

Concept3D

3 Ways to Stand Out During a Labor Shortage

And how to get warehouse employees
excited to work for you



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There is a significant labor shortage for blue-collar, warehouse workers.

2022 is here. That means it's time to prepare and plan for the new year in the midst of seasonal events. While we would all love for the state of the world to return to normal, we know the state of work hasn't been normal for a while, has it?

As we've seen throughout the last two years, work has transformed since the start of the pandemic, and we're facing an intensely tight labor market.

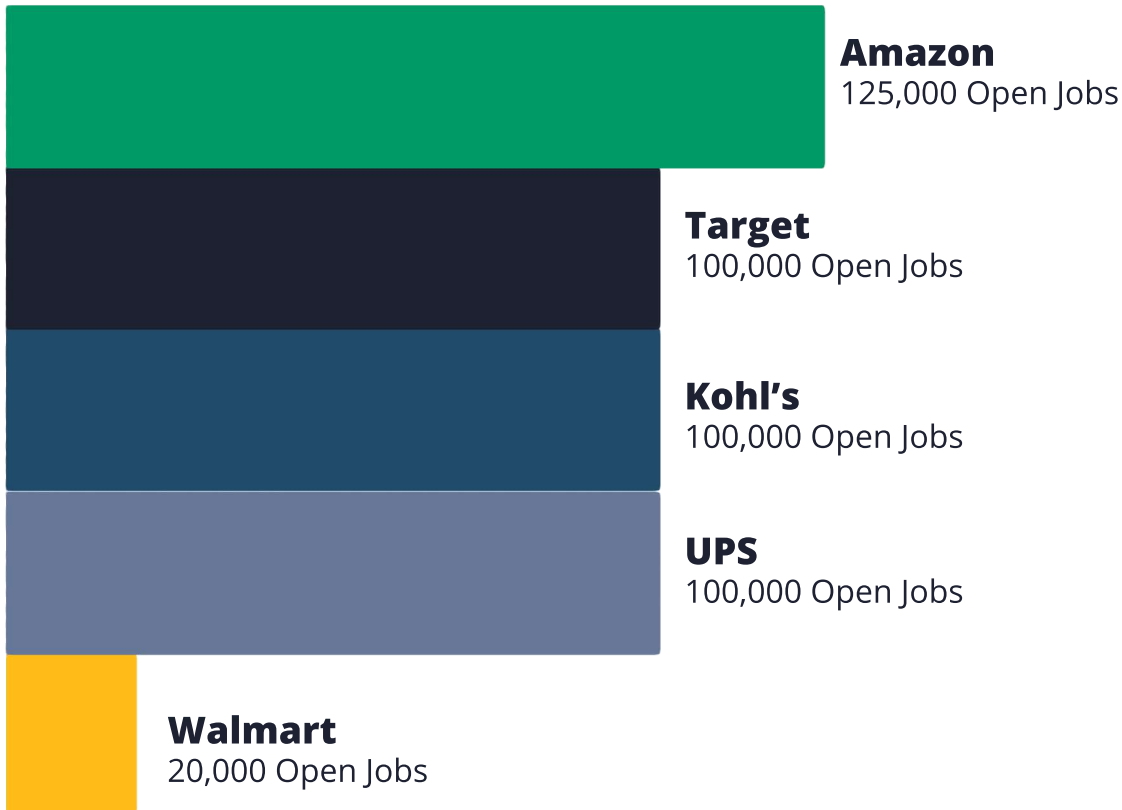
"A [survey](#) of human resources executives from large companies conducted in April by the Conference Board, a research

group, found that 49% of organizations with a mostly blue-collar work force **found it hard to retain workers**, up from 30% before the pandemic." [\(NY Times\)](#)

Warehouse employment is at the heart of this work shortage and, along with the service employment, is feeling the most pain. But it's not because of a lack of job openings. In fact, there are more warehouse job openings now than in the beginning of the pandemic.

the competition is fierce 

There are a record 490,000 warehouse and transportation job openings.



-Data from Forbes

However, the Department of Labor suggests there are not enough applicants to fill each of these roles.

Why? →

Why is there a warehouse labor shortage?

1. Online shopping increases demand for labor.

An online delivery economy drives our current market, thanks to the lack of in-person shopping available during the pandemic.



79% of America's Population shop online. (263 million)
- [Fit Small Business](#)

This ever-popular model of online shopping and delivery has increased the need for warehouse workers to package, ship, and deliver products.



- [Bureau of Labor Statistics](#)

Demand for warehouse and transportation workers has increased 48% in the last 16 months.

However, because of the current less-than-ideal conditions of warehouse work, people aren't exactly flocking to warehouses to apply. In other words, the supply of labor just does not meet the demand. And who can blame them?

