



Workforce
Solutions

BEST PRACTICES

Tis' the Season:

Managing a Seasonal Workforce

Ready or not, another busy season is fast approaching and so is the need for many organizations to bring on extra hands to help. As luck would have it, many Americans are ready for extra work. According to a recent survey, [over 25%](#) of the respondents said they were planning to work a seasonal job to help offset inflation costs. Your candidate pool for seasonal workers could be greater this year than ever before.

Seasonal hiring can be a monumental task, and managing hourly workers during the busiest time of year is often a challenge. With a large number of employees going through the entire employment lifecycle in a short period of time, you need to be sure you are as efficient as possible to help minimize the chaos.





Forecasting for the Busy Season

Planning ahead for your organization's busy season can be one of your greatest challenges. You need to make the most of the window of time between peak periods since your busy season likely helps carry your business for the year. Here are some factors to think about before staffing up.

1

Review previous years for trends

It can pay to look in the rearview mirror. Reviewing your previous high volume season can help you forecast staffing levels, shifts, work patterns, breaks, etc. to have the best chance at providing the right levels of coverage at the right time.

2

Consider external factors

Guesswork will always play a role since not every year is the same, but there are additional factors you should consider. Those factors may include national economic indicators, forecasted amounts of spending, local economic conditions, and new competitors. For instance, it was estimated that retailers were [hiring fewer workers](#) for the 2022 holiday season because of the uncertainty around the economy and the tight labor market. Evaluate what factors will affect your business when deciding how much additional labor you will need.

3

Determine timing

While your goal is most likely to hire quickly, we all know the job market has been tough. Get started early, and if you are using a staffing agency, make sure you provide them information well in advance about any additional roles you might need to fill on short notice.

Hiring and Onboarding

Seasonal fluctuations in business bring a host of challenges; not the least of which is hiring the right candidates at the right time to meet your needs. Since job seekers have a lot of options these days, you need to stand out and get those applicants to choose you as much as you choose them. But, you can't be careless even when trying to hire quickly. Going blindly by what candidates tell you in interviews and put on their resume could be putting your organization at risk. Did you know, [more than 40%](#) of job candidates falsify their resume or application? As important as speed can be, there needs to be a balance with responsible verifications and background checks.

1 Identify the right candidates

When you interview and perform reference checks for seasonal job candidates, focus on characteristics like work ethic, reliability, flexibility, and positive attitude. Hiring for these traits can help make it easier for your team to adapt to changing priorities throughout your season.

2 Perform necessary verifications

Running pre-hire verifications can help you gain a more complete picture of your candidates, helping you identify if they have the appropriate experience and education, verify that what the candidate included in their application and in their interview is accurate, and potentially uncover business culture or possible integrity issues

3 Onboard them quicker

Your managers are in the weeds creating work schedules and making plans to integrate new members to the team, so you want to make the onboarding process as seamless as possible. Using a tool like I-9 Anywhere® from Equifax Workforce Solutions can make the Form I-9 submission and approval process simpler by allowing new hires to check off the task at a location that's convenient for them, all while keeping accuracy in mind.

4 Streamline required paperwork

You can also help streamline other critical paperwork that needs to be completed or dispersed by sending out a single, digital hiring packet. Many states have their own set of new hire forms that change often, making it complicated to ensure each employee completes the right forms. Not meeting these requirements can result in fines. An automated state forms process can help you get the right form, to the right employee, at the right time.

Include both the required onboarding paperwork as well as things like your employee handbook and expectations so you can get signatures on everything at one time. The faster your seasonal workforce is brought up to speed, the faster they're able to contribute towards your business goals for the busy season.

Candidates are typically only available for [10 days before being hired](#).

Investigate technology solutions that can help you save time during this complex hiring environment. Consider outsourcing your [pre-employment verifications](#) to help you make more informed hiring decisions with less time taken away from your HR team.



Consider automating your onboarding packet, and use these [Onboarding Best Practices](#) to help you get started.



Benefits During Employment

With seasonal workers only being a part of your workforce for a short amount of time, there are often questions that arise such as how do you determine what training and benefits they should receive? It can be confusing to know which benefits seasonal employees are eligible for versus full-time, part-time, and temporary employees, so understanding the differences is critical.

What can be applicable?

- ✓ For those working less than six months, traditional benefits packages are not required, but if offered, could go a long way in building a relationship for the future if they want to return.
- ✓ If you are offering incentives to draw in seasonal workers like bonuses, discounts, meals, etc. make sure your full time employees are also rewarded for their hard work and loyalty.
- ✓ Seasonal workers should receive the same organizational training required of full-time employees, such as education on sexual harassment in the workplace.
- ✓ Though traditional sick leave may not be necessary, it's fair to assume that they may need to miss a day here or there without being penalized, especially if they are working during the peak of cold and flu season.
- ✓ Don't forget that according to Affordable Care Act (ACA) regulations, Applicable Large Employers (ALEs – those who employ 50 or more full-time or full-time equivalent workers) must measure all of their [seasonal employees](#) for eligibility of offers for employer-sponsored health insurance the same way they do for their permanent, variable hour employees.
- ✓ Because of the higher volume, you may need assistance managing your seasonal workforce's tax forms and employment and income verifications. The more seasonal employees you hire, the more paperwork and verification requests you will receive. Consider automating this process with Equifax Workforce Solutions and [The Work Number®](#), so you can focus more on managing your workforce and meeting your revenue goals.

Though your seasonal workers may only be with you a short time, they should still be considered an important part of your business' success. Be sure to check in regularly, provide feedback on their work, and include them in team building exercises to help them feel valued and appreciated.



Offboarding

All good things come to an end, and seasonal employees know this better than most. They arrive with the expectation that their tenure with your company will be short-lived. Hopefully, they had a productive time on the job, added to their work experience, and maybe even made some new friends. But at the end of the season, it may be time to say, “Goodbye”. Here are some tips for helping create a smoother transition for your departing employees.



1 Perform exit interviews

Although they may have only been on the job a short time, all feedback is good feedback and conducting an exit interview is a great way to let your workers know you value their insight, both positive and constructive.

2 Offer a letter of recommendation

Writing a letter of recommendation is a great way to send your seasonal employees off to their next job. You can also provide a LinkedIn profile recommendation. Remember, people who take on seasonal jobs may have a harder time finding long-term work because they have a track record of switching jobs frequently. Your recommendation could make a big difference.

3 Utilize a digital offboarding packet

Better manage and collect necessary offboarding paperwork through a single digital packet so your seasonal workers can complete their offboarding information quicker and more efficiently before moving on. Be sure it gathers a good phone number and email address so you can get in touch with them about future opportunities.

4 Offer reemployment services

Showing a vested interest in helping your workers find their next role goes a long way in building rapport and a positive company image. Consider offering [reemployment services](#) such as resume help, mock interviewing, and more to help them land their next gig.

Use this [checklist](#) to help guide you through the separation process and to make the offboarding experience work better for both you and your employee.



Keep Seasonal Workers Coming Back

You can't transition every seasonal worker to full-time status—even if they are great at their job. But you can leave the door open for them to come back the next year. Keep your best seasonal workers in mind and consider sending them something simple like a birthday card or even just a quick email a few months after they leave. Let them know that you still appreciate all their hard work and that they are welcome back when the season starts again. You might be surprised how far a simple gesture can go in making seasonal workers feel like they are still part of the team.

Seasonal workers can be essential in helping your busy season be successful, but managing the extra work that comes along with hiring a seasonal workforce is a challenge. [Contact Equifax Workforce Solutions](#) today for ways to help better automate and follow regulatory requirements when expanding your workforce for the season.

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