



## National Marketing and Fulfillment Improved Large Contingent Workforce

### Background

This national in-house marketing service and supply chain management company is one of the most comprehensive in the industry. 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 1 day up to 3 years
- Qualified and talented labor force
- Retention of contingent labor force

### Vital 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 on-site 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 on-site scheduled interviews to cut down on riffraff traffic on clients' premises.

### Vital Results

- Attrition rates **decreased by forty percent (40%)**
- Time-to-fill rates **lowered by thirty percent (30%)**
- On the job injury reports: **decrease of incidents by fifty percent (50%)**
- Projects completed on time **rose by over forty percent (40%)**
- Employee engagement as evaluated by continued employment **increased by seventy percent (70%)**

Vital Our promise to you.

RESEARCH • RECRUITING • STAFFING

Workforce Strategies Inc. | [www.wsitalent.com](http://www.wsitalent.com) | [info@wsitalent.com](mailto:info@wsitalent.com) | T (269) 488-5100 | F (269) 488-1544