

CASE STUDY

MARKETING AND SUPPLY CHAIN MANAGEMENT



BACKGROUND

Our client offers the most comprehensive portfolio of in-house marketing services and supply chain management solutions available. As a leading partner to some of the world's most respected and recognized brands, their history of profitable, sustainable growth has been rooted in their mission to service the current and emerging needs of their partner clients with entirely in-house capabilities. The company had an immediate need for a talented contingent workforce of up to 600 people for short-term assignments to maintain its high level of performance and excellence.

CHALLENGES

- Large fluctuations in labor
- Immediate need of up to 600 contingent workers
- Short- and long-term assignments ranging from one day up to three years
- Qualified and talented labor force
- Retention of contingent labor force

SOLUTIONS APPROACH

- Recognition of project lengths, future projects and labor skill needed to perform at a quality level in a timely manner
- Organized mass hiring objective of current contingent staff and participated in career/job fairs to increase talent pool
- Qualified candidates based on talent, needs, skill and availability to perform project objectives
- Provided onsite staffing, orientation and management of contingent workforce
- Implemented the initiation of affordable benefits, employee retention and recognition programs, referral bonus programs and workplace safety initiatives
- Attended morning supervisory meetings to stay connected and plan for future projects
- Initiated onsite scheduled interviews to cut down on unnecessary traffic on clients' premises

RESULTS

- Attrition rates decreased by 40%
- Time-to-fill rates lowered by 30%
- On the job injury reports decreased by 50%
- Projects completed on time rose by over 40%
- Employee engagement as evaluated by continued employment increased by 70%

PURPOSE-DRIVEN RECRUITMENT