Why is there a shortage continued

2. Warehouse jobs can have bad conditions.

"Some e-commerce warehouses have workers walking more than **9 miles in a shift**," and depending on the company, employees may stand for up to **10 hours a day** packing orders. And unfortunately, during the surge of the end-of-year holidays, short-staffed managers may require 60+ hours a week from workers. ([Forbes](#))



3. Potential employees want and expect better work experiences.

"Workers are increasingly put off by working conditions, low wages, and lack of career progression in the sector" ([Business Insider](#)). Prospective applicants expect more from businesses they apply to.

According to an IBM survey of 14,000+ people across many different industries, when asked **what employers could do to satisfy employees in 2021**, "workers placed work-life balance (51%) and career advancement opportunities (43%) at the top of their list of priorities, with compensation and benefits (41%) and employer ethics and values (41%) following close behind" ([IBM](#)).

The good thing is, the state of work and circumstances surrounding warehouse workers can change for the better.

Here are 3 ways how. 

How to increase your applications and hire valuable and keepable warehouse talent.

1. Immerse applicants in your company story.

People care about what makes your company special. You should, too.

Capturing your company's history, values, culture, products, and more all within the job application will catch your applicants' attention and exemplify that you care about your brand, and therefore, about the people who work for it.

Bringing the story of your company culture to life online not only provides a glimpse into the workplace, but conveys that your company is reputable, relatable, and human.

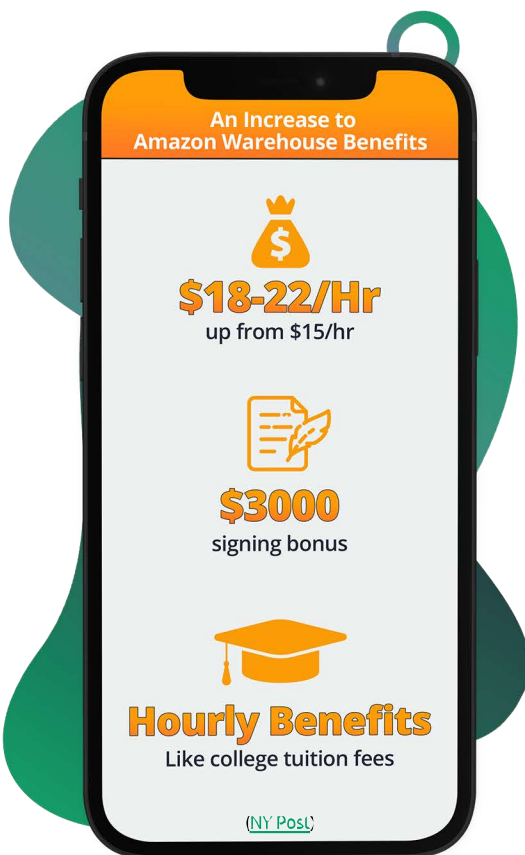


2. Give employees better benefits and higher pay.

Money isn't everything—but in this current economic climate, it can be. Increased pay and better benefits can make all the difference in the world by helping your employees feel valued and empowered.

Amazon has raised the hiring bar.

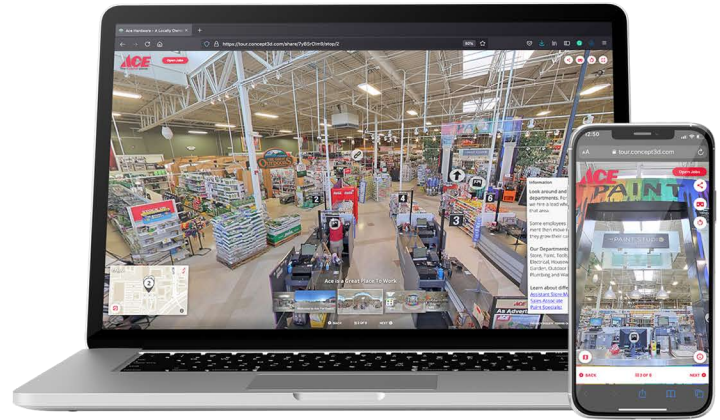
They, among other larger warehouses, are also advertising hiring permanent workers instead of simply temporary or seasonal workers. These benefits can help employees feel like the company is invested in making their work experience better.



3. Provide a detailed look into the work environment.

With the right solutions, you can give your warehouse work candidates a 360° view of what the location looks like, where it is, and how it operates.

According to an internal 2021 survey run by a third party:



search for the office location on Google before applying.



would be more likely to apply with better knowledge of the company's surroundings.

Giving candidates the option to feel like they're actually in the warehouse is key to getting them interested in accepting a position. It gives them a layout of what the grounds look like, how big it is, and what your space has to offer.

This can also help exponentially with onboarding. Get applicants used to the way you do things, and they'll be more likely to catch up quicker and more efficiently once they step into their role.

All three of these things will help you attract applicants and get them interested and invested in your company and culture. Applicants are looking for something better—you can be that something better.

Check out how you can better showcase your company and engage your applicants with Concept3D's Job Previews.

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