worst month for all KPIs. New job orders bottomed out at -33.3%, placements at -36.8%, and consultants on billing at -6.4%.
- The industry picked up again in June 2020, with KPIs outperforming their Q1 ratings. Relative to February 2020, new job orders increased by 35.4% and placements by 25.8%. Consultants on billing remained an exception to this rule, increasing 0% since February 2020.
- Recovery continued to progress from Q3 into Q4 2020 and beyond. After a slight dip at the end of Q4, job orders increased by over 37% in Q1 2021. Placements also increased by over 89% in Q1 2021, signaling a promising growth trajectory for the new year.

The Impact of Technology on Staffing Firm Performance

Usage Reports on Eight Technology Types

But beyond mere data on performance, this partnership with TechServe Alliance also provided insight into why certain firms performed better than others. All users of the IT & Engineering Staffing Dashboard were also asked a series of questions about their technology usage. This survey tracked what technologies firms were using, what technologies these firms put into place as a reaction to COVID-19, and how such technologies affected their critical KPIs.

The survey questions were designed to gauge where staffing firms were in their technology adoption journey and whether or not technology was a differentiating factor in success/failure during the pandemic. Firms were asked to rate their usage of eight technology types:

-  Business Process Improvement
-  Chatbots
-  Engagement Automation
-  Newly Emerging Technologies
-  Marketing Automation
-  Mobile Staffing Apps
-  Recruiting Automation
-  Sales Automation

Why Some Firms Were Better Performers

The results were striking. Undeniably, firms who used certain technologies during Phase 2 fared better than their counterparts by an average of almost 25%. Those who used certain technologies during Phase 3 fared better by an average of 37%. The most important KPI we considered when measuring success was consultant placement rate, as this directly affects staffing firm profitability.

But the benefits of technology usage were not limited to performance. Not only did technology adopters have higher consultant placement rates, but they also transformed themselves into next-generation staffing firms. Throughout the pandemic, these firms implemented processes that helped them become more efficient by streamlining operations and optimizing profitability. As shown in the charts provided here, statistical proof that technology was the main driver for this success was abundant.

So what technologies made the biggest difference? How did staffing firms leverage these technologies in such a way that they outperformed their competitors so dramatically? And most importantly, what technologies do staffing firms need to adopt to remain successful in a post-COVID-19 landscape?

This study answers these questions.



About CEIPAL

A SaaS platform that automates both the front- and back-office business operations of staffing companies, CEIPAL offers a complete workforce management platform, including a fully integrated applicant tracking system (ATS) and human resource information system (HRIS). Founded in 2015, CEIPAL now serves more than 1,600 customers and 20,000 recruiters globally.

For more information, visit:

www.ceipal.com

About TechServe Alliance

TechServe Alliance is the national trade association of the IT and engineering staffing and solutions industry. Hundreds of firms and tens of thousands of affiliated professionals count on TechServe Alliance to keep their leadership informed, engaged, and connected. TechServe Alliance serves as the voice of the industry before the policymakers and the national and trade press.

For more information, visit

www.techservealliance.org

Dashboard Data & Methodology

TechServe Alliance partnered with CEIPAL to create the IT & Engineering Staffing Dashboard. It relies on a monthly survey of more than 160 staffing companies, representing more than 19,000 job placements, to generate quarterly industry reports. Participating respondents are able to track and compare KPIs, such as gross revenues, candidate submissions, etc., against other players in the industry on a monthly basis at no cost. In this way, users of the dashboard can evaluate the strengths and weaknesses of their organizations and adjust their business practices as needed.

Based on the information provided across the industry, the IT & Engineering Staffing Dashboard provides predictive analytics on market trends and opportunities for growth. These analytics help participating firms stay ahead of competitors and make strategic decisions that result in long-term growth.

Any staffing firm can access [a dashboard personalized to their business](#). To do so, staffing firms are initially asked to provide a brief overview of their business to date by filling out a 15-minute survey. After this initial data sharing, firms are asked to take five minutes to input data on a monthly basis. The dashboard displays within the staffing firm's ATS.

This report correlates and compares the responses of each participating organization with regard to its technological state to its respective financial performance metrics to objectively determine which technologies are driving real-world business results.

