



From understaffed to fully staffed in the new year 2022.

Juan Chaparro

CEO Pipehire + Gmaids

12/2/2021



Today's talk

1. The framework
2. Q&A



Where we're today in the hiring space?

The great resignation is real:

1. It's happening in all segments but more noticeable on in the blue collar market
2. Millenials and Gen Z (hiring people under 35 yrs old is very risky)
3. Less people available to work in the home service industries, due to competing companies like Amazon offering paying for college tuition 100%

pipehire
hrm

What's a framework?

Definition:

noun

a basic structure, plan, or system, as of concepts, values, customs, or rules:



- 1 Click ads > Landing page > Clarity of job > Conversion.
Goal: Maximize conversion rate.
- 2 Screening > Job Fit > 10 min Pre-Interview > Book interview
Goal: Book appointments with the right applicant.
- 3 Interview > Attendance Policy upfront > Situations questions > I-9
Send to train. **Goal: Increase successful trainees**
- 4 Video training > Hands on Training 5 days > Fill daily report pass/fail
Goal: Increase service quality and reduce complaints
- 5 HR Manager > Paperwork > Products/Supplies >
Goal: Increase successful onboardings
- 6 Attendance > Complaints > Birthdays/Anniversaries > Culture
Goal: Increase employee retention (3 yrs-5yrs)
- 7 Employee loves their work helping recruit new workers.
Goal: Increase employees referrals

Acquisition

Getting people to apply

1

Click ads > Landing page > Clarity of job > Conversion.

Click Ads

- Indeed
- FB
- Ziprecruiter
- Google
- Job boards

Landing Page

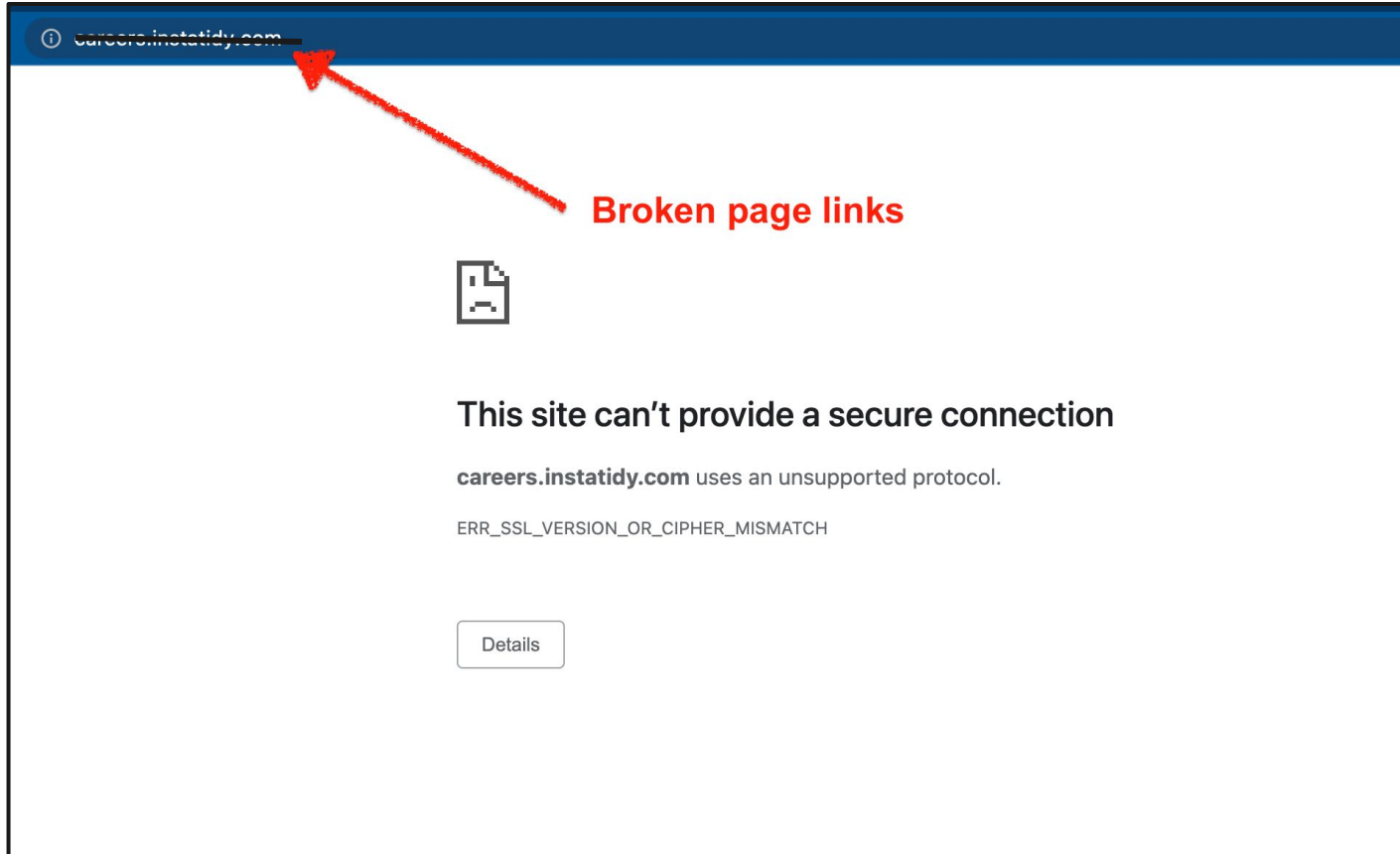
- Build traffic to your own page /jobs
- Most companies don't have one
- No explanation
- Not exciting

