
Three Considerations to Optimize Background Screening for Retail



Retailers understand the impact of **digital transformation** and are encouraging talent acquisition leaders to rethink their approach to recruitment.



The hiring landscape changed overnight as the world started adjusting to the new reality of doing business during COVID-19. Recruiters and employers are leveraging a variety of methods and tactics to connect with prospective candidates. The current environment has forced many companies to step up their use of new technologies.

While many of the virtual technology tools and platforms being used for recruiting have been available for years, a significant number of users have increased in recent times. And while innovation plays an important role in how recruitment and hiring is done, it is the combination of a strong company culture and an avenue to innovate that is setting organizations apart.

The retail industry has certainly had its share of challenges as a result of COVID-19. But the basics remain constant — establishing a strong brand and enabling a productive business environment that starts with people. By harnessing the power of technology combined with the human touch, HR leaders will have the ability to attract, hire, and retain the best candidates.

Agility is Key

While retailers have been leveraging artificial intelligence (AI) technology to evaluate customer buying behaviors and to guide the customer experience strategy, they must also adopt it to re-evaluate their approach for successful recruitment.

For example, the inevitable changes in buying behavior have forced some retailers to look for a different workforce to meet the current customer needs and demands. Rather than focus on hiring traditional store associates, they may need to hire for technical skills that support their e-commerce store or their marketing channels.

All this change poses a tremendous challenge in hiring. We've identified three considerations to help retailers optimize their background screening program and create competitive advantages for attracting qualified talent.



72% of applicants will share their bad candidate experience on sites like Glassdoor, on social media, or by word of mouth with family and friends¹.

CONSIDERATION #1

Candidate Experience

Technology plays a crucial role in creating a candidate- friendly screening experience. Screening processes that are too cumbersome, intrusive or take too much time can scare off candidates who are in high demand or have other employment options.

For example, today's candidates should be able to use their mobile phones and tablets to easily consent to background checks, to respond to any screening-related inquiries, or register for any drug and health screening tests.

According to CareerArc¹, after a bad candidate experience, 72% of applicants will share that experience on sites like Glassdoor, on social media, or by word of mouth with family and friends. A study by PwC² found that nearly half (49%) of job seekers working in high demand fields say they've turned down an offer because of a bad experience during the hiring process.

Sterling's Candidate Hub provides a modern streamlined process through a native mobile experience for faster hiring.



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CONSIDERATION #1 | Candidate Experience

The need for a candidate experience that mirrors the convenience, efficiency, and speed of the best online consumer transactions should also extend to the background screening process. Inaccurate screening reports, unwieldy information-gathering processes, or delays caused by use of outdated technology can cause candidates who've already accepted a job offer to reconsider their commitment.

Employers should be giving candidates the flexibility to enter needed information from any device, while providing text notifications and reminders to help them complete tasks, and offer time-saving features like document uploads and e-signature. Pre-filled information

and an intuitive interface allow candidates to provide the required information easily.

With Sterling's Candidate Hub, your candidates are engaged through a smooth and effective hiring experience from the initial recruiting process all the way through to onboarding.

Ultimately, it is important to provide an easier and faster experience for all of your candidates, from get-go!



49% of job seekers working in high demand fields say they've turned down an offer because of a bad experience during the hiring process².




CONSIDERATION #2

Technology

Criminal background checks are often viewed as time consuming and frustrating. Additionally, criminal background checks that are not thorough and produce incomplete results may bring in compliance problems and risks that can adversely impact the brand value and can be expensive for organizations. Meanwhile, there are many background screening companies that cite manual searches for criminal records as the reason for delay.

At Sterling, we utilize technology and automation to determine where to focus the search for criminal records, as well as what types of findings to note for employers to review. Sterling leverages CourtDirectSM, our proprietary technology that automates a historically manual and time consuming process by

integrating with more than 2,300 jurisdictions throughout the U.S. – this covers over 75% of all criminal records searched. With access to millions of criminal records, Court DirectTM provides faster turnaround times while decreasing human data entry errors.

A decorative graphic consisting of several colored squares (orange, teal, blue) and a large yellow rectangle. The yellow rectangle contains the text "Sterling Identity lets candidates verify their identities from anywhere, and lets you verify who you're hiring before you start background screening".