Phase 2 Successes

Business Process Improvement

Recruiting Automation

Mobile Staffing Apps

On average, respondents suffered heavily during the height of the pandemic (Phase 2). From April to May 2020, new job orders were only 40% of what they were pre-pandemic; placements dropped to 60% of their previous rates, and consultants on billing saw a 20% dip. Unsurprisingly, it was a difficult time for hiring.

However, this bird's-eye view may be deceptive. A closer look at the data reveals that some firms actually performed well—in some cases even better—than their pre-pandemic rates. Their counterparts, however, performed very poorly, resulting in a middling average.

So why did some firms outstrip their competitors? It's likely that these firms were able to seize placement opportunities provided by the pandemic.

Business Process Improvement 20% Better Performance

Of the 160+ surveyed participants, those who prioritized Business Process Improvement performed 20% better than those who did not. In this context, Business Process Improvement (BPI) means **improving/automating internal processes to identify and resolve bottlenecks.**

Why would this focus on internal processes make a difference? First, it's important to note that in April and May 2020, there were 33% fewer job orders than in January and February 2020. So if your firm had been receiving three job orders per week, it was subsequently only receiving one. That meant staffing firms needed to **hyper-focus on every job order they received.** There was no room for error because there were fewer incoming job orders; every job requisition had the power to make a firm profitable or non-profitable.

Creating streamlined internal processes gave staffing firms the ability to hyper-focus on these job orders. For example, suppose the slowest part of your recruitment lifecycle was sourcing qualified talent for a certain industry—say healthcare. By identifying this problem and providing your recruiters with a solution (for example, a subscription to a job board specializing in healthcare workers), an organization can better business processes that will generate higher ROI.

Temperature screeners, travel nurses, and vaccine distributors are examples of job requisitions that opened by the thousands during the height of COVID. But how did the agencies know about these opportunities? Just as importantly, how were they able to seize them so effectively?

Our research shows that three technologies made a significant difference in performance: business process improvement, recruitment automation, and a mobile staffing app.

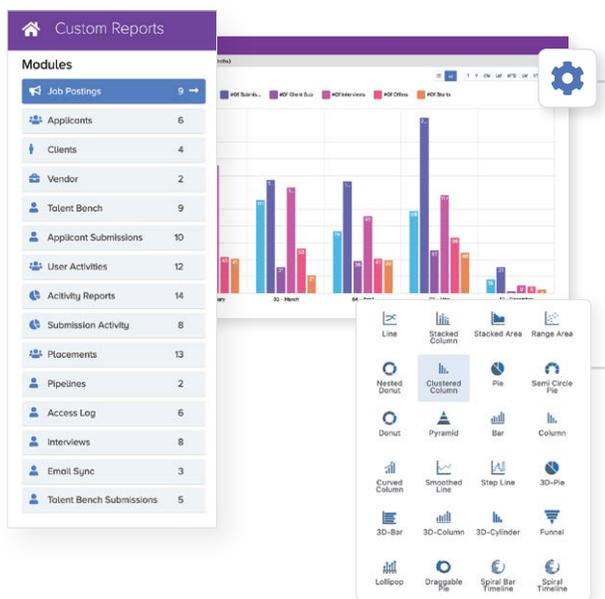
Business Process Improvement



20%
Better Performance
DURING PHASE 2

Section 3 | Technology Success During the Pandemic

So how can an organization ensure such visibility in an efficient, easy-to-understand way? Today there are several ATS technologies that specialize in data management and analysis. Some features include:



Customizable Reports on Critical KPIs

You cannot improve what you do not measure. The first step to achieving visibility into your business process is identifying which KPIs are critical for your firm and generating reports that track the data for you.

With many Applicant Tracking Systems, you can access dozens of built-in industry reports and customize them as needed, so you're tailoring your data analysis to your business.

Automated Report Sharing for Key Stakeholders

Sharing data with your team—especially your middle management—is critical for business success. As an executive, your job is to identify the problem (e.g., recruiters aren't successfully making placements in healthcare industries). As a middle manager, your job is to solve the problem (e.g., determine how to access talent pools that specialize in healthcare).

