



# Workforce Solutions



## The Buzz

The Buzz is a monthly newsletter from Workforce Solutions- Employer Service Division and is issued to provide local labor market information that is timely and meaningful to our partners in the Gulf Coast region.

Issue  
2013 February

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Your feed back along with any questions you might have can be directed to

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True customer service should not be all or nothing. Service your customers to make the Win Win

## Happy Valentines Day

### How Do You Wow Customers?

If you are serious about wanting to offer the best service and "wowing" customers through genuine best practices, there are things that can make an immediate impact.

[Click here](#)

### Have a perfect candidate.....

.....but unsure of how to market their skills?

**Transitioning Occupations may be your answer**

A 0621 Field Radio Operator (Marine Corps-Enlisted) has experience, knowledge and ability that are valuable skills to other industries and occupations and can be used to fill openings such as: Automation Engineer, CNC Machine Tool Service Engineer, Shop Operations Manager, Facilities Maintenance Specialist, Electrical Technician

Help your Veteran customers "Rebrand Their Skills" for a new job in

customers to make it a win-win.

On average, loyal customers are worth up to 10 times as much as their first purchase.



The ultimate promotion of any of our services is fulfillment

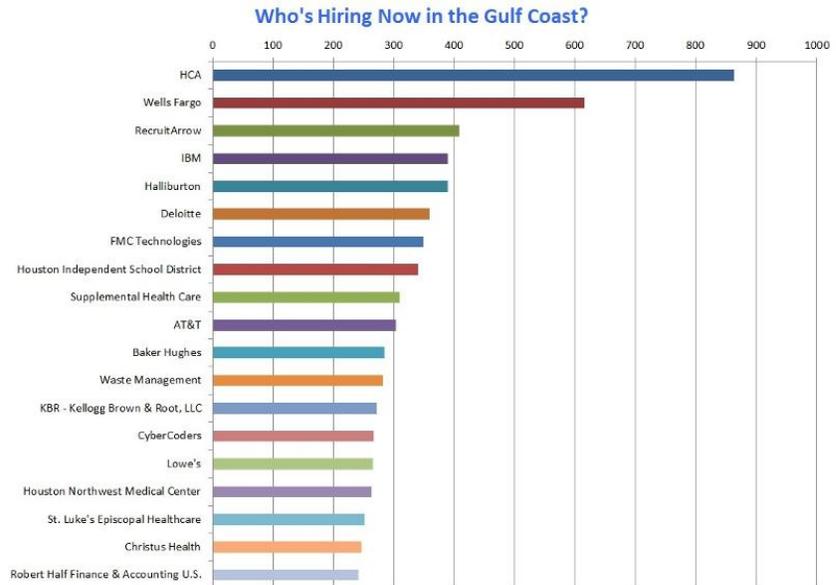


Every Customer, every time

an industry that is hiring. Go to [www.wrksolutions.com](http://www.wrksolutions.com) to find a workshop convenient to your customer.

[Click here for more](#)

## Who's Hiring



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## Recruiter's Corner

### 5 Key Components Job seekers Overlook that a Recruiter Shouldn't

We are in the business of helping people find jobs and businesses find good candidates. The road to placement can be a long winding one, and at times the job seeker can prevent the opportunity from flourishing as expected. Let's look at 5 hurdles that could keep your job seeker from the finish line.

[click here to continue reading](#)

## Golden Gems

Here is a strategy using data from our system that will help you get the most results for your time. The following chart illustrates employers that are first-time posters with us. They are brand new customers that are posting a job with Workforce Solutions for the first time and as such, they present several opportunities we should take advantage of to help give employers what they need and put people to work

Every customer, every time,

- WIT Registration/update
- Job Lead or Job Referral
- Job Development

### Four Major Employer Complaints

- Wrong one
- No one
- Too long
- No contact



to work.

Month	# of 1 <sup>st</sup> Time Users
October 2012	336
November 2012	330
December 2012	272
January 2013	435

- When we follow up with them we don't have to overcome dissatisfaction with poor service from previous postings
- They are usually single posters meaning they only have one opening or one job
- They are usually more motivated to hire someone than are other frequent user/multiple user employers and...
- filling these jobs builds long term relationships and affects three of our performance measures; employer workforce assistance, job postings filled, and employer success rate - it's a three for one deal!

