

# Upshift for Senior Living Case Study



Hiring hourly staff doesn't need to be a hit or miss...

See how Upshift helps senior living facilities fill their shifts with predictability by replacing legacy staffing vendors and bringing in higher quality workers who show up and return!



We're backed by Recruit Holdings,  
the parent company of Glassdoor and Indeed.

glassdoor indeed®

Some of our partnering companies include



and facilities including:



# Upshift partners with the country's leading senior living facilities providing reliable, qualified staff through our innovative W2 Staffing platform.



**Workforce with a  
94%+ Show Up Rate**



**1000+ Partnering  
Clients**



**High Return Rates  
of Workers**

Upshift has a **presence in 30 metro locations** in the US and expanding quickly!



- Akron
- Atlanta
- Austin
- Baltimore
- Charlotte
- Cincinnati
- Cleveland
- Columbus
- Dallas
- Dayton
- Detroit
- Durham
- Houston
- Indianapolis
- Kansas City
- Oklahoma City
- Orlando
- Phoenix
- Pittsburgh
- Raleigh
- San Antonio
- St. Louis
- Tampa
- Washington
- Las Vegas
- Memphis
- Miami
- Minneapolis
- Nashville and more...

## Results at a glance

★★★★★ **4.8/5** rating

Average review given to Upshifters - our workers - by senior living facilities employers.

**68,529** hours worked

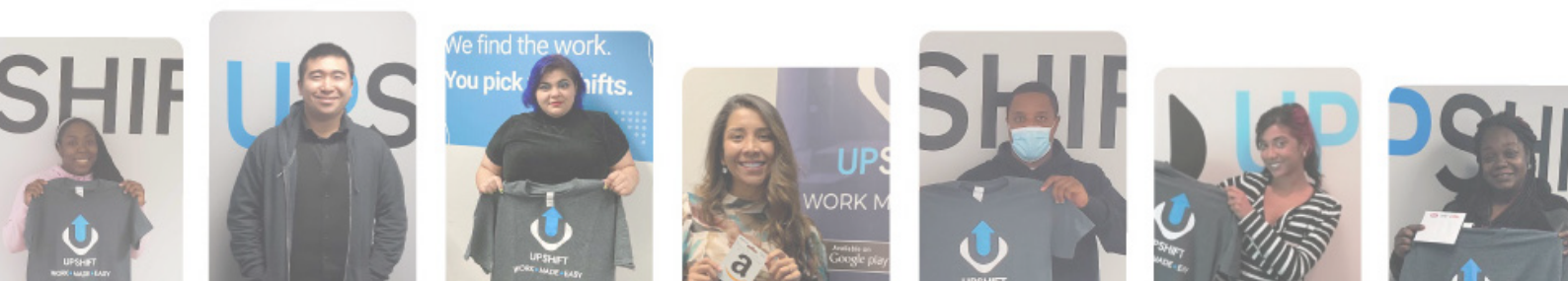
Total number of hours worked by Upshifters in senior living facilities.

**35** senior living facilities

The number of senior living facilities Upshift successfully delivered staff to by the end of 2021. We're growing quickly and expanding!

**79%** return rate

Aggregate Return Rate at the end of the 2021 at senior living facilities (79% of shifts were worked by someone who had already worked at that business before).







**Qualified workforce with a show up rate of 94%+**  
 – more than double the industry average

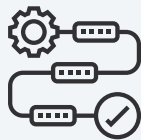
**What's our secret?**



### **We use new channels to find talent**

Thanks to technology, we can tap into a latent pool of labor entirely unavailable to temporary staffing agencies.

[Read more on page 7](#)



### **Applicants go through a strict vetting process**

Each applicant undergoes our two-part vetting process that consists of an online personality assesment and a face-to-face interview – only 12% of candidates become Upshifters.

[Read more on page 8](#)



### **We use a 3-strike disciplinary policy and a review system**

This way, Upshifters are held to a higher standard and feel accountable to perform at their best.

[Read more on page 9](#)





# Senior Living Facilities



**Twin Towers Cincinnati**

**Maple Knoll Village**

...and more!