By sharing key reports among stakeholders, you ensure your entire team is seeing the same problem and working together to implement the best solution.

Data Visualizations with Real-time Updates

Perhaps the biggest data analysis challenge firms face is the lack of visualizations. Even if it contains critical information, a spreadsheet with hundreds of columns is not going to convince anyone to make a change.

Instead, staffing firms need to invest in data visualization software (or, preferably, in an ATS that provides data visualizations) so they can easily understand pain points and more efficiently resolve problems.

“We got the opportunity to make 1,000 placements during COVID-19 because we were performing at a high level. And we were performing at that level because day-to-day, we monitored our recruiters and made sure we were doing our jobs. CEIPAL’s business intelligence helped us do that.”



Greg Frick
President & CEO | Qualified Recruiter

Recruitment Automation

36% Better Performance

Recruitment Automation was the second technology that impacted staffing firms' success. Recruitment Automation is a subset of Business Process Improvement and is defined as any effort by which staffing firms streamline recruiting processes through automation technology. Interestingly, Recruitment Automation had an even greater impact than BPI, improving performance by an average of 36%.

Generally, Recruitment Automation spans your entire recruitment lifecycle. Imagine you want to automate how job requirements from a VMS are transferred into your ATS and then distributed to your recruiting team. Perhaps, you want to automate resume harvesting so you're constantly refreshing your talent pool with hard-to-find skills. These process improvements are considered "Recruitment Automation" because they automate key parts of your recruitment lifecycle and streamline operations across the board.

So what were the most common types of Recruitment Automation staffing firms implemented?

Our analysis showed these automation capabilities to be critical to success during the pandemic:

AI-Powered Candidate Matching & Ranking

The algorithmic power of artificial intelligence in recruitment remains a hot topic. [\(We have another report focusing on AI in the industry here.\)](#) Today, artificial intelligence helps firms source candidates for multiple job boards and talent pools automatically. By entering a few keywords and specifications, recruiters can harness the power of artificial intelligence to select high-quality candidates in a matter of seconds.

Additionally, AI continues to help the industry at large combat unconscious bias in hiring. By providing objective evaluations of candidates, properly harnessed AI technology can help to ensure no one is discriminated against due to race, age, gender, or sexuality.

RECRUITMENT AUTOMATION



36%

Better Performance
DURING PHASE 2

AI-Managed Resume Harvesting

Another function of artificial intelligence, managed resume harvesting, helps staffing firms maximize their job board credits while sourcing high-quality candidates. Recruiters can program the AI to search certain job boards for certain skill sets, and then let it harvest resumes 24/7 (or until the credits are used up).

Generally, managed resume harvesting decreases sourcing time by over 75%, especially for hard-to-fill positions. Additionally, the resumes harvested are automatically parsed and saved to your internal database, so you can use those candidates for similar positions going forward.

