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How to scale your company's differentiators with composable software

Shape your staffing and workforce management software to your business —not the other way around

89
New Opportunities

$3,652
Estimated Pay

Workforce management software streamlines HR processes, improves resource utilization, and increases employee satisfaction. By automating administrative tasks like scheduling, onboarding, and attendance tracking, businesses of all sizes can save time, lower costs, and increase revenue and efficiency.

The challenge?

Software options currently on the market for companies in sectors that place people are either outdated or too generic to solve the problems of a broad range of businesses. When software developers try to accommodate as many business types as possible with templated solutions, they produce a one-size-fits-nobody solution.

That's where the idea of composable software comes in.

The purpose of this white paper is to:

- ✓ Clearly define what composable software is
- ✓ Explain its uses related to workforce management software
- ✓ Capture the value of composable software
- ✓ Illustrate why it matters to your organization
- ✓ Demonstrate how companies like yours are using it to gain leverage in competitive industries
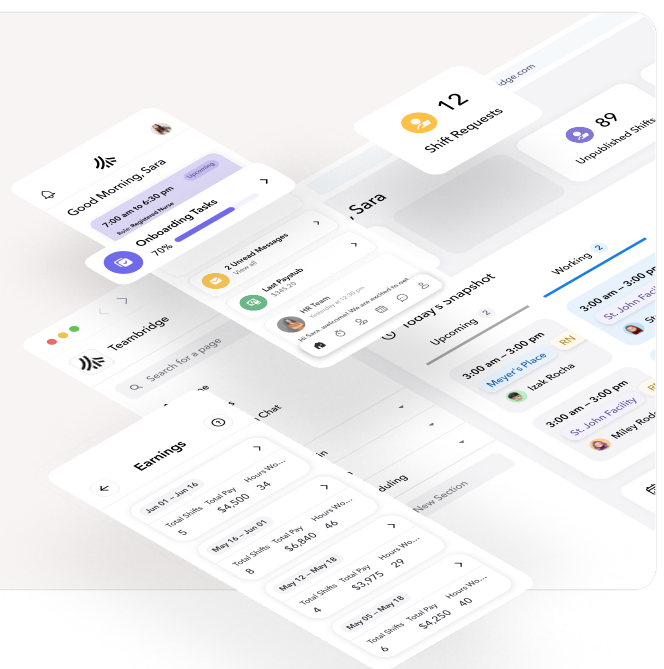
What is composable software?

Composable software refers to a system whose infrastructure is built in a modular fashion, putting the user in control of shaping the software to their needs without having to write any code. Think of these modules like LEGO building blocks. The modules can be combined together to create workflows, dashboards, policies, and more, allowing you to assemble and reassemble them as needed to address your business needs.

