



OPTIMIZING SEASONAL EMPLOYEES

Be it Black Friday blowouts, the holiday season sales, or summer camp counseling, seasonal employment is a reality of the retail, service, and hospitality world – and seasonal employees make the machine work.

This provides businesses with a rotating carousel of employees with an interesting challenge: how to bring in new talent on a temporary basis, onboard them quickly and effectively, and then release them when seasonal activity dies down?

A good starting point is managing expectations. Businesses should be clear about their temporary need for staff, and seasonal workers should be under no illusions about becoming mainstays of the company – with exceptions, of course.

Since finding, onboarding, and – eventually – offboarding seasonal employees is often messy and sometimes uncharted territory, especially for new and fast-growing businesses, we've put together some simple tips to help you optimize your seasonal employee process:

TRAIN YOUR TEAM!

Too often, seasonal employees are expected to simply “hit the ground running” and figure things out as they go. While industries requiring seasonal help may move fast, nothing slows a company down like bad or missing training. Whether it's stocking shelves or managing a point-of-sale system during the hectic holiday season, new, undertrained employees are prone to making mistakes – big and small. From misplacing a product to improperly processing a transaction, the risks are too large to write off and can add up to grave losses for the company.

Yes, in the rush of getting new hires on the front lines as soon as possible, it can be tempting to skirt training, but it's not worth it. Set yourself up for success by ensuring all new hires – be they seasonal, temporary, or permanent – are equipped to execute their jobs properly.

Sounds good on paper, right? But how to accomplish this quickly and efficiently? That brings us to our next point.

GET AN LMS FOR SPEEDY RAMP-UP AND ONBOARDING

In order to get new hires up and running in short order, businesses need a lightweight training program that delivers the right learning content within a seamless learning management system (LMS). However, you don't want to have to train your learners just to give them training. This means you'll need a solution that requires low-training to no-training. The platform should be intuitive, accessible, and effortless to navigate. Also, you'll want to be able to record and upload videos into your LMS so new users can quickly access content in as few clicks as possible.

We know that user experience (UX) is frequently viewed as the weakest link in the learning chain and that the top reason organizations switch their LMS is to improve user experience, according to a Brandon Hall Group Training Study.

With this in mind, be wary of cumbersome eLearning solutions that offer counterintuitive or clunky UX. The best way to get learner buy-in is to provide them with a platform that they want to use!



This means finding a solution that leverages known web conventions so that seasonal employees – often millennials that, as digital natives, come equipped with the skillset to navigate online tools – are ready to receive training right out of the gate.

DOCUMENT PROCESSES

A good training program needs to be supported by the right documentation so new and existing employees know where to turn to understand processes and procedures for all activities. It's no different for training programs designed to onboard seasonal employees. The documentation needs to be up-to-date and easy to understand.

But, it also needs to be accessible, and that's where the LMS comes back into play. It's true that a best-in-class eLearning solution is much more than a warehouse for corporate documentation. However, it is essential to have an LMS that serves as a centralized knowledge base where learners can get quick access to the content they need.

DEFINE TERMS OF EMPLOYMENT AND PREPARE FOR OFFBOARDING

Speaking of documentation, you'll also need to cover your bases with supporting protocols and documents outlining seasonal employee rights and related legal issues. These vary from jurisdiction to jurisdiction, but since seasonal employees are, by their very nature, temporary, you'll need to respect their rights and anticipate how the organization will handle offboarding.

Some things to consider:

- Were terms of employment clearly defined when the seasonal employee was hired?
- Are the seasonal employees entitled to benefits during their time with the organization?
- How will overtime pay be calculated and provided?
- Will individuals be entitled to termination pay at the end of their time with the company?
- Will employees be required to work on statutory holidays?

Bottom line, establishing clear terms of employment, managing seasonal employees' expectations, and providing timely and effective training will set your seasonal staff and your business up for success.

We'd love to connect with you about implementing Docebo for your seasonal employment needs.

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