A Modern Hourly Hiring Journey:

Simplify the path to **fill jobs faster**

Hourly by S.M.T

Where are the hourly workers?

Industries dependent on hourly workers—from hotels and restaurants to manufacturing—are rebounding and experiencing a surge in hiring. But, for many, the workers they need to ramp back up or grow simply aren't there. Today's seasoned talent hourly only makes it worse.

Shorten the path to hiring.

When you're competing for the attention of a shrinking pool of candidates, how can you stand out? Instead of sending your applicants through disparate experiences and cycles of waiting that kill the deal-close every step, cut a clear path for job seekers to go from exploring your job to being hired. Make it easy for them to navigate the hiring experience—from applying you to engage applicants instantly, communicate constantly, and hire faster.

We invite you to explore the difference.

Join our hourly job seekers, Modern Maggie and Traditional Tom, as they navigate two hourly hiring journeys, two wildly different experiences. Maggie and Tom step into their favorite coffee shop Tuesday morning. Let's see what happens when the shop manager, Harry, uses a conversational hiring experience (Modern Maggie) versus a traditional apply process (Traditional Tom).

MON: 7:00AM

7:30AM

Harry is a manager who hasn't dealt with the current hiring process before.

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TUES: 7:30AM

Maggie is waiting in her car outside of the coffee shop when she sees a "now hiring" sign in the window.

Tom is rushing into the coffee shop, orders a cup, and sees a "now hiring" sign on the window.

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7:31AM

Maggie immediately pulls out her phone. She's a few years out of college and she worked her way through school and wasn't sure if she would be able to work weekends? She clicks on the "now hiring" sign in the window while waiting for her drink.

Tom is waiting for his order and he's a little nervous. He has been hyper-focused on his job search and wasn't sure if he would be able to find a job in a reasonable amount of time.

7:33AM

Maggie is waiting in line and wonders if the shop is hiring for other positions. She runs back her questions and wonders if the manager answer pops right up.

Tom's order is ready and he grabs his coffee and heads to his car.

7:37AM

As Maggie is walking across campus, she receives a text from the shop to schedule a 30 second video interview. She's flattered and impressed that the qualified enough and that they are eager to hire her starting!

7:39AM

Tom's phone rings. This unannounced number is a little suspicious and he doesn't answer. He's glad. This is the 3rd time he's gotten a call from a number he doesn't know.

7:42AM

As Maggie settles into her seat in class, she's thrilled to have scheduled her job interview. She's also a great fit for her schedule, she's excited to have a good feeling.

Have you noticed
It took 15 days longer for Tom to get a response to his job application.

8:02AM

Tom's phone pulls up a text from his dashboard on his phone, and sends a quick response to the hiring manager. Tom's been on a lot of unanswered calls and he's gotten his a-game down pretty pugnacious.

9:30AM

After class, Maggie pulls up her phone and sees the text message she received earlier. She and Harry exchange a few more texts and even have some personalized emojis. Maggie's excited to have answered her questions and the job requirements.

11:12AM

After receiving chasers, Tom's phone finally lets him know he has been hired to apply. But first, there's that paper that today.

4:15PM

Maggie heads to her job at the coffee shop and meets Harry. She really likes Harry and this job is a great fit for her schedule, her commute, and a good feeling.

5:25PM

While the delivery driver drops off the beverages and the bagels, Harry pulls up the Hiring Manager dashboard on the tablet and notices an offer is Maggie. He sends a quick text offer before the other candidate, who he also emailed earlier in the week, can even help he's a-twitchin'.

5:25PM

Tom heads back home and sits down to eat. It aint for a reunion, it's a celebration. It's his first job behind high school, so he doesn't know.

5:26PM

As Maggie walks in the door, she gets a notification that her offer is waiting.

5:28PM

Maggie's text on the weekend and the text she received earlier in the evening. She returns and accepts the offer. It's time to celebrate! She discussed with Harry.

Have you noticed
It took Tom's hiring manager 3 days longer to accept a candidate.

5:30PM

Maggie is prompted to enter in a few more details and to make a date for her first day to start her job. Harry's at a barista later this week!

Maggie accepted her offer! Harry thinks she'll be a great addition to the team, and she's really stuffed and is glad she didn't have to wait the weekend. It's about her's a quick text to her manager and he has now he will follow up with more details soon.

6:15PM

The offer has gone with a template, so he pulls something together.

7:20PM

Tom finishes his dinner and heads off with friends.

WED: 10:30AM

Tom finally has the time to sit down for the training. In the logo, he sees a 12 year old, and he's thinking, they serving the beverages, how early number? Tom's thinking, he's thinking, there are already a few candidates ahead of attention for resumes. Tom's thinking, Jimmy's complete.

FRI: 2:15PM

Knowing he's off work on the weekend, Harry texts and confirms Maggie can take on $8 hr.

A corporate recruiter reviews Tom's resume and sends it to Harry along with 5 others.

MON: 6:05AM

The recruiter sent some resumes over last night, and Harry's first cup of the weekend. He's got a few minutes before he opens the shop. He sketches out a few ideas for the job he's hopeful, to be taken seriously, he's applications, for the shop opens and he's scented in the floor.

10:25AM

After the morning rush, Harry pulls up his tablet and emails Tom and has a conversation about scheduling interviews.

11:42AM

Tom gets an email from Harry's hiring manager. He's inclined to get an interview—he's been sitting around with a stack, group he can't take, so he wants an email back to Harry.

2:00PM

Tom's phone rings. Harry's calling to set up the interview, and he's a little surprised that Harry is from the region. Tom has been sitting around with a stack, group he can't take, so he wants an email back to Harry.

WED: 9:20AM

Harry's 10am interview with Maggie ends early. Maggie's 10am interview ends early.

10:00AM

Tom's phone rings. Harry's calling to set up the interview, and he's a little surprised that Harry is from the region. Tom has been sitting around with a stack, group he can't take, so he wants an email back to Harry.

FRI: 3:00PM

Tom's heart beat a little faster. He's not quite sure what to do. Tom's phone rings. Harry's calling to set up the interview, and he's a little surprised that Harry is from the region. Tom has been sitting around with a stack, group he can't take, so he wants an email back to Harry.

MON: 2:45PM

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Ready to transform your hourly hiring journey?

The moral of the story is just as clear as the timeline. In more hours, Maggie is ready to get started, compared to Tom's disappointing hiring journey and Harry's settled shifts. Hiring managers can't afford this disconnect—they need to be able to quickly and consistently connect, recruit, and to maximize the transitional impact on customer dissatisfaction and lost revenue.

It's time to make hiring easier for everyone.

As an increasingly competitive recruiting landscape, go a leg up with a fast and frictionless experience—a conversational experience that keeps the attention of candidate and the hiring manager from emails, desktops, and logins - and, helps you fill hourly jobs faster.

Ready to see how simple and fast a conversational hiring experience is?

Self-schedule time to speak with one of our hourly hiring experts. We'll show you how we can overcome some of your biggest challenges and show you how a conversational recruiting platform can help you hire your hourly workers faster.

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