Composability in software isn't new, but it is new to workforce management applications. If you've ever used tools like Airtable, Notion, or monday.com that let you build completely bespoke project management systems or collaborative workspaces, then you've likely experienced the flexibility and control that composable software can deliver to a wide range of use cases and contexts.
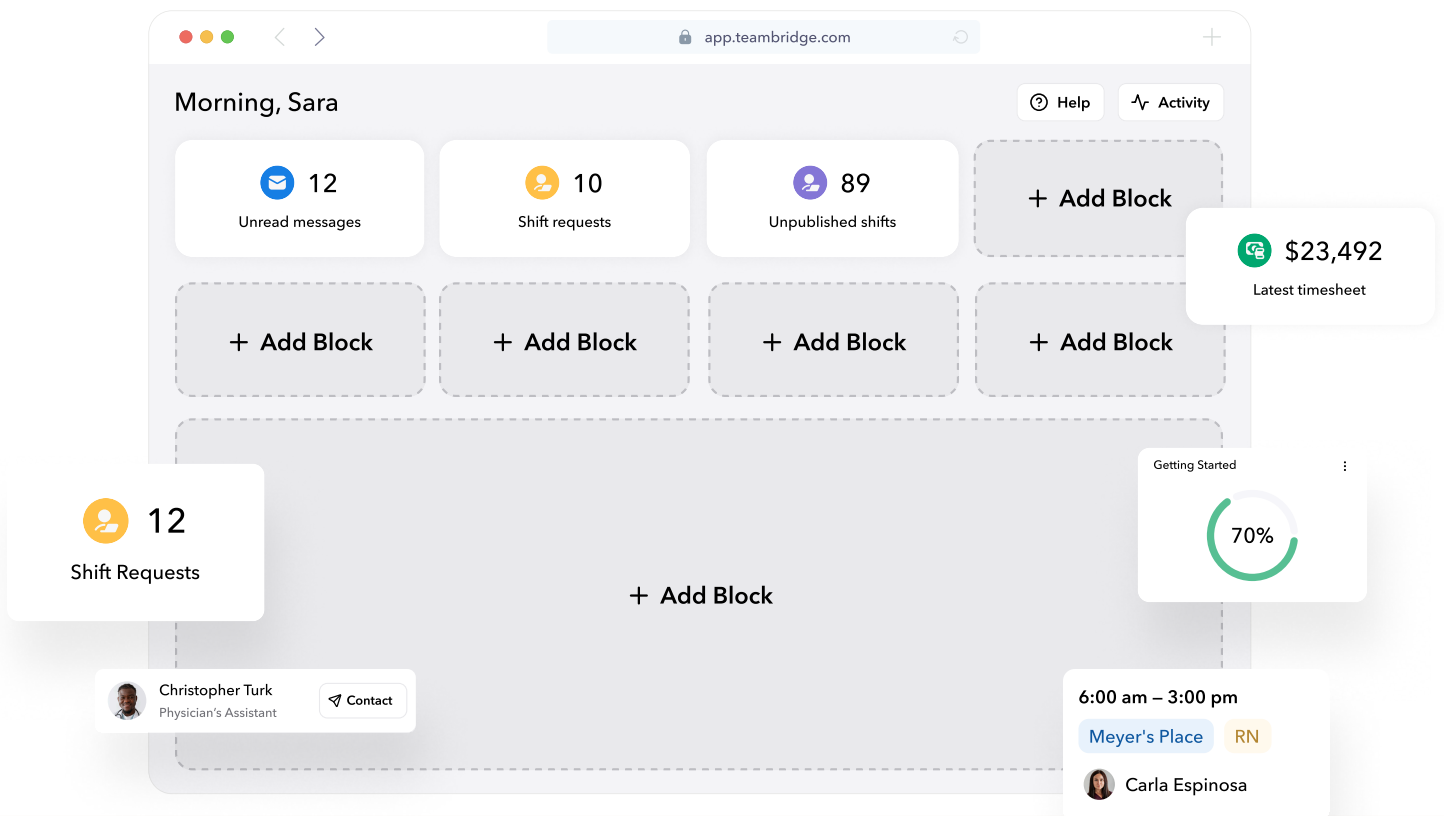
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Teambridge brings the power and flexibility of composability to the staffing and workforce management space. It offers a no-code alternative to both legacy platforms and modern point solutions, combining intuitive user experiences and interfaces with the flexibility of custom-built software to achieve the best of both worlds.

Legacy Platforms

Legacy platforms refer to the first wave of software built for hourly workforces that moved the back office out of the paper-and-pencil era.

- ✓ Rigid and outdated technology
- ✓ Frankensteined by M&A
- ✓ Built in an era before mobile existed

Modern Point Solutions

Modern systems try to build the perfect solution for many, which results in a system that only partially works for all.