Clarity of the job

- Applicants need to have crystal clear what's in it for the them
- What's their pay, benefits etc.

Goal: Maximize conversion rate.

1. Broken links/pages or not https secure



2. Not collecting enough information

Home Why Wiz Cleaners Services ▾ Contact Us Join Our Team

JOIN OUR TEAM

If you're interested in one of our open positions, start by applying below and attaching your resume.

Apply Now


Name*

Phone*

Email*

Message

**Not enough information
Resumes are hard to compare**



[Attach Resume](#) Attachments (0)

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

Submit Application

3. Poor quality web experience receiving the application.

Multistage forms
In this case 37 steps

Do you have your own cleaning supplies?*

Do you have housekeeping insurance?*

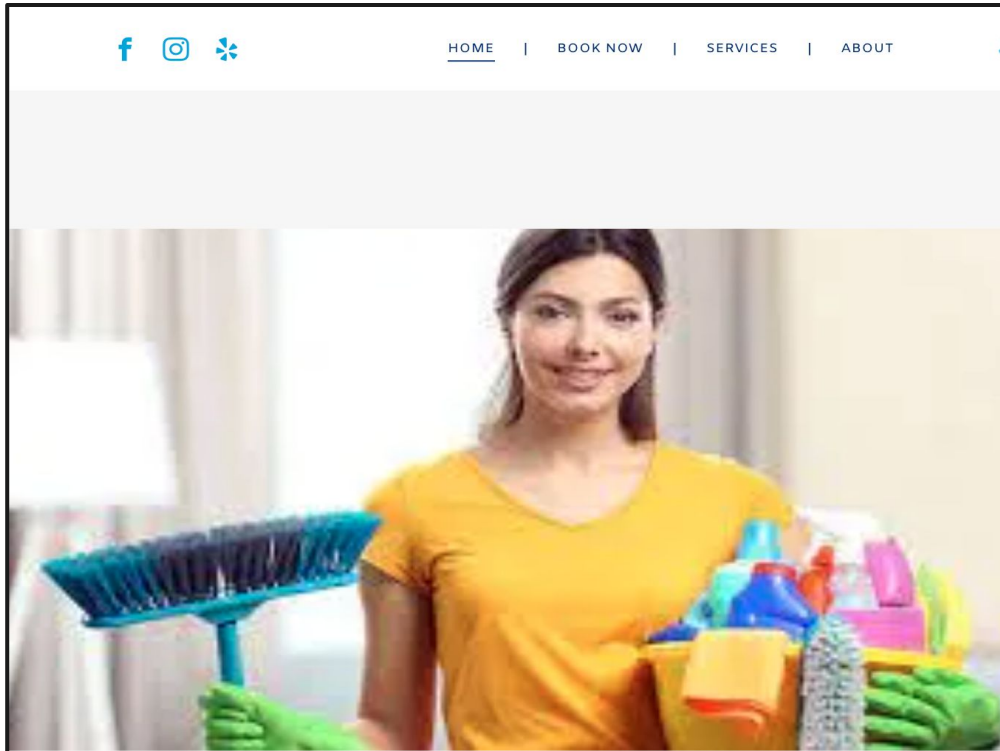
T-Shirt Size (Optional T-Shirts with Company B)

19 of 37

34. What is an example of how you can of...

The image shows a screenshot of a web application with a multistage form. At the top left is a logo consisting of three slanted lines. The main content area displays three stages of the form. The first stage asks "Do you have your own cleaning supplies?*" with "YES" and "NO" buttons and a "NEXT →" button. The second stage asks "Do you have housekeeping insurance?*" with "or willing to purchase when starting with us?" and "YES" and "NO" buttons, and "← PREVIOUS" and "NEXT →" buttons. The third stage is titled "T-Shirt Size (Optional T-Shirts with Company B)" and has a "← PREVIOUS" button. Below the form stages is a progress indicator consisting of a horizontal line with 37 small circles. The 19th circle is highlighted in red, and a grey box below it says "19 of 37". A dark grey box on the right contains the text "34. What is an example of how you can of...". Red arrows point from the progress indicator to the corresponding form stages. A large red curved arrow points from the progress indicator to the second stage.

