



## TenStep Supplemental Paper

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### Seasonal Hires

To guarantee an adequate employee pool to meet its seasonal needs, some companies offer unusual incentives such as free roller coaster passes and subsidized housing. Some other companies, hoping to ensure good staffing results during peak demand, elevate their priority with some favored staffing companies by granting an exclusive contract.

Hiring seasonal talent during an era of low unemployment presents a challenge for employers who compete for talent, especially in economically strong regions. Many companies have traditionally resorted to filling required seasonal expansion with temporary employees supplied by staffing companies. Seasonal cycles are one of the main reasons that businesses turn to temporary employees. Fortunately for seasonal businesses, there is a growing pool of experienced employees who shun permanent positions in favor of flexible assignments that adapt to their lifestyles. About one-third of the 2.9 million people employed daily by staffing companies are not interested in permanent positions.

Staffing flexibility comes with a steep price for companies. The company that relies on an outside staffing company to supply contingent employees pays a per-hour premium that can exceed the wages of the average permanent employee by as much as 65 %. That is because employers pay the equivalent of wages, benefits, and a premium to the staffing company for the temporary employee.

It's a lot quicker than traditional means like advertising in newspapers, and most of the time it results in a better-quality workforce.

Seasonal hiring has the advantage of permitting employers to try out potential permanent hires. Most staffing company employees expect temporary jobs to be a quick path to winning a permanent spot with a company. Still, a substantial number of employees say they accept temporary positions by preference as a way to better control their work schedules and to be able to choose from a variety of assignments.