- ✓ One-size-fits-nobody platforms
- ✓ Requires a messy web of integrations
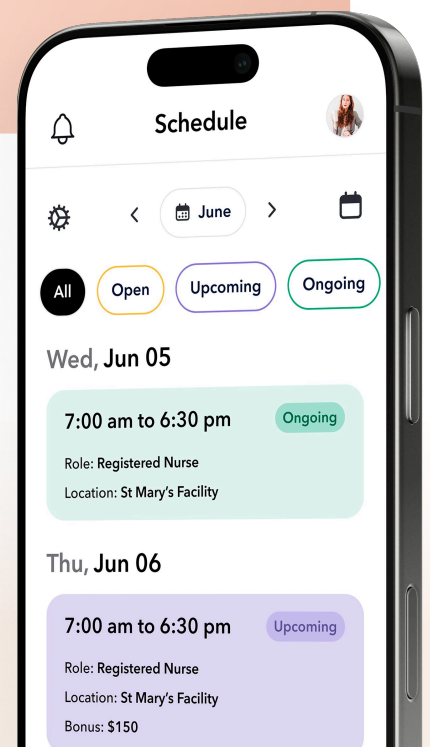- ✓ Built for web; mobile app is secondary

Composable Software

Composable software enables businesses to build workforce management software around their workflows, resulting in a flexible and customized solution.

- ✓ Tailors to your business and workflows
- ✓ Doesn't require technical staff or engineers to customize
- ✓ Built to be user-friendly on any device

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This approach is driving the next generation of software, significantly improving and streamlining workforce management in industries with hourly workers.

Schedule

June

All Open Upcoming Ongoing

Wed, Jun 05

7:00 am to 6:30 pm   Ongoing
Role: Registered Nurse
Location: St Mary's Facility

Thu, Jun 06

7:00 am to 6:30 pm   Upcoming
Role: Registered Nurse
Location: St Mary's Facility
Bonus: $150

Composability in other industries

While composability is an emerging trend in the workforce management sector, the technology has been in use for decades in other industries. Examples of composability at work can be seen in other corners of tech, including:

Customer relationship management (CRM):

Salesforce uses a composable CRM so businesses can create a totally customized platform based on how their business works, the prospects they sell to, and the customers they cater to. Users can tailor data fields and workflows based on what's important for their organization to meet specific business needs.

Project management:

ClickUp, Airtable, and monday.com have been major disruptors in the project management space with composable solutions for tracking initiatives, programs, and deliverables. Users can customize collaborative workspaces, reports, automations, views, and more.

Website builders:

Composable website builders like Wix and Squarespace provide drag-and-drop modules to help you build a custom website without any coding required. You can add and move elements like images, video, forms, buttons, and text blocks to easily launch a successful website.

Spreadsheets:

Not all composable software is particularly new—Microsoft Excel, for example, is arguably the most used and most composable software out there. It lets you build everything from basic spreadsheets to complex programs filled with formulas and macros, effectively creating custom applications within Excel.

What are the benefits of composability?

Composable software delivers numerous benefits to a wide range of businesses compared to its prescriptive counterparts. Here are a few of its most notable benefits:
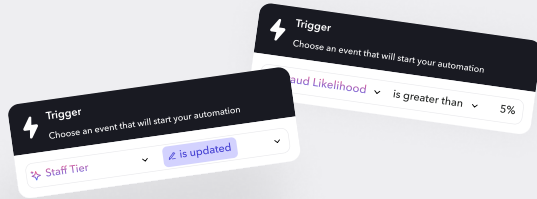
Powerful automation:

Composable software allows organizations to automate just about any manual process involving any data. For example, Teambridge's automation engine is a no-code "if this, then that" style system. You can build in all the necessary triggers, conditions, and actions to streamline workflows, which can also lower operating expenses by reducing administrative work and minimizing human errors.
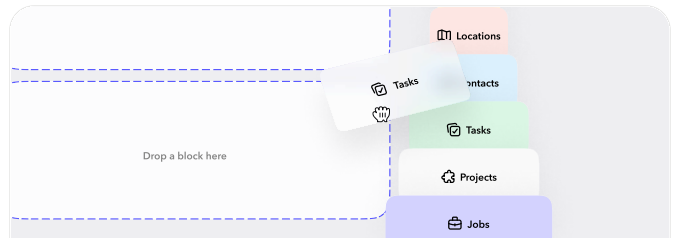
Easy adaptability and scalability:

