

Are you STAFFED FOR THE HOLIDAYS?

AMERICANS ARE ALREADY HOLIDAY SHOPPING

20% of all Americans have already started their holiday shopping. By Halloween, that number is expected to double.¹

MANY ORGANIZATIONS WILL NEED MORE STAFF

Retail sales have been trending upward. Last year's holiday sales rose



to **\$601.8 billion** from 2012.²

Last year, stores were unprepared for a stronger-than-expected, last-minute online sales surge. Online sales jumped

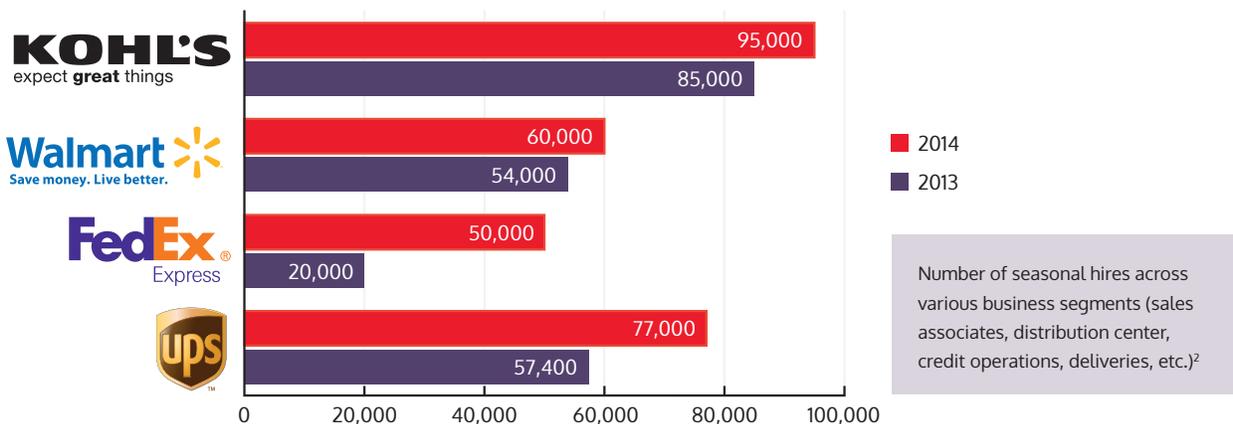


to **\$46.5 billion** for November and December.

A strengthening economy and optimism about consumer spending is driving the need for more temporary help for the holiday season.³

THE BIG GUYS ARE PLANNING FOR INCREASED HOLIDAY HIRING⁴

Retailers are predicted to add more than 800,000 seasonal workers for the October-December period, the largest hiring volume since 1999.³



HOT AREAS FOR SEASONAL HIRING⁵

In addition to retail, other types of companies need seasonal support. Popular positions include:



Customer Service
33%



Shipping/Delivery
18%



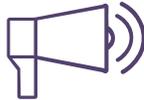
Inventory Management
17%



Administrative/Clerical
15%



Sales (non-retail)
12%



Marketing
9%



Accounting/Finance
6%

What makes a good seasonal hire?

Four characteristics that are especially important in a seasonal employee⁶:

- Reliability
- The ability to learn quickly
- A personality that makes them easy to supervise
- A customer-oriented personality

HOW DO YOU IDENTIFY THE BEST CANDIDATES QUICKLY?

PI Worldwide research found that the two biggest challenges for hiring seasonal workers are:

1. Building a new hire's skills quickly enough to be proficient at the job
2. Making hiring decisions too quickly due to time pressures

Workforce analytics and assessments can help you quickly and accurately identify the right candidates to supplement your seasonal staff.

To find out more about how behavioral data can optimize your critical talent decisions, visit www.piworldwide.com.

¹ <http://www.today.com/money/stores-already-starting-christmas-shopping-frenzy-1D80144072>

² <http://www.latimes.com/business/la-fi-holiday-hiring-20140919-story.html>

³ <http://www.businessweek.com/ap/2014-09-18/wal-mart-to-increase-holiday-hiring-by-10-pct>

⁴ <http://www.nbcnews.com/business/careers/bumper-holiday-season-ahead-kohls-fedex-ups-hiring-binge-n205381>

⁵ <http://www.careerbuilder.com/share/aboutus/pressreleasesdetail.aspx?sd=10/16/2013&id=pr784&ed=12/31/2013>

⁶ <http://www.siop.org/Media/News/season.aspx>



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