

Competitive Distinctions of Alternative Staffing Organizations*

- Support candidates through employment (vs. just in applicant stage), i.e. employee assistance/case management/retention support
- Routinely follow-up with candidates and employers throughout length of assignment to ensure success on the job
- Provide practical supports - e.g., equipment, uniforms, transportation, at no charge to customer
- Pay candidates more \$ than most agencies, and pay more frequently
- Prepare candidates to work through a Work Readiness Program or industry recognized credentialing, such as WorkKeys.
- Candidates of ASOs likely to do better job and stay longer; they're clean & sober and grateful for opportunity to work
- Offer additional services (e.g., training) to incumbent workers employed by customer companies
- Address barriers to employment up front
- Take a strategic role with HR - one of full disclosure of candidate's past (within legal bounds)
- Help employers meet diversity objectives
- Help employers increase WOTC tax credits
- Provide on-site training and supervisor
- May pay part of employee's wage and benefit costs during initial period of employment
- Social mission & public relations advantage for employer
- Government & social service connections mean access to unique candidate pool
- Reduced conversion fees for temp-to-hire
- Flexible pricing options
- Liability coverage (where other firms are not willing/able to insure specific tasks, e.g., food handling)

**As detailed by attendees of the "Communicating Your ASO's Value Proposition" workshop at 2009 Alternative Staffing Alliance Conference*