You can build new views and reports, add new data types and fields, create new automated workflows, and even add more modules as your business needs grow.
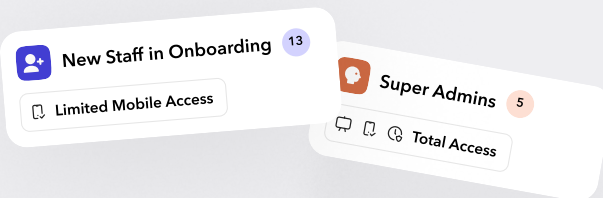
Greater control:

With a composable system, it's easier to set granular rules to govern access and permissions. In the case of Teambridge, you can set user permissions at the field level, meaning you can easily determine which users can view or edit sensitive data (like staff SSNs or home addresses), and which users can only access basic functions like clocking in and out.
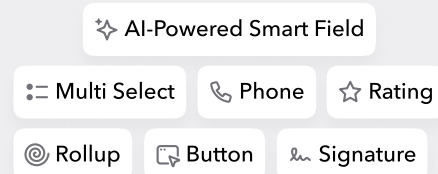
Ability to experiment:

Composable software allows you to optimize data and experiment in real time. You can use tech to conduct tests using data-driven insights that can significantly improve your business. For example, a staffing company could test if sending a push notification the night before an upcoming shift results in better show rates than sending a notification in the morning, or if adding incentives for staff improves operations.
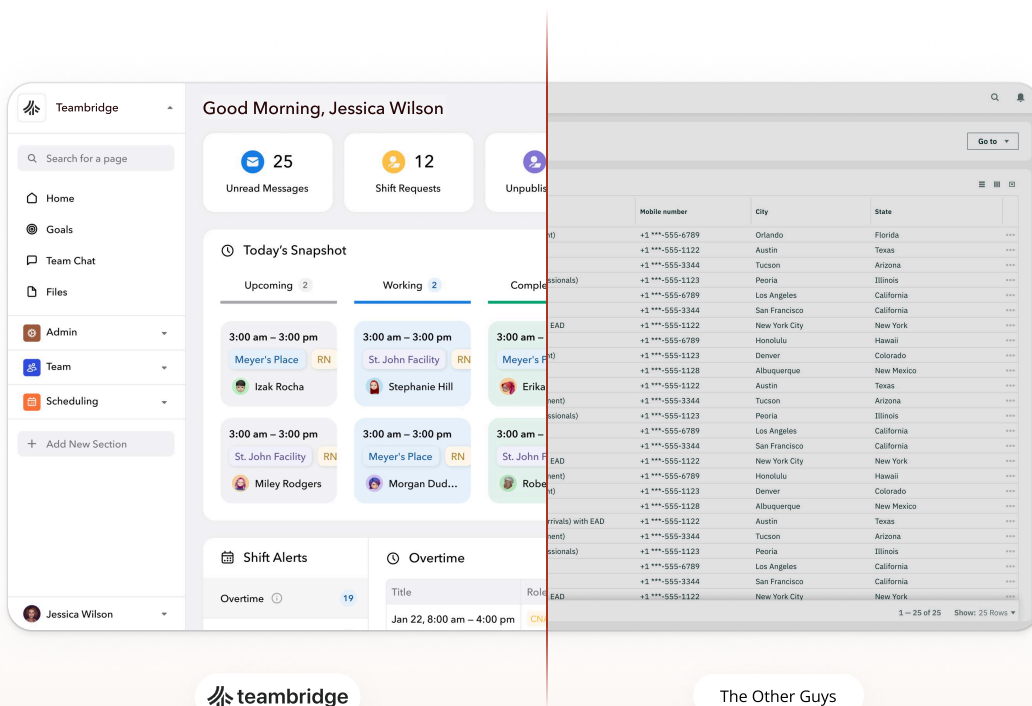
The "build vs. buy" debate

For a long time, companies found themselves stuck between buying off-the-shelf software or building their own tools at an incredibly high cost. The same can be said for staffing and workforce management tools.