# Individual Case Studies – Morrison Healthcare – Twin Towers Cincinnati



in partnership with



## Twin Towers Cincinnati

★★★★★ **5/5**

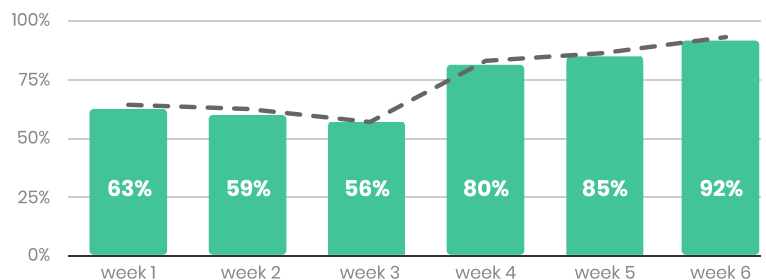
Average review given by Compass Group managers to Upshifters – our workers.

**984** hours worked

Total number of hours worked by Upshifters at this Compass Group property in 2021.

**92%** return rate\*

\*Return rate achieved after 6 weeks of service. Return Rate of 100% means that 100% of shifts were worked by Upshifters who had already worked at that business before.



Positions filled: Cooks Dishwashers Banquet Servers

*Morrison Healthcare had a very hard time hiring full-time workers, especially servers and dishwashers in their dining room at the assisted living facility. Unfortunately, temp agencies were not able to find the staff needed or send high quality talent to meet the standards of service needed.*

*Upshift stepped in to manage, and attracted a larger pool of people to fill all of Morrison's needs and offer higher quality workers that already have the food & beverage experience.*



# Individual Case Studies – Morrison Healthcare – Maple Knoll Village



in partnership with



★★★★★ **5/5**

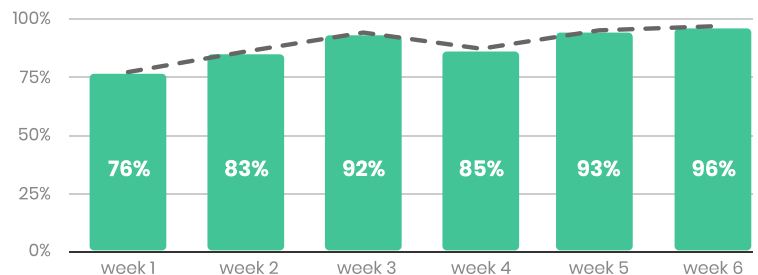
Average review given by Compass Group managers to Upshifters – our workers.

**1,320** hours worked

Total number of hours worked by Upshifters at this Compass Group property in 2021.

**96%** return rate\*

\*Return rate achieved after 6 weeks of service. Return Rate of 100% means that 100% of shifts were worked by Upshifters who had already worked at that business before.



Positions filled: Cooks Dishwashers Servers Cleaning Crew

*Maple Knoll Village wasn't able to find enough qualified servers, cooks, stewards and dishwashers for their dining room. Candidates coming from temp agencies did not meet the standards of service needed.*

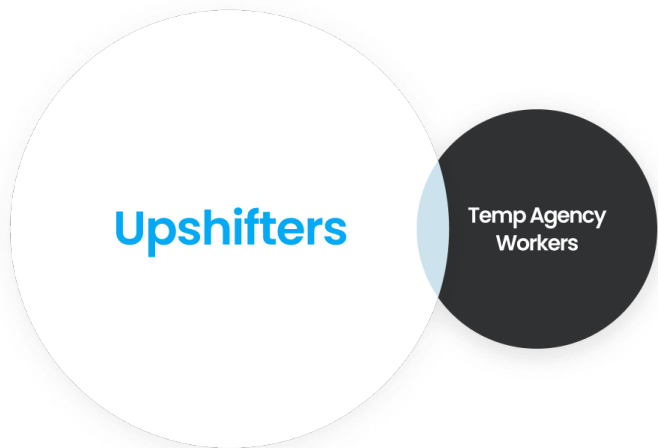
*Upshift managed to fill Maple Knoll Village's shifts in 3 days after signing up and offer higher quality workers that already have hospitality experience.*





## We use new channels to find talent

Thanks to technology, we can tap into a latent pool of labor entirely unavailable to temporary staffing agencies.

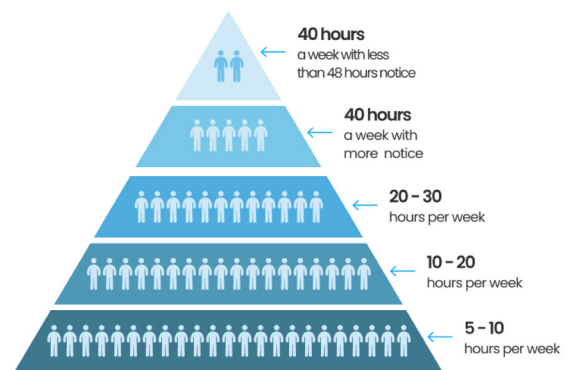


**The temporary staffing agency model is broken.** Staffing agencies only target people who are ready to work full time on short notice – **a very narrow segment of the total potential labor pool.**



**Upshift accesses a more diverse group of workers,** such as those who are already employed and those who wouldn't turn to a traditional staffing agency for work.

