

Service New Brunswick

The Staffing Struggle is Real

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Topics for Discussion

Staffing & Retention Challenges

- Our People
- Our Positions
- Our Challenges

Best Practices

- Recruitment
- Retention



EXPECT **OUR BEST**
LE MEILLEUR DE NOUS



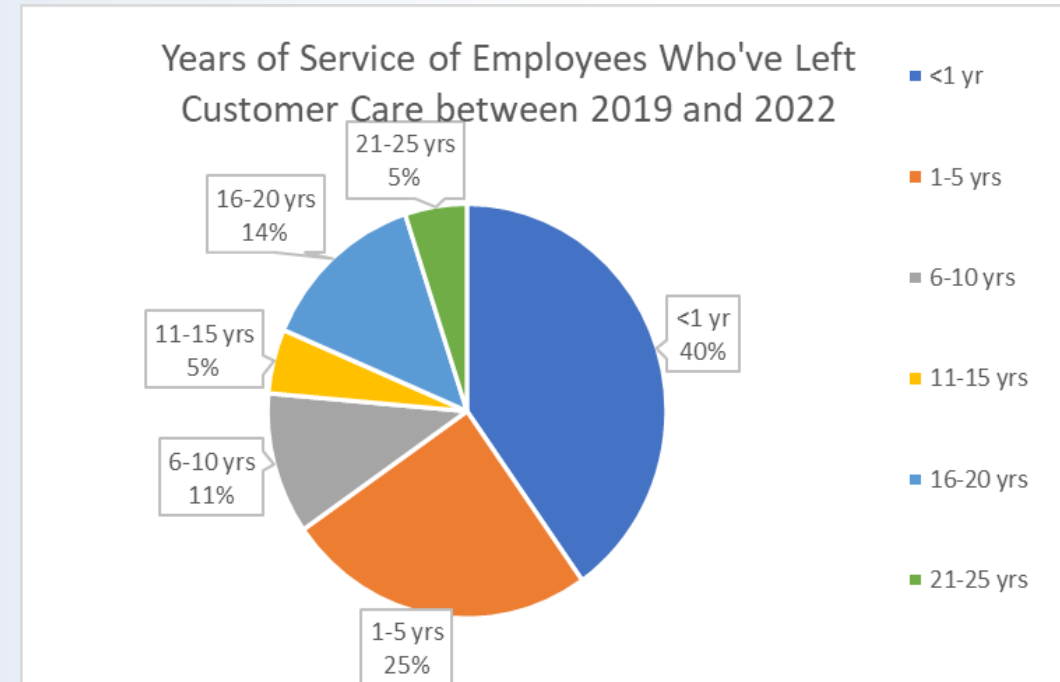
Our People

In the past 5 years

- 35% of all employees who left Customer Care had more than 5 years experience
- 40 % had less than 1 year

What is the Impact:

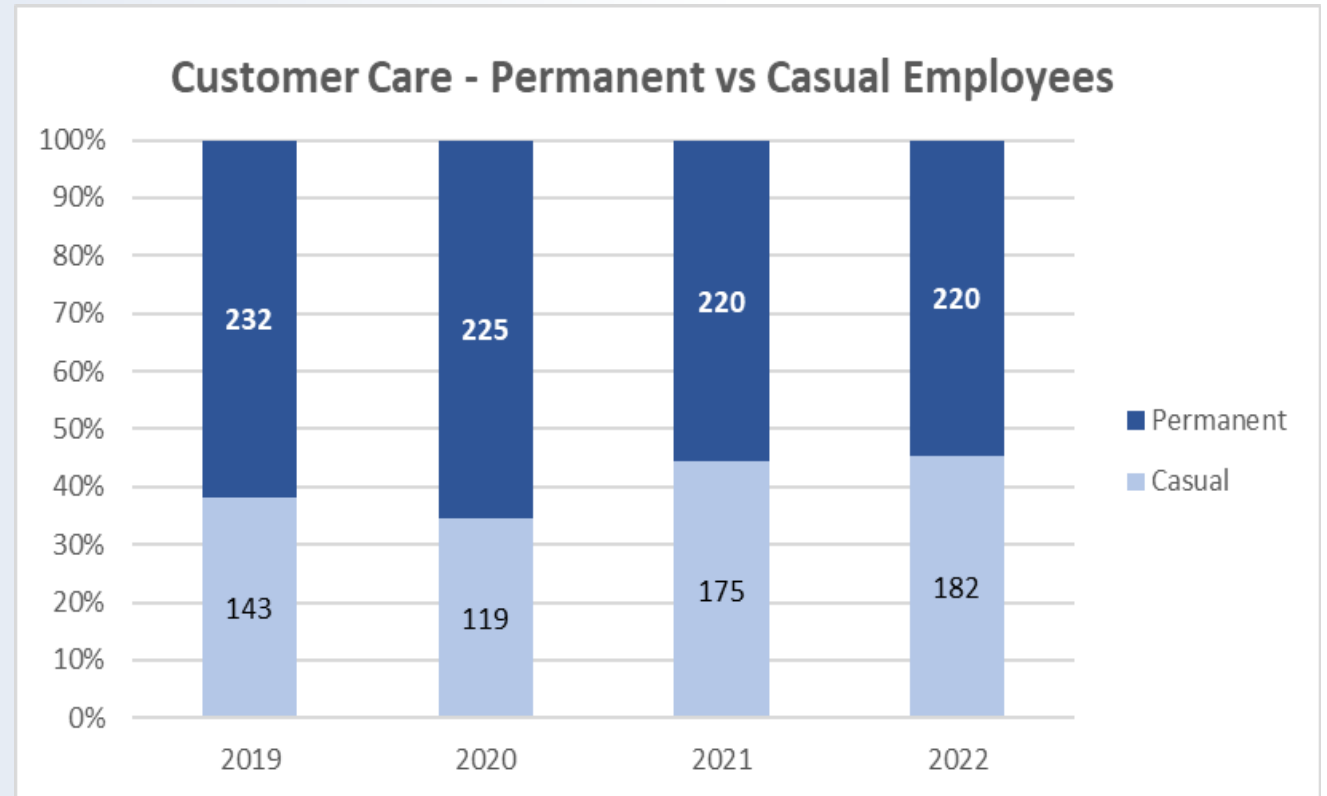
- More time on hiring, and training
- Service issues due to lack of inexperience



Our Positions

Casuals:

- Hire fast
- Help with scheduling
- Ready to replace when vacancies occurred
- Overused casuals due to higher turnover
- Policy change move casual to permanent after 6 months
- Required but should be around 10% not 45%



Our Challenges

Labour Market –
January 2023 NB had
Unemployment rate of
7.5 %- people have lots
of choices.

Retirements
losing loyal skilled
workforce

Aging population

Correct mix of skill set
complex trained,
bilingual

CSR need to be
commissionaire of
oaths

Administrative skills
VS Customer Service
skills

Casuals
no permealce
working full time
hours

Lured away to better
paying roles
Flexible Work

Service Centres are
entry level
Steppingstones for
talented employees

Best Practices

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Our Recruitment

- Developed our brand to tell our story
- Using Facebook –Direct Marketing
- Create talent pipelines
- Flexible
- Created Career diaries
- Created Video job ads with actual employees
- Inventory of employees



Retention



Employee
Engagement



Wellness



Casual to
Permanent



Simplify the Job



Compensation
Flex series



Management
Structure

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