Passive Candidate Sourcing

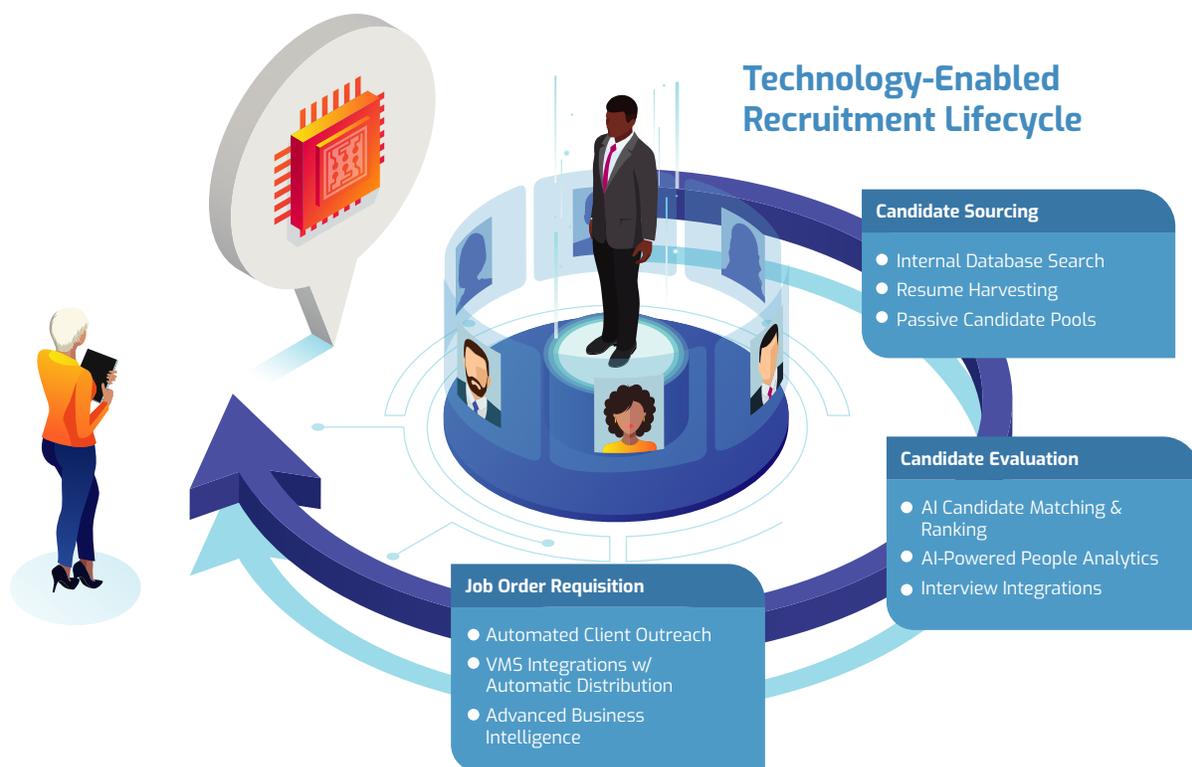
Recruitment Automation can also enable teams to effectively leverage pools of passive candidates. Passive candidates are talented individuals who are not actively seeking a job but who would be open to switching if the right opportunity came along. As these candidates make up 75% of the workforce, adding them essentially doubles your candidate pool. Syncing your ATS to passive candidate pools can give your recruiters access to new talent, easing any bottlenecks for difficult requisitions.

Some passive candidate sourcing integrations also come with AI-powered people analytics ([see a sample here](#)). These in-depth reports not only summarize a candidate's technical skills, years of experience, etc., but they also dive into candidate characteristics, workplace styles, and behaviors, helping your recruiters increase their placement retention rates.

SMS & VOIP Integrations

Automating candidate outreach is essential to Recruitment Automation. By syncing your ATS with different VOIP and SMS providers, you empower your recruiters to conduct multi-channel outreach to top talent. This means that candidates are more likely to respond to your recruiters' communications, driving down your time-to-fill rates.

Some SMS providers can even automate SMS engagement by leveraging CRM technology. This automation ensures that candidates are consistently hearing from your recruiters, creating stronger relationships and a more responsive talent pool.



“CEIPAL is showing the recruitment world what artificial intelligence actually looks like in practice, and our recruiters couldn’t be more excited.”



Derrick Alex
Head of Delivery Excellence | VDart Inc.

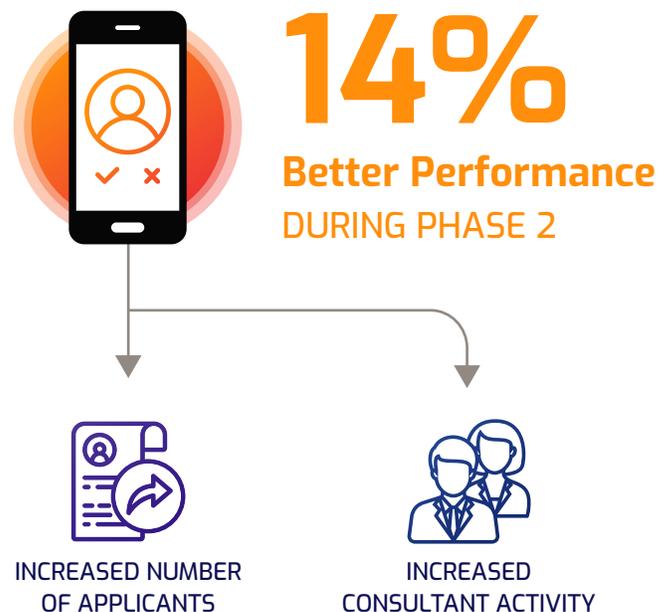
Mobile Staffing Apps

14% Better Performance

While improving performance by 14%, companies that indicated that Mobile Staffing Apps were a priority fared better than their counterparts. Another subset of Business Process Improvement, Mobile App technology enables recruiters to consistently engage with candidates and consultants. This leads to more responsive applicant and talent pools and a more responsive workforce, resulting in better performance across the board.

