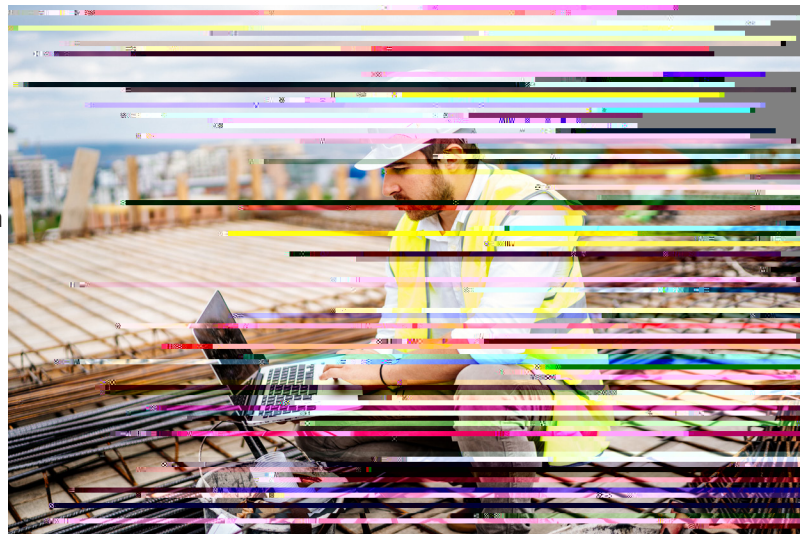# Can Tech Tackle the Talent Deficit?

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## HOW TECHNOLOGY CAN PLAY A BIG ROLE IN MITIGATING THE CONSTRUCTION LABOR SHORTAGE

For decades, the construction industry has faced a steadily increasing struggle to attract and retain talent, but smart companies are recognizing that technology can be a big retention



competitors in a tight labor market. Employees and potential employees, especially younger ones, are drawn to contractors who provide high-tech tools. In construction, that increasingly means software applications that make it easier to excel at satisfying, hands-on production and problem solving while minimizing paperwork and administrative headaches.

The key to doing more with fewer people is performing tasks as efficiently as possible and doing them right the first time. Nothing diminishes productivity like rework. Any technology that improves the efficiency and productivity of estimators, field managers, truck drivers, and equipment mechanics is significant. The construction process starts with estimating. Since experienced estimators are one of the hardest talents to find in the current market, completing as many quality estimates as possible per estimator is vitally important. This is an area where specialized estimating software pays for itself almost instantly. Prepopulated cost databases and

bidding templates, readily available cost history, automated error checks, and professional-looking final estimates are just some of the many features of a well-developed and robust estimating solution.

All of this means that more estimates can be completed by the same number estimators without sacrificing accuracy and strategy.

Field foremen and superintendents represent another recruiting and retention challenge. Reporting on labor hours, equipment and material utilization, and daily productivity is a necessary but significant time sink for these valuable employees. An automated field reporting system eliminates the time of handwritten field logs and timecards, moving information to the office and correcting data transfer errors that often show up in people's paychecks or create inefficiency