



EMPLOYMENT SCREENING DECISION GUIDE

5 HIDDEN BACKGROUND CHECK CHALLENGES

That Can Impact
Retail Hiring
Success



Despite the popularity of online shopping, most retailers operate in a high-touch environment. Hiring and retaining quality staff is critical. Unfortunately, talent is increasingly difficult to find, especially when drawing from a limited talent pool.

Applicants often have options, which means retailers need to make offers fast.

Unfortunately, many retailers lose candidates due to slow recruitment processes and the complexities of dealing with multiple legal rules and regulations that vary widely across jurisdictions.

Here we take a look at **5 hidden background check challenges that can impact retail hiring success** and offer solutions to help streamline your hiring process.

CHALLENGES

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Losing Candidates Because of a Slow, Inefficient Recruitment Process

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Limited Candidate Pool Because of Minor Prior Criminal History

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Candidates Who Grow Tired of Lack of Communication and Drop Out

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Ensuring Compliance Across Multiple Retail Locations

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Drug Screening and Implications of Varying Laws Related to Marijuana Use



CHALLENGE 1

Losing Candidates Because of a Slow, Inefficient Recruitment Process

When candidates have options, and are often applying for jobs with two or more retailers, the prize will go to the hiring manager who can move applicants most efficiently through the hiring process. Background checks, which increasingly are part of this process, can be time-consuming, offer a poor user experience, and lack transparency.

Every day your retail positions remain open increases your costs of vacancy and the risk that your top candidates will accept offers elsewhere.

WAYS TO SOLVE

Streamlining every step of the hiring process is important. Reviewing each step and looking for ways to shorten the process is an obvious first step. But, when it comes to background checks, it's not wise to cut corners. Instead, increase efficiencies by integrating background checks with applicant tracking systems (ATS) and by choosing a vendor that can deliver automated processes, user-friendly workflows, and quick turnarounds. Doing so will boost the odds that your offer will be first and accepted.

**THE AVERAGE HIRING PROCESS
CAN TAKE ANYWHERE FROM
17 TO MORE THAN 30 DAYS,
ACCORDING TO RESEARCH FROM GLASSDOOR**

CHALLENGE 2

Limited Candidate Pool Because of Minor Prior Criminal History

With the unemployment rate hovering at, or below, four percent, retailers can't afford to be too picky. Today's candidates may come with a host of baggage including prior criminal offenses. Not all criminal histories, though, will necessarily be deal breakers.

WAYS TO SOLVE

One emerging area of focus for employers is accepting applicants with certain types of criminal records to broaden the candidate pool. A conviction can follow people for years, making it difficult to find work. Employers who support efforts to give the formerly incarcerated, and people with certain types of criminal records, a fair chance at getting a job after they've served their time pays off. **Research shows** that "ex-offenders who did get hired were no more likely to be fired later than non-offenders. And they were less likely to quit—saving their firms a significant amount of money in turnover costs."

*Recognizing the value that workers with criminal records can bring has caused many large retailers to adopt the Fair Chance Business Pledge, including companies like Gap, Walmart, Best Buy, Staples, Target, Starbucks, and **many more**.*

Using a background check vendor with filtering allows you to exclude, or include, those with certain types of criminal records—which expands your pool. Requirements and restrictions vary across jurisdictions so choosing a provider that can accommodate these variations will speed the process and ensure legal compliance.

CHALLENGE 3

Candidates Who Grow Tired of Lack of Communication and Drop Out

If you don't do a good job staying in touch with candidates and keeping them informed of progress, they're likely to be flight risks. You can't afford to lose candidates because they don't know where they are in the process, or when you'll be in touch.

"Ghosting," the practice among job candidates and even newly hired employees to disappear, never to be seen or heard from again, is on the rise.

"The speed at which you're able to engage talent and move them through your interview process with a positive experience is more important now than it ever has been," says Natalie Breece, director of talent acquisition with **thredUP**, an online thrift store. The company has felt the hiring pinch and has taken steps to do something about it. Breece says: "For us, especially in a high-volume environment where candidates really have their pick of a lot of different opportunities, we have to be not only the first to engage them, but we also have to be the first to get them on board and ready to start."