The other key value driver for mobile apps, especially in 2020, was the capability to optimize workflows in a remote world. Many staffing firms found it difficult to connect with clients, candidates, and consultants because offices were suddenly closed. But staffing firms with a mobile app had a centralized place to disseminate critical information, resulting in more streamlined and more productive communications.

MOBILE STAFFING APPS



Key features that made a difference in mobile staffing app technologies included:

Increased Number of Applicants

Staffing firms that used mobile app technology were more likely to optimize their applications for mobile phones. During the early stages of the pandemic, job requisitions were down, but so were apply rates (-34%). Talented candidates were too insecure to leave their current position, making it difficult for staffing firms to fill the few job openings they had.

However, firms that had optimized their job applications for mobile actually saw an 8% increase in applications, even during Phase 2 (April-May 2020). By engaging talented candidates on mobile, staffing firms put themselves a step ahead of the competition.

Increased Consultant Activity

During the initial stages of the pandemic, consultants and employers alike were worried about safety guidelines. What constitutes an essential business? How can I ensure my workplace is safe? As a result, consultants were insecure about their current placements and unsure about the correct way to proceed.

Staffing firms with mobile apps proved more agile, communicating critical safety information and guidelines to their consultants in a timely, professional manner. This eased insecurities in the workforce and helped consultants stay engaged throughout the pandemic, preventing no-shows and increasing the number of starts.

“There was no question for us. CEIPAL’s ease of use, their feature-capability—especially their mobile app—was phenomenal, and it was only a third of the cost. If you were to rate CEIPAL, it’s 5-stars all the way. There’s no comparison.”



Ed Stengel
President | The Agency

Phase 3 Successes

 Recruitment Automation

 Engagement Automation

 Marketing Automation

Between September and October 2020, the market showed slight signs of recovery. Job orders increased by 15% and placement numbers achieved their pre-pandemic rates. These modest gains foreshadowed the huge recovery that came in December 2020 and January 2021, where placements increased by almost 90% and job orders increased by over 35%.

A more in-depth analysis reveals that some staffing firms showed strong signs of recovery faster than others, achieving pre-pandemic job orders and placement rates as early as September 2020. The success of these firms directly correlated to the different technologies they employed during this recovery period.

Three technologies, in particular, stand out as having made the greatest difference: Recruitment Automation, Engagement Automation, and Marketing Automation.

We took a deep dive into Recruitment Automation on pages 10-11, and all of the automation capabilities discussed there also play a large part at this stage. Firms who embraced Recruitment Automation performed 39% better than competitors in this recovery period, making it one of the most significant differentiating factors. However, Engagement Automation and Marketing Automation also helped bolster recovery significantly. In this section, we'll analyze these two subsequent areas in greater depth.

Engagement Automation

33% Better Performance

Of surveyed participants, those who prioritized Engagement Automation technologies performed 33% better than their counterparts. Engagement Automation refers to **engaging every consultant on billing consistently and effectively**. Successful firms were able to communicate with their consultants throughout the pandemic, which meant they had available talent on-hand when hiring picked up again.

For most staffing firms, Engagement Automation was heavily utilized throughout 2020. This helped firms weather the pandemic and stabilize their number of consultants on billing. When new job orders began in September and October, these staffing firms had established regular lines of communication with top talent, enabling them to respond to client requests more quickly than competitors.

So how exactly did firms achieve this? What does Engagement Automation consist of, and why does it make consultants more willing to work with a firm again and again?

