

Hard To Reach Populations...and Field Data Collection Staff

One of the world's leading research organizations has been providing a variety of social, statistical and environmental research to government and institutional sectors for more than 50 years. This organization has significant experience developing, managing and reporting for hundreds of studies, projects and programs.

To say they've "seen it all" might be a bit of an overstatement. The fact of the matter remains, that even for them, performing data collection activities with hard to reach populations presents obstacles, both from a survey respondent perspective, as well as field data collection staffing.

One particular hard to reach study presented its own set of "difficult to hire" field staff challenges for them. It involved locating bi-lingual (Vietnamese speaking) field locators who needed to be recruited, hired and onboarded within a two week time frame. Furthermore, the geographic elements and the survey site areas, combined with a lack of previous data collection staff that met the field workforce hiring criteria, created additional challenges for the study's director.

Knowing Headway has been a trusted data collection staffing partner with this organization for many years, the study's project lead engaged Headway to help them out by staffing their field workers.

Headway was able to respond immediately to their request and developed a customized field data collection staffing solution. The data collection field staff identification and recruitment process involved localized community networking, on the ground recruitment activities as well as other local-based data collection staffing methodologies.

Headway was able to quickly find and hire these hard to find Vietnamese data collection team members, all in a geographically challenging survey area, within a two week time period. The ability to be nimble, responsive, accurate and timely enabled the client to be more successful with this particular study project.

Headway Resources



Localized Community
Networking



Improved Time
To Hire



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solutions@headwaycorp.com for details.
Be sure to visit headwayinresearch.com

Field Interview Candidate Quality Translates to Improved Attrition Rates

A highly-regarded survey research organization that has been performing on-going longitudinal nationwide research studies for a major Federal agency typically needs to recruit and hire 50-70 field interviewers for each training class. Because of the sensitive nature of the study, as well as their sheer size (over 600 Field Interviewers in 25+ States), sourcing and identifying the best fitting field interviewer candidates had always been a challenging task.

Additionally, this specific study requires a more rigorous training program for its field staff. Because of the significant time and resources spent on training field data collection staffers for this particular study, being able to control and limit field staff attrition rates is critically important to its success and cost control.

Previously, the survey research organization had experienced some higher than average (and acceptable) post-training dropout rates and realized that much of the post-training attrition was related to not hiring the most qualified candidates.

They decided to leverage Headway's customized recruitment processes for data collection recruitment in order to improve key performance metrics of their field workers. For this initiative, Headway designed and developed a comprehensive, six-step, centralized recruitment process for their field interviewer staffing needs. The recruitment program was able to successfully locate and attract candidates that more closely aligned them with the most important work-related elements of this study's field interviewers.

Additionally, since the study was nationwide, Headway was able to extensively leverage and data mine its proprietary database of 300,000 survey research candidates. This enabled Headway to submit nearly four screened and qualified candidates to field supervisors (for final interviews) for each field interviewer opening. This 4:1 "submit-to-interview" ratio enabled the field supervisors to hire the "best qualified", as opposed to the "first qualified" field interviewer candidates.

The results of this staffing program have worked well, as Headway has been able to directly improve operational elements regarding data collection aspects of this organization's longitudinal research study. Some of the year over year improvements from Headway recruiting and hiring better fitting field interviewers include:

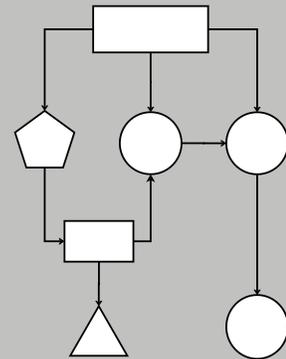
- Field interviewers completing the five week training class increased from 79% to 87% of new staffers completing training.
- Field supervisors improved their "time to hire" results, hiring final candidates more quickly.
- Post-training attrition had year over year improvement, and is at 99%.

In addition to not only finding and staffing better matched field interviewers for this major longitudinal study, the survey research organization benefits by Headway employing all of the field interviewers across the country. With Headway as the employer, Headway is completely responsible for managing and paying for all of the workers' employment requirements (payroll taxes, et al) and personnel/HR administrative (I9's, New Hire Documentation, Termination, Claims, etc..) burdens.