Sterling Identity lets candidates verify their identities from anywhere, and lets you verify who you're hiring before you start background screening



CONSIDERATION #2 | Technology

Establishing Identity Verification as the First Step

Typically, identity documents are reviewed during the I-9 work authorization process on the employee's first day, long after background screening is complete. This may expose organizations to risk. With Sterling Identity Verification, candidates can verify their identity at the start of the screening process. Sterling leverages state-of-the-art technologies to capture accurate candidate data and make sure they are who they say they are. It's your first line of defense against identity fraud — and it saves you time, money, and effort.

Sterling Identity Verification, a powerful and flexible identity verification solution for businesses, is now available via API and will soon be available to all Sterling customers.



45,000+
employment or tax
related fraud incidents
were reported in 2019³



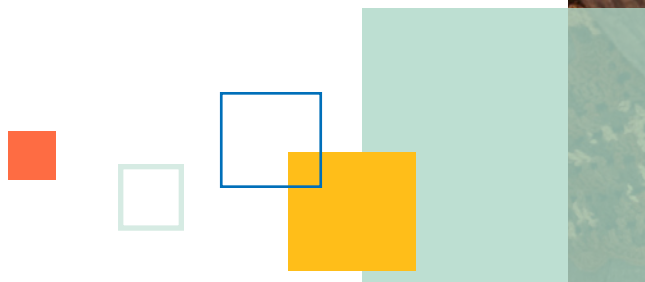
CONSIDERATION #3

Compliance

The process of vetting and hiring talent for your organization while remaining compliance-focused can be complicated and time-consuming for many employers.

HR's role in recruiting and hiring, notwithstanding the size of an organization, increasingly includes looking at compliance requirements in the onboarding process. This is in addition to fulfilling the role of a business partner using a strategic talent acquisition approach to meet company goals while also succeeding in a rapidly changing hiring market. HR professionals need to pay close attention to compliance obligations, contained in federal regulations such as the Fair Credit Reporting Act, as well as state and local ordinances, and follow EEOC guidelines in tandem with maintaining the company culture.

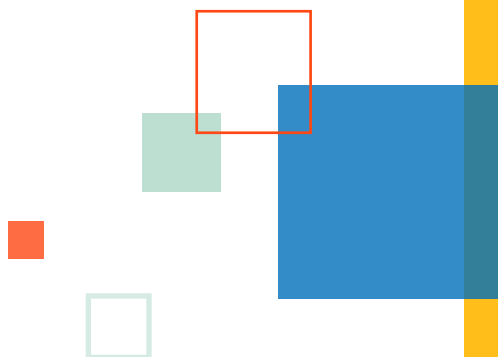
Despite the current state of constant flux that we're in, a focus on compliance will always be a crucial part of the screening process. Keeping up with changing federal, state, and local regulatory changes is a time-consuming task for all organizations, particularly if your company is growing or expanding globally or merging with other existing entities. A trusted partner with a track record of providing built-in compliance tools in the screening process such as Sterling, can help your organization mitigate significant risk.



CONSIDERATION #3 | Compliance

A Value-Add Partner

Sterling's dedicated background screening and identity services experts understand the challenges talent acquisition and HR professionals face when it comes to recruiting, hiring, and retention. We apply our industry verticalized structure with 45 years of expertise and a consultative approach to help employers in their hiring journey, and help businesses stay safe and manage their most valuable asset—their people.



45 Years of Expertise

+

Vertical structure

+

Consultative approach

=

True partner





With Sterling, you can set the highest expectations for your background screening and verification procedures with a fully integrated practice focused exclusively on the retail Industry — including sales, client services, implementation, marketing, product, technology, and fulfillment operations. We leverage our state-of-the-art technology and deep market expertise to help retailers hire and retain the top talent needed to deliver a superior customer experience.



Learn More About Our Solutions for Retail →

Candidate Hub | Identification Verification | Compliance

ABOUT STERLING

Sterling—a leading provider of background and identity services—offers a foundation of trust and safety that spans across industries, professions, and borders. Our technology-powered services help organizations create great environments for their workers, partners, and customers. With office locations around the world, Sterling conducts more than 100 million searches annually. Visit Sterling online at sterlingcheck.com.



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Dedicated number for
Retail, Staffing & Franchise.

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