While buying is typically the more cost-effective option, businesses that take this route frequently end up incurring large hidden costs in the form of administrative staff doing manual tasks like pushing CSV files between systems, chasing down team members to upload documents, and doing duplicate data entry to make their business's needs fit the software's way of working.

Meanwhile, businesses that attempt to build their own solutions to perfectly fit their needs often make a significant investment. They may work with a custom development shop for over a year and still not end up with a product that does everything they want it to do.

Composable software bridges this age-old gap and offers a third option for businesses that want the best of both worlds. Using composable modules to build a custom system is less expensive than building from scratch, is faster to set up, and offers much more versatility than prescriptive software options.

One area where the build vs. buy debate has been a frequent topic is in the arena of mobile applications. As people's habits and consumption shifts from computers to smartphones, businesses want to provide their employees, clients, and customers with a convenient mobile experience—especially as younger generations, such as millennials and Gen Zers, continue to take hold of a larger share of the workforce.

Build

- ✓ Custom mobile app
- ✓ Optimized workflows
- ✗ Expensive and tedious
- ✗ Time consuming (years)
- ✗ Bugs and downtimes
- ✗ Overhead risks involved

Buy

- ✓ Templated layout
- ✗ Limited personalization
- ✗ Rigid pricing structure
- ✓ Fast go-live date
- ✗ No automation
- ✗ No market differentiation

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- ✓ Unique app experience
- ✓ Composable software tech
- ✓ Lower cost to innovate
- ✓ Go live in 12 weeks*
- ✓ Automate your workflows
- ✓ Stand out in the market
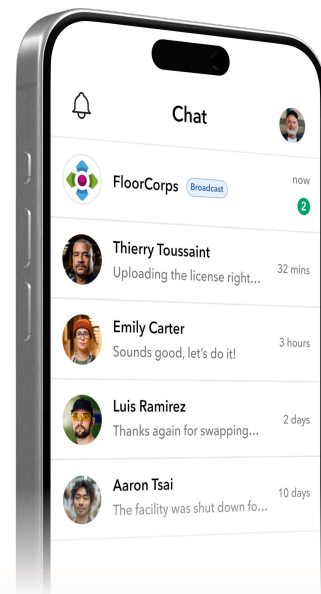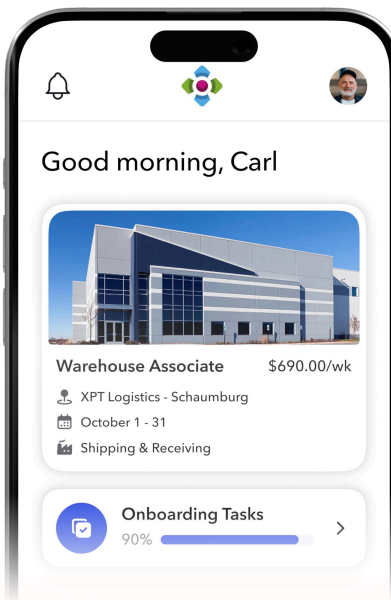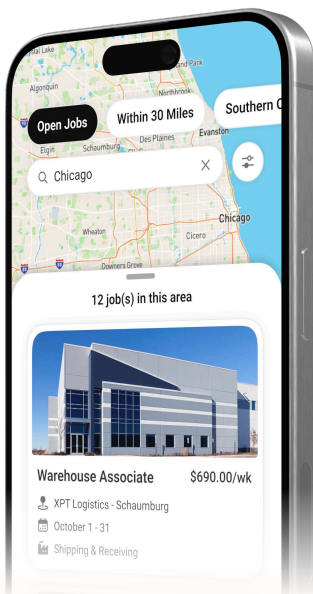
Pain points solved

