

CASE STUDY

THIRD-PARTY LOGISTICS COMPANY



BACKGROUND

This third-party logistics company was opening a new facility in Kalamazoo, Michigan, and needed to build a team from the ground up. To accomplish this, they needed a partner that would understand the key components of their business: talent, skill and culture. Because of contract demands, the client needed to quickly build and develop an effective team that could produce immediate results.

CHALLENGES

- To build a staffing infrastructure, from supervisors to warehouse staff, in a 30-day timeframe
- To manage this staffing process with a very lean staff and no local human resource support
- To develop a succession planning program to allow for continued growth and development of associates

SOLUTIONS APPROACH

- WSI became integral in the organization's operation, from ownership of the staffing process to ongoing coaching and performance management of our associates
- WSI implemented a formal training and employee mentorship program, allowing new associates to work closely with more seasoned workers
- WSI instituted a safety and productivity bonus program, allowing workers and teams an incentive to work safely and efficiently
- WSI developed a performance management system for the entire workforce, facilitating awareness, skill development and training opportunities

RESULTS

- Successful staffing ramp-up in less than 30 days, allowing client to meet contract terms and customer needs
- Labor costs, overtime and product defects were all significantly lower than in past facility start-ups
- Start-up turnover rate of less than ten percent

PURPOSE-DRIVEN RECRUITMENT