ENGAGEMENT AUTOMATION



33%

Better Performance
DURING PHASE 3

Our analysis found the following capabilities to be critical:

Personalized Communications

Too often consultants receive impersonal, corporate communications from their staffing firm. As a result, consultants do not form any loyalty or bond with the company. Therefore at the end of the placement, they seek new opportunities on their own. In the case of a major disruption such as the pandemic, they might simply leave their contract for a better, safer opportunity.

Staffing firms that personalized communications, using the consultant's name, job title, etc., combated this impression of an impersonal corporate employer. Consultants who received these communications felt more comfortable with and better tied to their staffing firms, leaving them more willing to re-deploy on another contract.

Automated Reminders and Outreach

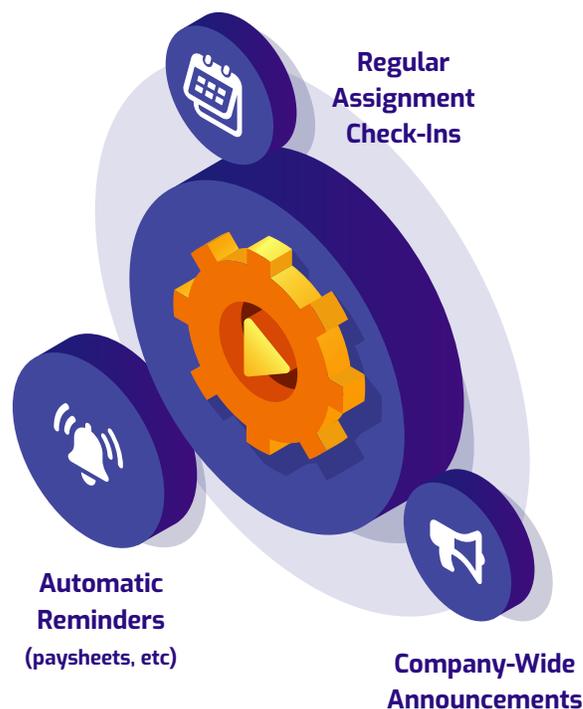
Firms with limited resources often have difficulty with consistent consultant outreach. That's why automated outreach is so effective: it enables your team to strengthen relationships with little manual effort. Built-in SMS platforms combined with CRM technology allows your recruiters to send regular texts to consultants on auto-pilot.

Responses are automatically tracked within the ATS, so your recruiters can easily respond to pressing communications. Programming the CRM technology with new, COVID-specific communications helped staffing firms ensure their consultants felt supported without overworking their own teams.

Flexible and Real-time Communications

The final aspect of Engagement Automation that helped companies succeed was flexible technology. Mobile staffing apps that gave recruiters access to their entire ATS database proved critical during the work-from-home era.

But more importantly, recruiters used mobile apps to field questions about safety protocols and guidelines. By giving real-time answers to pressing questions, recruiters were able to retain their workforce and maintain their number of consultants on billing.



Automated Consultant Engagement

“Once you use CEIPAL’s artificial intelligence, you won’t go back. It saves time and money while helping build better relationships. My team and I trust the AI completely.”



Stacey Edmond
Director of Recruiting | Business Technology Group

Marketing Automation

39% Better Performance

Marketing Automation made a significant difference in staffing firms' rate of recovery, improving performances by 39%. Marketing Automation technologies enable firms to **automate outreach to prospective candidates & clients**—i.e, new talent and sources of business. These marketing efforts helped firms consistently generate new business without burying their teams with manual tasks.

Firms that saw the biggest ROI on their Marketing Automation efforts leveraged multi-channel outreach. This means they targeted clients and candidates on social media, via email and SMS campaigns, and through any other available channel. Another determinant of overall success was how personalized these Marketing Automation efforts were. Personalization boosted response rates, especially for prospective clients, thereby increasing the overall number of job orders.

Different marketing techniques proved more effective with candidates than clients, and vice versa.

MARKETING AUTOMATION



39%

Better Performance
DURING PHASE 3

Generally, for candidate marketing, the following automation capabilities were key:

Advertising on Job Boards and Social Media Sites

Candidates seeking new opportunities spend a lot of time on job boards like LinkedIn, Indeed, Monster, and Dice. Displaying advertisements on these sites — whether a general ad for a firm or a specific job posting — proved an effective way to engage more talent and reach new candidates.