Headway Resources



300,000 Survey Research Candidate Database



Process-Driven Recruitment Methodologies

Headway provides:

- Complete HR training and support
- Background check processing and analysis of results
- Complete online (paperless) new hire documentation and onboarding
- Design and provide field supervisors customized interview guides
- Provide, offer and manage group health and benefits to all field interviewers

Pre-Screened Telephone Interviewers Improves Market Research Firm's Survey Operations

A Global market research powerhouse has several call centers for their telephone data collection survey operations. Because of their high inbound and outbound CATI volume, they often times need to quickly ramp up call center interviewers based on various project needs.

The market research entity has a complete in-house recruitment team, but realized because of their high volume of hiring call center workers (of both interviewers and supervisors) that they often times simply need some effective supplemental recruitment support services.

Headway partnered with them and developed a highly targeted sourcing and online screening program that leverages several advanced candidate sourcing techniques, including: social media, trade networks and an array of e-recruitment candidate sourcing technologies. This simple but powerful "source and screen" solution combination delivered a wider more diverse set of call center interviewer candidates for their talent acquisition team.

Headway was then able to seamlessly direct prospective call center interviewers and supervisors through an immediate, online, pre-screening assessment (custom configured specifically for this client's hiring needs), whereby candidates that passed were funneled to the next stage of the recruitment process where the market research provider took over the remaining recruitment activities (interviewing, final assessments, background checks, etc...) before hiring their final candidate selections.

Headway also provides the client with online access to all the candidates that passed the initial pre-screening process. This has enabled them to more quickly handle prospective candidate disposition, and more efficiently move prospective candidates through the next stage of their recruitment process.

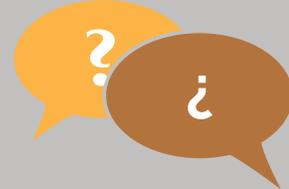
Headway has sourced and pre-screened over 2,400 candidates, while pre-qualifying over 1,300 candidates (including 590+ bilingual) for their call centers.

Headway's ability to source and attract these candidates, along with providing them an online pre-screening tool, helped improve candidate quality while reducing the time required to find candidates. Overall, this helps them be more successful with their call center survey operations. Headway's supplemental recruitment resources, also helps them be more responsive and facilitate the many quick hiring ramp-ups and the continual training class hiring requirements more effectively.

Headway Resources



50+ e-Recruitment Technologies



Pre-qualified Bilingual Staff

Employer of Record (EOR) Program Helps Employ & Pay (Already Selected) Survey Workers

A U.S. social policy research firm has over 6,000 door-to-door field workers ready to deploy and work on face-to-face, door-to-door, projects in all 50 States. One problem, because of the short-term nature of each part-time and hourly workers schedule (less than six weeks), is they did not want to officially “employ” these workers, despite the need to direct and manage their team’s day-to-day work activities.

The firm was also concerned about keeping up with the extra costs regarding the massive paperwork and administrative burdens to employ so many hourly workers in all 50 states.

Additionally, they needed to be cognizant about possible adverse, and costly SUTA (State Unemployment Taxes) tax rate increase that might negatively impact their entire workforce (full-time) population with higher SUTA tax rates, due to such a large and dispersed amount of workers.

Headway’s Employer of Record (EOR) program was a simple, compliant and more cost-effective solution that enables the organization to transfer ALL employment and HR/Personnel requirements and responsibilities to Headway, who is the official (W2) employer of record for each of the 6,000+ door-to-door field survey workers.

Headway is responsible and pays for all of the following HR requirements:



Web-based Onboarding, State Specific New Hire Documentation



Employee Taxes, Filings, Payments, UI/SUTA



HR Administration, Staff, Resources, Records



Worker’s Comp Mgmt. Processing & Admin.



Payroll Processing, Paychecks, W2s, Time Capture, Data Entry



Legal & HR Compliance, Terminations

With Headway being responsible for and managing all their field workers’ employment aspects, the firm has been able to focus more on their important field work.