4. Poor quality web experience receiving the application.



Screening

Discover the right person

2

Screening > Job Fit > 10 min Pre-Interview > Book interview

Screening

- Use a scoring system
- Use knock out questions
- Make sure references are checked

Job Fit

- Explain clearly what's expected of them
- Are you an organized person, that can be committed to a full time schedule?

Pre-Interview

- A 10 min interview by a VA or assistant to verify all the data
- Send them link to calendly or use SMS confirmation

Goal: Book appointments with the right applicant.

Interviewing

Clarify of what they're getting into

3

Interview > Attendance Policy upfront > Situations questions > I-9
Send to train. **Goal: Increase successful trainees**

Interview

- Start asking about them, goals/dreams, why they are here?

Attendance Policy

- The most important thing of the interview.
- Don't move forward without having this clear and signed
- Min wage if they quit
- \$250 training fee less than 90 days (signed)

Situations questions

- Want to know how they react to day to day problems
- What to know if they are in chaos in their life.
- Get total score of each interview

Goal: Increase successful trainees

PRE-BOARDING - ATTENDANCE POLICY

You're joining a company that visits clients at their homes and operates 80% of pre-scheduled appointments Monday - Friday, so **showing up for work** is the most important factor of the job.

Job Fit:

If you're a person that has an organized schedule, can be on-time to appointments and can commit to a full time schedule this job is a good fit. If you have too many issues that arise in your daily life that you can't control, that won't make you commit to a job, then please mention it and discuss it with the HR manager now before moving forward.

Check the boxes as you read and understand:

Schedule:

- Monday, Tuesday, Wednesday, Thursday, Friday. (*No nights or weekends*)
- Hours: 8:00 am - 5:30 pm

Personal time-off given by the company:

- 5 days per calendar year with a **2 week notice submitted online form** which you can find here [ENTER URL]

When leaving the job:

- Must inform **2 weeks in advance** otherwise payment will be reduced to [STATE] min wage of \$7.25/hr
- Must return all the equipment as per checklist in order to avoid deductions.
- If you quit in less than 90 days from your hire date, A \$250 training fee will be deducted

DM of Messenger to send you a copy

Interviewing

Clarify of what they're getting into

3

Interview > Attendance Policy upfront > Situations questions > I-9
Send to train. **Goal: Increase successful trainees**

Background

- Run E-verify
- Background check
- MVR

Send to train

- Have 2-3 trainers to rotate them
- Trainers love to help and teach.
- Don't force anyone to become a trainer. Will fail!

Goal: Increase successful trainees

Training

Teach them a model to follow

4

Video training > Hands on Training 5 days > Fill daily report pass/fail

Video Training

- **Ask them to watch before hand on training**
- **This shortens training**
- **Ask for the cert**

Hands-On

- **Daily evaluation**
- **Tracking of time on the app**
- **Make sure you explain about paying min wage if they quit**

Fill daily report

- **Do it online using google forms**
- **Monitor daily**
- **Have all office see this**

Goal: Increase service quality and reduce complaints

Onboarding
Start them right

5

HR Manager > Paperwork > Products/Supplies >

HR Manager

- Dedicated to hiring, managing, offboarding.
- 3 days a week.
- Focus moves the needle.

Paperwork

- Sign all and explain it very well, this could take 1hr to 1.5 hrs
- File all this online or file cabinet

Products/supplies

- Trainer should supply
- Sign everything they receive
- Anything lost or missing when they quit will have a discount

Goal: Increase successful onboardings

Management
Monitor performance

6

Attendance > Complaints > Birthdays/Anniversaries > Culture

Attendance

- **Most people are not tracking it properly**
- **Send them text every they are absent**
- **Make it a BIG deal**

Complaints


- **Track and share**
- **Send them via text this every time**
- **Keep a leaderboard**

Birthdays/anniv

- **Important for company culture**
- **Most owners fail to remember**
- **Builds company culture/recognition**

Goal: Increase employee retention (3 yrs-5yrs)

New employee

ATTENDANCE		
0 of 5	0 of 5	0 of 8 
Vacation	Personal	Absent

In Good standing employee

ATTENDANCE		
5 of 5	1 of 5	2 of 8 
Vacation	Personal	Absent

Terminated employee

ATTENDANCE		
10 of 10	13 of 5	11 of 8 
Vacation	Personal	Absent

Referral
Employees invite others

7

Employee loves their work helping recruit new workers.

Goal: Increase employees referrals

Referral program

- **\$400-\$1000**
- **When they love it they talk**

Goal: Increase employee retention (3 yrs-5yrs)

pipehire
hrm

Questions?

juan@pipehirehrm.com
or Find me on Facebook

Join our FB Group

<https://www.facebook.com/groups/pipehirehrm/>

pipehire
hrm

Youtube Search: "Pipehire"

Instagram: @Pipehirehrm

pipehire
hrm

**Helping the Fastest Growing
Companies Hire and Manage
Better.**

[Pipehirehrm.com](https://pipehirehrm.com)