There are over 70,000 Upshifters in the United States today with more joining every week.



Because Upshift offers flexible work, we access all tiers of the pyramid



# What is our vetting process

**Unlike temp staffing agencies, Upshift doesn't hire just anyone who is willing to work. We use a more selective hiring process to ensure high-quality and reliable workers.**

Each applicant undergoes our two-part vetting process that consists of an **online personality assessment and a face-to-face interview** – only 12% of candidates are ultimately accepted as Upshifters.



## Part 1: **Personality Test – 65% Pass This Stage**

Any prospective Upshifter must pass **a comprehensive personality assessment** in order to be accepted. This assessment tests for work ethic, reliability, responsibility, ability to work with others, and morality.

## Part 2: **In-Person Interview & Orientation – 12% Pass This Stage**

Everyone who passes the personality assessment is invited to an onboarding session at one of our offices. We have at least one office in every city we operate in.

Our **higher quality workers** and **proven success rates** lead to higher customer satisfaction, higher productivity, and better forecasting for your future staffing needs – resulting in an overall reduction in labor costs.





# What are our disciplinary policies

Maintaining accountability is impossible for traditional staffing agencies because recruiters never want to fire someone and lose future commissions.

**Our goal is to hire the best people and keep them great by holding them to**



**Nina Smith**

ninasmith@mail.com

Hours worked: 58.45



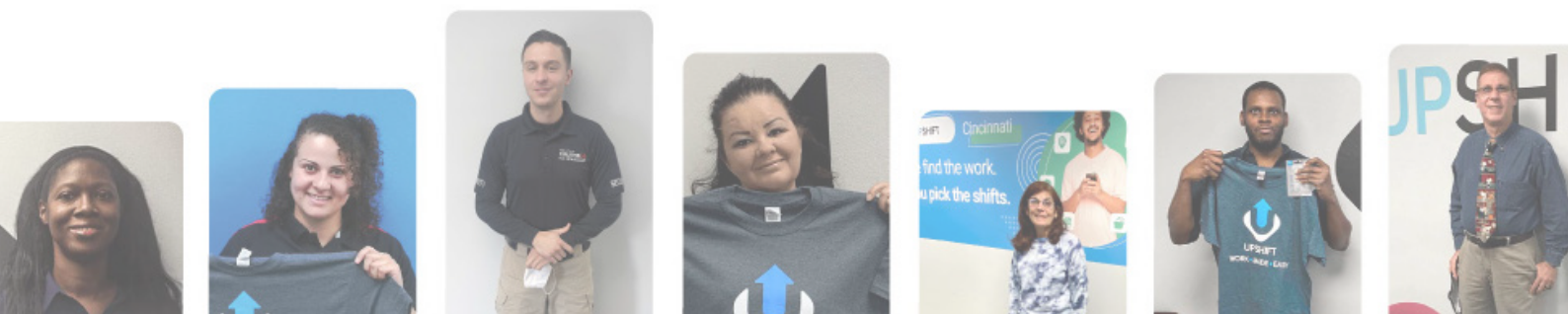
**Thanks to our 3-strike disciplinary policy and a review system, our workers feel accountable to perform at their best.**

**Upshifters receive 1 strike for canceling shifts, tardiness, and other minor offenses.**

A serious offense such as a No-Call, No-Show results in 3 strikes. Receiving 3 strikes results in a lifetime ban from Upshift.

**Upshifters feel accountable – they make sure to take our rules seriously, as they do not want to lose access to the platform through a permanent suspension.**

You have the ability to review Upshifters after every shift they work. This encourages them to continue performing at their best, as they know their rating is a major factor in getting accepted for shifts.



# Ready to start hiring reliable staff for your shifts?

Email your representative  
or sign up on our website:  
[www.upshift.work/for-business](http://www.upshift.work/for-business)



## Our results speak for themselves

★★★★★ **4.8/5** rating

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Aggregate Return Rate at the end of the 2021 at senior living facilities properties (79% of shifts were worked by someone who had already worked at that business before).

After signing up and going through our onboarding process you will be assigned a **dedicated account manager**, and our **customer success team** will be there every step of the way.