Another benefit of composability is that it also solves many of the common challenges companies with hourly staff face, both within their industry and with their current digital solutions. Within the staffing industry, composable software can help solve pain points like:

Unfilled roles

Many staffing companies struggle to attract and retain top talent, which is essential to their business. The speed at which they can fill roles depends on how quickly they can find talent. Composable software can help attract applicants with an intuitive, self-serve mobile app that enables them to easily onboard and claim shifts at their convenience.
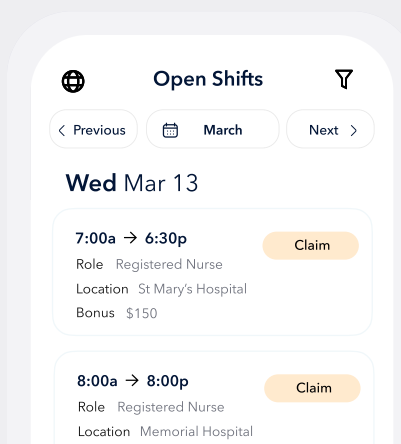
Increased operating expenses

Staffing companies have long relied on large administrative teams for scheduling and communication with clients and candidates. With tools that automate both of these processes, overhead costs can be cut in the form of both labor and brick-and-mortar locations.
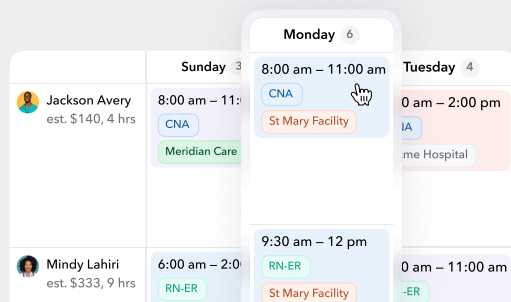
Lack of differentiation

It can be challenging for staffing firms to differentiate themselves, as they often use similar client engagement models, policies, and processes. Composable software enables organizations to build their "special sauce" into their digital workflows by offering automated onboarding, documentation, and tools to make claiming shifts easier, such as automated reminders and personalized notifications about new and relevant shift opportunities.
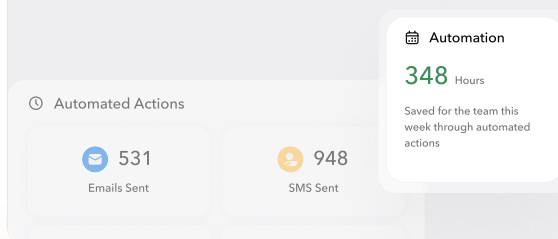
Outside of industry-specific challenges, these companies also face common technology setbacks that limit their operations. Some of the most common frustrations with prescriptive technology include:

Insufficient customization

Companies often have an idea of how they want their business to operate, but the existing tools on the market aren't compatible with the workflows and processes they'd like to follow. Due to software limitations, they may resort to plugging the gaps with manual processes, often involving spreadsheets or even paper and pen, because they feel it's their only workaround.

Lack of integrations

When businesses use multiple systems, information often doesn't transfer seamlessly, resulting in increased work with manual data transferring. Manual data transfers also increase the risk of human error and inaccurate data. While composable systems may sometimes require integrations based on business needs, they're less likely to result in a need for manual processes.

Old and antiquated tools

Many companies with hourly workers still use outdated legacy systems that look and perform like they were built in the early 2000s. While some legacy systems offer mobile apps, they usually feature a company's desktop website crammed into a mobile screen size. To remain competitive, companies need to cater to a workforce that skews more and more toward millennials and Gen Zers, demographics that are used to (and expect to use) modern tech.

