

Technology and HR: A Symbiotic Relationship

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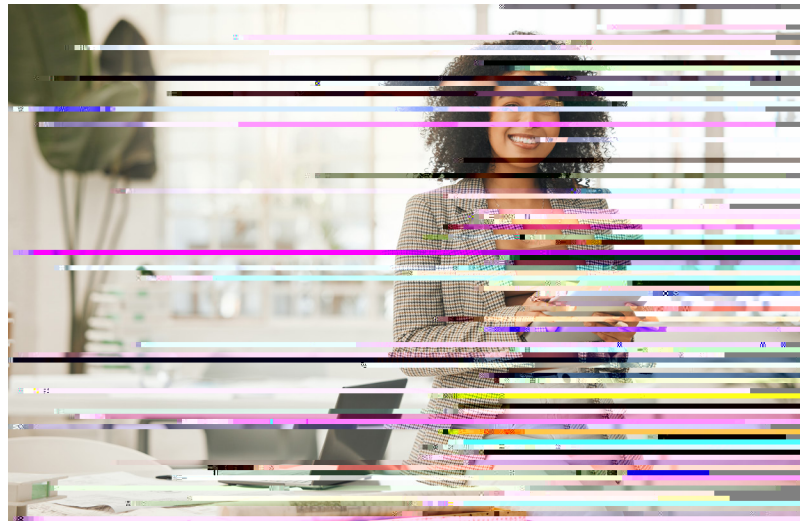
The construction industry is experiencing an influx of infrastructure spending. The U.S. Bipartisan Infrastructure Law includes \$550 billion in new spending - including improvements to public transit, roads, bridges, and more - over the next decade.

McKinsey & Company modeling shows that this investment will create more than three million new jobs across the nonresidential construction value chain, a 30% increase in the U.S. nonresidential construction workforce. While this is phenomenal news for industry growth, construction is also currently experiencing significant worker shortages. In early 2022, Associated Builders and Contractors anticipated a shortfall of at least 650,000 workers for that year alone.

In other words, when it comes to hiring for the construction workforce, the quicker the better. However, when new team members are ready to come on board, construction managers are often missing key tools to facilitate new employee onboarding and ongoing employee management.

According to a recent TalentCards/When I Work survey of managers in construction and similar industries, more than a third of construction managers said technology, like smartphones and tablets, would help speed up the onboarding process. But a mere 16% of construction companies are using this technology currently.

Additionally, in a recent survey of deskless workers in essential industries, like construction, 60% were dissatisfied



with the technology they are provided to do work, and 91% said technology for managing onboarding, training, human resources, and benefits would be helpful. Employees and managers are pleading for tools, the real question is: Are employers listening?

How Technology Can Help Improve Hiring

With a record number of job openings right now, every part of the hiring process should be examined to ensure employers are lowering barriers to entry and maximizing efficiencies.

Take, for example, an online application. Studies have consistently shown that asking too many questions can lower

Investing in the right tech tools gives employees more time to devote to critical tasks and assures them that their company cares about their needs and is listening. Those same tools help managers save time, streamline work, and result in a happier, more productive workforce overall.

As we look ahead to 2023 and the increased demand for infrastructure construction work, HR technology will be key for organizations. Businesses that are quick to incorporate



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