Headway Resources



Nationwide Staffing Coverage

Services Contract Act (SCA) In Action: How Headway Helps Drive Staff Compliance

One of the world's premier survey research organizations had one of their large-scale government-sponsored social policy studies become subject to provisions under the Services Contract Act (SCA). Because of having over 750+ field supervisors and field interviewers constantly working on their survey in multiple states and geographies, dealing with the many SCA requirements, regarding this field staff, created a whole new set of challenges for them.

Typically, when a survey or project falls under the scope of the SCA, it means that the entity employing the field workers is responsible to monitor, track and report on numerous workforce elements – from having field supervisors be aware about checking specific time-sheet requirements, to retroactive pay considerations. Having the right knowledge of how this impacts survey research operations, as well as having the proper systems in place to manage SCA requirements, becomes of paramount importance.

Fortunately, this survey research organization already engaged its nationwide field workforce staffing to Headway, whose technology, processes and systems are able to successfully track and report all SCA requirements. Headway's time and expense entry systems effectively provide real-time tracking and reporting, while Headway insures all workforce areas requiring SCA compliance and reporting are being met. Finally, Headway is able to manage the SCA requirements for this client at the purchase order level. This is important, as some projects can be subject to SCA and others not, all within a clients' workforce.

Some of the highlights of using Headway's field staff and the impact on SCA survey compliance include:

- Headway has consolidated all field worker Wage Determinations, provided by the Department of Labor (DOL), into 264 county groupings by state.
- Wage rates by county group and job classification are compiled into a searchable database.
- Field and office staff can select the state and county group on their timesheet based on where they are working.
- Field supervisors and staff can lookup rates using a customized page on a Headway provided website.
- Headway's payroll system automatically selects the correct pay rate based on work zone entered on timesheet.
- Headway's time and expense management system tracks eligible SCA holidays and eligibility rules by state and county group.
- Headway's payroll system automatically calculates and pays holiday hours when earned.
- Headway's time and expense management system tracks and calculated eligible hours for SCA vacation pay.
- Headway's payroll system automatically calculates and pays vacation when earned.
- Health and Welfare payments as required by the wage determination are automatically calculated and paid by the payroll system.

Headway Resources



Compliance & Reporting



Time & Expense Entry Systems

- Headway’s SCA processing starts by simply checking a preference for “Immediate tracking and integration.”

This survey research organization already saves time and costs by utilizing Headway’s field survey research staff to work on this large-scale study. They save additional costs and administrative burdens that occur from the extra SCA obligations, where Headway manages the entire SCA workforce requirements.

Because of Headway’s SCA compliant survey research staffing, the client did not need to invest large amounts of capital and internal resources required to design, develop, build and manage the systems, tools and processes to ensure SCA labor management elements – Headway does that for them.

Additionally, the organization saves over 500 hours of SCA compliance-related work activities alone (that Headway performs) on an annual basis.

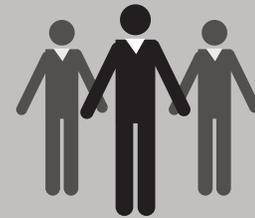
Major University Research Needs to Ramp-Up Staff for Political Polling Projects

A well-known and prestigious university had exhausted most of the workforce pool it used for telephone interviewers supporting their political polling projects. They were awarded some new polling business and needed to supplement their part-time polling interviewers and bring-on an additional 30-50 staffers for a limited nine week period of time.

Compounding the matter, they felt they had exhausted their traditional workforce pool in this area, but needed to move quickly to find more interviewer staff members, as the polling dates were fast approaching.

Headway was able to fully staff (recruit, hire and employ) the needed part-time workers for this nine week window and enabled the university to focus on their polling projects, rather than dealing with the burdens, time and resources to quickly hire and employ a team for this short-term polling project.

Headway Resources



Workforce

Learn more on how Headway can help you improve your survey research data collection results through its innovative field and call center staffing, recruitment and employment solutions.



Call now at 919.424.5800 or email solutions@headwaycorp.com for details. Be sure to visit headwayinresearch.com