

### Phase 3: Business services connects me to a local organization



**Recommended touchpoint:** This handoff must be done correctly, to show you were listening to the employer’s individual needs. They should feel it is seamless experience, so response time is important.

#### Recommendations for messaging: Talking points

*“I spoke with my team, and we are happy to connect you to our partner organization in the Bayview. Have you worked with them before? Their location, close to the water, is perfect for your needs in regard to this specific role, as you want someone with a short commute. (be sure to mention details)”*

**Timing:** This handoff should happen fairly quickly; the same day or within 24-48 hours.

### Phase 4: Applicant sourcing, pre-screening, interview, and selection



**Recommended touchpoints:** Stay in touch with the community partner to make sure the process with the employer is going well. Also stay in touch with the employer to make sure the candidates they are receiving are qualified for the job and meet requirements. Ask if any of their needs have changed since you last talked.

#### Recommendations for messaging: Talking points

*“How is it going with \_X local partner? Have they suggested candidates who are qualified for the role? Are there any roadblocks or concerns at this point? I am happy to follow up in any way I can.”*

### Phase 5: Report on status of hires



**Recommended touchpoints:** Create a simple, easy to use digital version of the spreadsheets. Consider using an online survey, which could be completed in 10 minutes or less by employers and have a combination of standardized, multiple-choice questions, and fields to enter qualitative information and quotes, etc. Think about how the survey could also be used to gather information for success stories to share through social media channels or on the website(s).

### Phase 6: Ongoing communication

#### Recommended touchpoints and messaging:

We recommend developing a process, as a regional team, for staying in touch with employers. On the top of the priority list might be a personal email which is customized to that employer and/or periodic phone call to check in. Most importantly, convey an understanding of each individual employer, their ongoing and changing needs, and the desire to help them in the hiring process.

#### Social media recommendations

Another gap Design Media identified in the overall employer experience is the absence of social media channels. These are missing entirely