

Case study →

Digitally identifying temporary workers with ID Proof

Sjiek.
HORECA- &
EVENTPERSOONEN

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“Even the new generation is pleasantly surprised”

Starting your own staffing agency in the hospitality and events industry in the midst of a pandemic takes courage and conviction. It also requires a deep understanding of the industry you're entering. After all, how else would you know which investments truly add value? As an entrepreneur, you only have one chance to spend your money wisely.

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"It was undoubtedly a challenging time to start," acknowledges Ninke Hordijk, the co-founder and owner of Sjiem Hospitality & Event Personnel, along with her partner Sebastiaan van Dalen. "However, we decided to invest in our venture. We know the market, have a vast network, and understand how to provide added value to our clients and candidates. One of our initial investments was in digital identification."

No More Barriers

Now that the hospitality industry is back in full swing and events are resuming, "personnel agency" Sjiem can once again attract new temporary workers. "Our business relies on larger events like corporate parties, conferences, football matches, and concerts. That really starts picking up this spring."

Ninke explains that after an initial digital introduction, they prefer to meet the candidates at the location where they will be working. "We serve multiple regions and don't have a physical office. We work extensively at our clients' sites, so candidates get a chance to visit. These are often upscale locations, which can be quite intimidating if you're in your early twenties. We want to remove that barrier by showing them everything right away – where they enter, where the dressing rooms are, and so on. At the same time, this approach helps us establish our own connection with these locations."

One thing candidates no longer need to worry about is providing physical copies of their identification documents. Since 2020, online identification has become legally valid, eliminating any legal barriers to electronic identification. Sjiem eagerly took advantage of this opportunity. "One of our initial major investments, alongside our website and related aspects, was in ID Proof (by Signhost). We believed it was crucial to take a professional stance from the outset: this is who we are, this is how we work. And this is what our target audience needs. Have you ever seen a student house with a scanner and printer? They simply don't exist."

Candidates Pleasantly Surprised

Ninke also notes that clients are pleasantly surprised. "We work for large, highly professional organizations. However, they are often unaware of the concept of digital identification, even though it's very much a part of today's landscape. HR departments are accustomed to having people visit the office to submit documents. It surprises me, but it's gratifying that we can differentiate ourselves as a professional and innovative partner in the hospitality sector with this technology."

About ID Proof

Sjiek Hospitality & Event Personnel uses ID Proof by Signhost, a one-stop-shop for solutions related to digital evidential value, including digital signatures and online identification. The new ID Proof allows organizations to verify new customers or partners through a passport-selfie check, taking a photo of the legal identity document and one's face using a smartphone camera.

With each transaction, ID Proof generates a dossier with independent evidence, helping organizations meet regulatory requirements. It can be fully integrated into existing systems, and for financial service providers, it offers the possibility of digitizing client due diligence efficiently.

Moving Ahead with the Future

Online identification not only provides Sjiek with significant time savings and positive feedback but also offers another significant advantage. "The staffing industry is under intense scrutiny," she explains. "Sometimes rightly so. This means that every staffing agency is subject to rigorous inspections for certifications. But a human error in manual processes can happen easily. That's why it's so great that we can eliminate this error-prone aspect by automating the identification process."

Ninke advises fellow entrepreneurs considering digital identification not to focus solely on the initial cost. For us, it means that we can give all our attention to our candidates and clients. We can't complain about how things have been going so far. We're proud and pleased!"

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