Automatic Email Campaigns

Spamming your candidates with irrelevant job requirements is an example of bad candidate marketing. However, by leveraging CRM capabilities, certain staffing firms saw great results when emailing candidates. Creating automatic campaigns that ask candidates to update their resumes or express their job preferences is a surefire way to engage prospective candidates and prime them for new placement opportunities.

Targeting Certain Skill Sets

Another key way to engage prospective candidates is to group them based on skill sets. For example, during COVID, healthcare skill sets were in high demand. Staffing firms that made concerted efforts to target those skill sets through automated email marketing, SMS outreach, and social media engagement found that they were ready and able to respond to client requests faster than their competitors. Certain ATS technologies, like modules dedicated to candidate management, helped streamline this process.

Generally, for client marketing, the following automation capabilities were key:

Automatic Multi-channel Campaigns

To create new business, successful staffing firms automated multi-channel marketing campaigns to key clients. Personalized email campaigns, combined with SMS outreach and social media marketing (e.g., LinkedIn in-mails) proved the most effective way to increase response rates from clients.

Leveraging CRM technology in their ATS, these staffing firms were able to consistently reach target clients without drowning their recruiters in manual tasks. The automation factor was key in ensuring maximum ROI for these marketing efforts.

Business Analytics as Proof Points

One of the most powerful ways to win new clients is through case studies or otherwise illustrating how your services have helped other clients achieve greater ROI. Within their automated marketing campaigns, successful staffing firms leveraged business analytics that proved how much they helped previous clients.

Statistics on drive-to-fill times, placement retention rates, and more served as fool-proof recommendations for their teams. And, if these firms had a CRM built into their ATS, they could insert this business intelligence straight into their automated campaigns, removing any manual processes from their workflow.

Brand Promotion on Social Media

Finally, successful staffing firms leveraged social media marketing, especially on LinkedIn. While most staffing firms are active on LinkedIn to promote job opportunities, very few use LinkedIn as a marketing tool. During the recovery period, however, firms that ran campaigns targeting their ideal clients saw increased engagement rates and a significant number of new business opportunities. Leveraging every interaction with potential customers was key in expediting the recovery process.



Personalized Follow-Ups



Email Campaigns



Social Media Presence

“CEIPAL's business intelligence was an enormous help. Logging into the system and immediately seeing an interactive dashboard with up-to-date information on our KPIs was essential.”

managed Staffing Ray Jaffrey
COO | Managed Staffing

The Essential Nature of Technology

No one is certain what the long-term impacts of the COVID-19 pandemic will be. And yet, for staffing and recruitment professionals one thing became clear: **technology is a major determinant of success.**