The business case for composability

Composability gives you the power to shape your software to your operations rather than conforming your operations to your software. This is especially beneficial in areas like workforce management and staffing because your tech influences how your business operates.

Within staffing, some sub-industries, such as the following, benefit more than most because the way they manage their workforce is key to what makes them unique:

Healthcare

Home Care

Security

Live Events

Janitorial & Cleaning
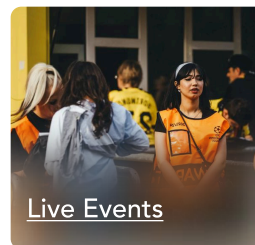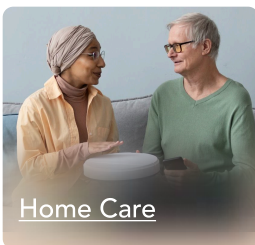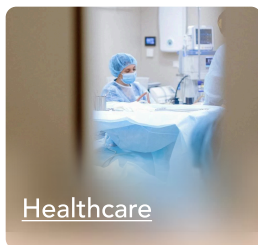
The key differentiator in industries that place workers is how they attract, manage, activate, engage, and retain their staffable workforce.

A staffing company that uses the same software in the same way as its competitors limits its ability to differentiate. The software forces them to conform, which means they need to use manual processes and human admins to separate themselves from competitors.

Creating workflows, such as self-service scheduling flows and customized push notifications, through composable software like Teambridge is one way to design a differentiated solution. This approach attracts and retains top talent by providing the high-quality app experience they expect.

Composability in action: Real Teambridge client examples

Automation

127 Hours

saved this week through automated actions

899
In-App messages

581
Emails Sent

948
SMS Sent

2,355
Data Updates

Since starting Teambridge, we've seen our clients tailor the system in creative ways that have a meaningful impact on their business. Here are some examples of innovative approaches we've seen companies take:

- ✓ **Custom rating systems:** A medical staffing company added a rating system for facilities to rate nurses' performance after each shift. Nurses who score 4.5 stars or higher were then given added perks, including the ability to be auto-approved for any new shifts they claimed.

- ✓ **Incentives:** A light-industrial staffing company created an incentive bonus for anyone who picked up last-minute shifts when others called out of work.

- ✓ **Bidding processes:** A home care client developed a bidding process that allowed staff to bid on the pay rate they would accept for specific jobs.

- ✓ **Addressing tardiness and no-shows:** A client set up a series of automated actions for workers who were late to their shifts. For example, if someone was five minutes late to their shift, the system would automatically send them a text asking if they were on their way, with a "Y" or "N" response for "yes" or "no." If the employee didn't send a response within five minutes, the system would automatically close out their shift, create and reassign a new one, and notify the client about the situation.

These are all examples of customizations built without a single line of code to match clients' desired policies, processes, and workflows, with each reducing administrative tasks and manual work.

NurseCore reduces overhead by 82%

NurseCore, a national leader in home care services and medical staffing, first engaged Teambridge to help it cut down on work hours and obtain the technology needed to stand out in its industry.

Like most of its healthcare staffing peers, the company operated without a mobile app and called candidates one by one about open positions, rather than allowing them to apply for roles and claim shifts via a self-service system.

Teambridge provided NurseCore with the tools it needed to update and simplify its operations, including:

- ✓ A white-labeled mobile app that enabled nurses to onboard, pick up shifts, and track their hours

- ✓ Automations for processes like credentialing, scheduling, and communication, which eliminated almost all manual administrative work for NurseCore's back office team

- ✓ A client portal, which allowed NurseCore's clients to submit their staffing needs and even post jobs directly to NurseCore's job marketplace

Impact:

✓ **Reduced operating expenses:** By automating all the work that goes into scheduling and filling their open roles, NurseCore reduced its reliance on physical offices staffed with schedulers, consolidating from 17 locations to three regional hubs.