You can find out who these employers are each day by using the Real Time LMI Trends Report. If you're not familiar with this report check with your local ESD Business Consultant or contact [tammlyn.alexander @wrksolutions.com](mailto:tammlyn.alexander@wrksolutions.com). The new customers are identified on that report for your convenience when you follow up with your customers. Listen to what they want and need, respond with the top qualified candidates they are looking for, Wow them with your customer service, and document your success. Everybody wins!

### Houston's Got Talent

**Take a Look at the fabulous talent we have in our database. There is definitely an employer looking for them!**

Piping designer, with an Associate's Degree plus 7 years of experience including extensive field time and 5 years of concentrated upstream and downstream 3D design. Proficient with Autocad, Cadworx, MEP, Autodesk Plant 3D, Flexcad, Isogen, and Certified MS Excel Specialist. For more information contact Leticia Bueno at [leticia.bueno@wrksolutions.com](mailto:leticia.bueno@wrksolutions.com), reference PD - 1

[Click here to view more talent](#)





Here is more talent from our database. If we find employers what they're looking for, it puts people to work!

**Mortgage Banker-** Bilingual professional with 20+ years of experience is seeking employment in Mortgage Banking Operations. This professional with a diverse financial and mortgage background has served as; a Loan Officer, Financial/Budget Analyst, Bookkeeper, Statement Clerk, and Customer Service. An expert and detail-oriented reviewer of Mortgage loan documents, is also proficient in Microsoft Suite, LPS, and Tenet software. Contact Rob Crabtree at robert.crabtree@wrksolutions.com and ask about employee code FCJL40

[There is more click here](#)

## What The Labor Market Wants....

Top Jobs in Demand Now in the Gulf Coast



[Click here to enlarge](#)

The smaller the employer is, the less likely they are to list with us...but when they do, they are more likely to hire from us



More Postings =  
Higher Employer Workforce  
Assistance

Fill More Postings = Higher Job  
Postings filled

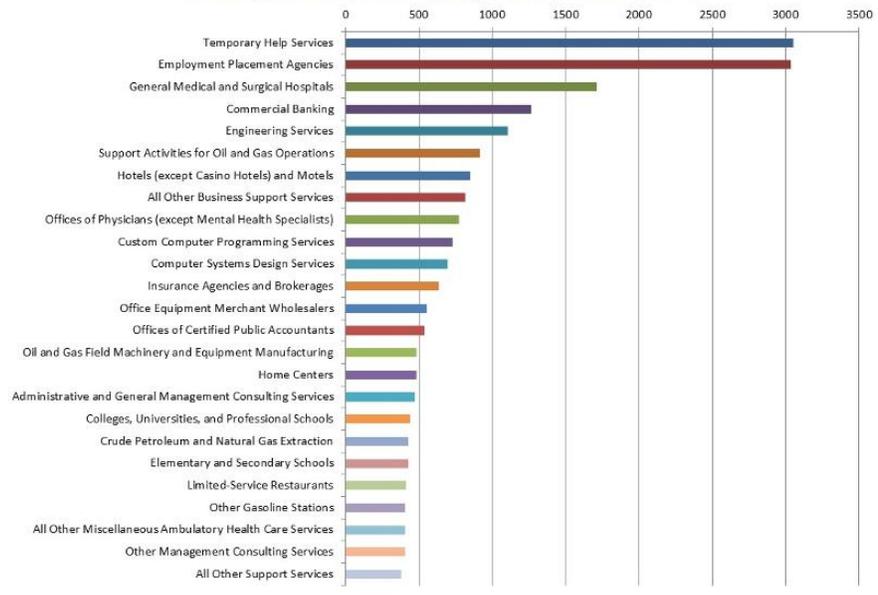


Fill More Employer Postings =  
Employer Success Rate



## Another Look At What The Labor Market Wants.....

Industry Sectors that are Hiring Now in the Gulf Coast



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