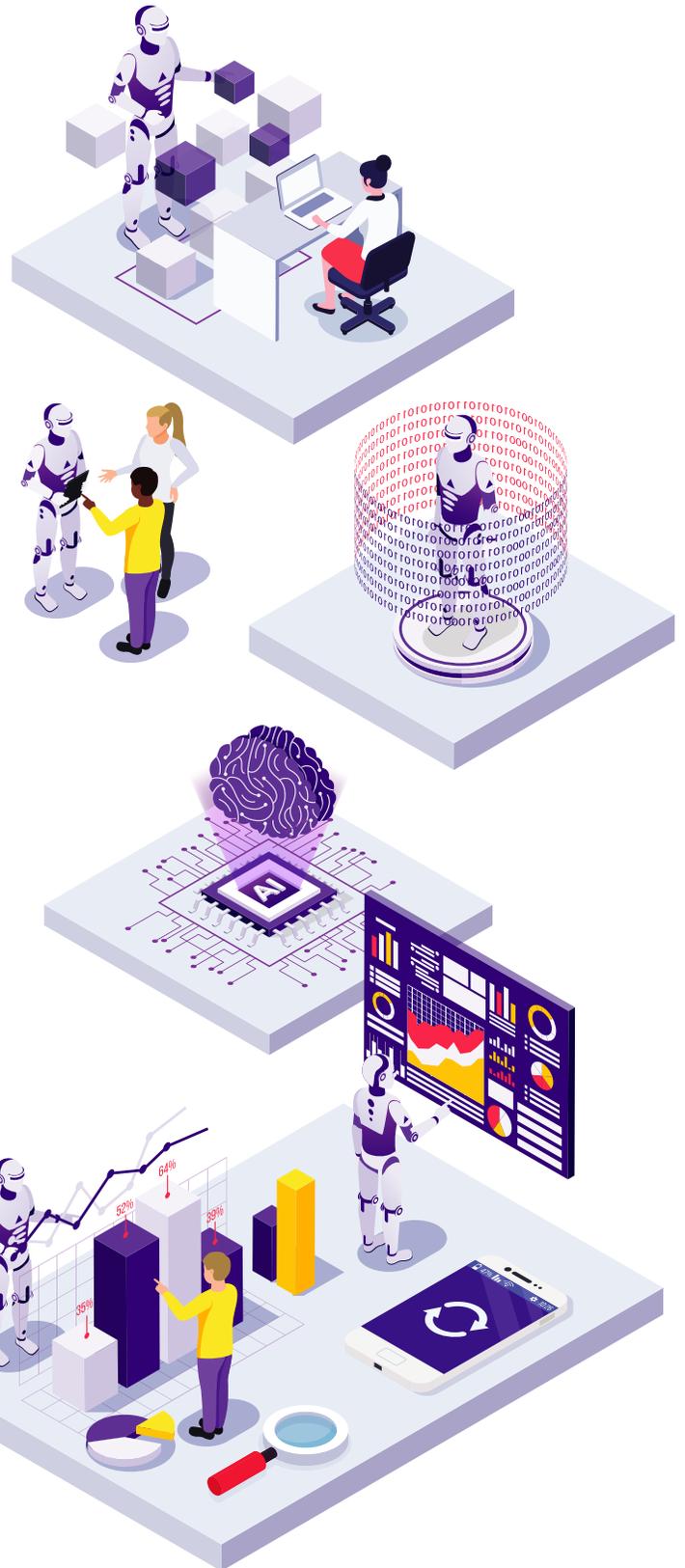
Firms that adopted and leveraged technology were spared the worst losses of the pandemic. Indeed, some even flourished, taking advantage of numerous openings in the healthcare industry. Firms that did not leverage technology found themselves in tough positions. Not only did they need to adapt to a work-from-home model—they had no tools with which to do business, leading to one of the worst revenue years this century.

But our analysis revealed more than the essential nature of technology.

From the data gathered, three directives for success emerged:

- **Automate Manual Tasks Whenever Possible**

Many of the technologies that had a major impact on performance involved automation, including recruitment automation, which heavily relies upon AI technology, engagement automation, which heavily relies upon CRM technology built into an ATS; and marketing automation, which similarly relies upon CRM technology and business analytics. Automation allowed firms to complete more tasks using minimal resources. As a result, it was easier for them to achieve pre-pandemic levels of profitability: they were able to do more outreach, more recruitment, and more analysis without eating into their bottom lines.



- **Invest in Business Process Improvement**

Staffing firms that work to streamline their internal processes are in a much better position to respond to sudden changes in the market and are able to succeed despite challenges. Simple things such as investing in real-time business intelligence and tracking recruiters' performance on a day-to-day level, can directly impact a firm's ROI. Firms that do not dive into the details of their own results and processes leave themselves open to inefficiencies and bottlenecks that, in times of crisis, can negatively impact overall performance.



- **Prioritize Technology Adoption**

Without exception, the firms that already had advanced technology in place fared better than those that did not. Arriving late is better than never. Some firms took the downturn in hiring as an opportunity to invest in their own technology stack. These firms were able to leverage marketing automation and engagement automation toward the end of Phase 2, spurring their own recoveries. And as these firms continued to adjust to new technologies, they saw consistent improvements in profitability: lower operational costs, lower drive-to-fill times, and higher placement numbers.



Technology is not a temporary solution to the challenges of the COVID-19 pandemic. Rather, it is ushering in a new way of working for staffing and recruitment professionals—one that is more efficient and more cost-effective.

Want to see these technologies in action?

Get a demo to see the real-world impact they can have on your business.

[Get started with CEIPAL ▶](#)