WAYS TO SOLVE

Technology can streamline hiring. Using a background check vendor that seamlessly integrates with your **applicant tracking system** will save you time and provide a user interface that keeps candidates engaged. Using a provider that enables candidates to use their smartphone to enter information, receive instant notifications, or seek information will keep candidates engaged—minimizing the risk of losing them.

CHALLENGE 4

Ensuring Compliance Across Multiple Retail Locations

Many retailers have multiple store locations nationwide, subject to varying state and local laws, in addition to federal laws, making compliance a challenge. This can be particularly true for background checks.

WAYS TO SOLVE

Choosing a background check vendor that offers built-in compliance workflows based on location can save time—and money—and reduce risks. Go beyond FCRA compliance to avoid unfair hiring practices, as well as lawsuits and penalties related to EEOC, ban-the-box laws and local fair hiring regulations. Mitigate risk with automatic compliance filters that remove records from applicant reports that cannot be used legally by employers to make hiring decisions.

180+ **HAVE**
STATES, CITIES **BAN-THE-BOX**
AND COUNTIES **LAWS IN**
PLACE

Use GoodHire's guide to learn which employment laws apply in your state.

CHALLENGE 5

Drug Screening and Implications of Varying Laws Related to Marijuana Use

Drug screening concerns are now heightened and complex as states around the country are legalizing marijuana for medical purposes or recreational use.

WAYS TO SOLVE

Establish consistent screening policies, taking federal, state, and local laws into consideration. Focus on what you can do in terms of drug screening to remain compliant. Be realistic in terms of what is most important to your organization and to your approach to help broaden your candidate pool. Rather than excluding candidates overall, consider implementing exceptions by geography based on applicable laws. If you decide not to hire because of a candidate's drug screening results, use your provider's built-in workflows to guide you through laws that apply to your location and to your candidate's location.



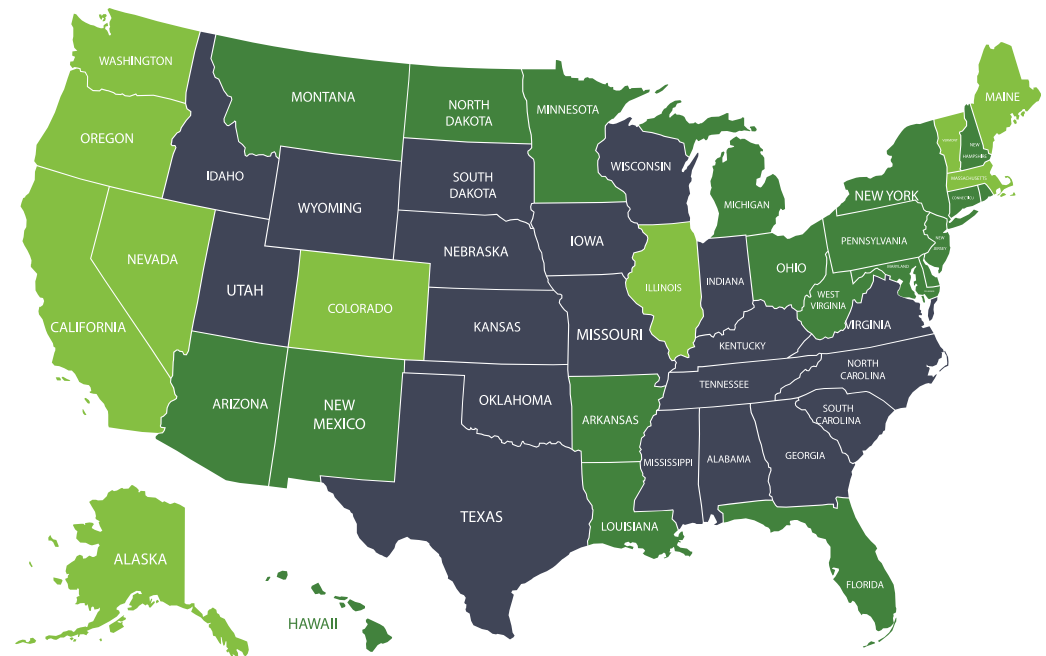
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MEDICAL MARIJUANA IS LEGAL



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