✓ **Enhanced employee experience:** Nurses enjoyed a seamless, mobile-first experience that allowed them to easily onboard and pick up work on their schedules.

✓ **Client self-service access:** Clients gained self-service capabilities through the portal, giving them more control over their scheduling.

✓ **Revenue growth:** With administrative staff and management freed from manually managing schedules, area representatives spent more time in the field winning new clients and driving sales.

✓ **Scalability:** The mobile app's ability to handle scheduling, communications, shift confirmations, and credential updates allowed NurseCore to scale its operations without increasing expenses.

✓ **New applicant pipeline:** With the introduction of the mobile app, new applicants began to discover and download it. Remarkably, 75% of these applicants were high-quality and eligible, adding to the company's highly valuable staff pipeline.

NURSECORE®

-82%	Reduction in brick and mortar facility footprint
75%	Qualified leads for staffable roles
90%	of client facilities using Teambridge in 6 months

"We saw how Teambridge could meet our needs, save us a lot of time, and use technology to push us forward in the market."

Shanda Jones
Area Vice President, NurseCore

Adopting a composable approach: Why now?

While composable software is new to the workforce management sector, you shouldn't approach this emerging technology with a "wait and see" mindset. If you're considering switching software, it may be because you're using a legacy system or vertical system focused solely on your industry:

Legacy system users

You need to upgrade due to outdated software. To attract and retain top talent in a job market shifting to a more digitally savvy workforce, you need more modern, user-friendly, and intuitive solutions.

Vertical software users

When your company and your competitors use the same software and workflows, there's not much your company can do to stand out. Other companies are making the move to composable software to innovate and earn a larger share of the market. If you stay behind, your business workflow will only become increasingly outdated.

Applicants 4

Miley Rodgers
San Diego, CA
Customer Service   Pre-S...

Nikhil Kumar
San Diego, CA
Engineering   Pre-Screer

Miley Rodgers
Kayla Johnson
Engineering   Pre-Screer

Intro Call 2

Artem Bogdanovic
Seattle, WA
Customer Service   Intro

Angelina Abrams
Dallas, TX
Engineering   Intro Call

Credential Review 3

Stephanie Hill
Phoenix, AZ
Engineering   Credential Review

Morgan Dudley
Seattle, WA
Customer Service   Credential Revie

15

The implementation process

Workforce management software is a mission-critical system, especially for staffing companies. While it may sound daunting or challenging to replace a prescriptive system with a composable one, the implementation process doesn't have to be painful.

To help our customers mold Teambridge to the shape of their business, we assign clients a dedicated implementation manager who has successfully helped similarly sized companies in the same industry get set up for success.

Here's what a typical implementation process looks like with Teambridge and our composable platform:

1 Approved scope of work

The first step of the implementation process is to set up the scope of work. This includes documenting the key workflows and processes you want to digitize and automate, determining the implementation timeline, defining responsibilities, and establishing clear deliverables and milestones.

2 Kickoff

Our teams will meet several times to thoroughly understand your company's current operations and desired outcomes.

3 Molding the system

Your implementation manager works to combine the various no-code modular building blocks together to deliver on the scope of work. This includes setting up data schemas, creating automations, defining user access groups and permissions, and building dashboards.

4 Training

We teach you and your team how to use Teambridge to support your operations so you feel confident in the driver's seat from day one.

5 Ongoing support

We provide responsive, ongoing support to help with any issues or adjustments needed based on changes to your business model. You'll always have someone you can reach.

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Put your software to work for you

With a composable solution, you can build tailored software that caters to your unique needs. Composable software requires no special coding knowledge or IT support, saves businesses money on overhead, and puts you back in the driver's seat.

Teambridge is the gateway to scaling what makes you unique within your industry. Schedule a demo to see how Teambridge can be customized to fit your operational needs and help you take your business to new heights.

Contact us: sales@teambridge.com