



**National IT Call Center**  
Improved Seasonal Workforce,  
Reduced Attrition, Higher Productivity.

## 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

- Hire quality employees with technical experience for seasonal work (3–6 months)
- Provide the number of associates to meet the demands of the evolving seasonal call volume
- Provide a pool of agents for Red Gear Technologies to hire in permanently as needed
- Decrease attrition

## Vital Approach

- WSI provided an on-site account manager, deploying a small team of individuals from our corporate office, to handle the recruiting, hiring, performance management and employee relations support for over 75 seasonal employees.
- Penetrated the Utah market, a new market for WSI, through various recruiting/marketing tactics to find the quality of candidate needed.
- WSI utilized a structured pre-employment screening process to include an online personality/aptitude test which directly correlated to the specific performance metrics and quality of agent Red Gear Technologies was after.
- Only those candidates who scored in the top 2 tiers of a 4-point scale were eligible for hire and continuing the employment process.

## Vital Results

- The first class for Red Gear Technologies was scheduled to have at least 10 individuals; WSI hired 16 technical customer service agents and all future classes are on target to meet the hiring demands.
- There has been **zero attrition** from our first class of agents.
- Red Gear Technologies is highly **impressed with the quality of agents** WSI has provided.

**Vital** Our promise to you.

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