

CASE STUDY

CONSULTATIVE APPROACH DRIVES CANDIDATE ATTRACTION AND REDUCES TURNOVER

Overview

Our client, a +\$50M commercial printing company, uses 13 staffing vendors to source and hire contingent and temp-to-hire labor totaling over 1,600 temporary employees on any given day. The client was in growth mode and was concerned about meeting production demands given their production facility's labor shortage and turnover concerns. There was much to accomplish with turnover ranging between 38-80% among their staffing providers and the pandemic affecting the already tight labor market.

We set out to achieve two goals: reduce our turnover from 55% to 20% over the next two quarters, and to increase our number of placements, to improve our ranking at the company from #12 to #6. We created an action plan and executed it quickly to make the most significant impact possible on the client, helping us grow our respective businesses. This approach helped our client reach their goals while growing our business and credibility.

Approach

Our local leadership team met with the client, truly listened to their challenges, and created an action plan to address their concerns. Our strategy consisted of:

- **Identifying an internal resource** to be the account manager and work with internal stakeholders, be present with our talent, and improve our overall relationship.
- **Meeting with client stakeholders** to ensure they were being heard and we understood their talent needs.
- **Collaborating with our recruiters** to develop a plan to improve candidate attraction using data to drive our recruiting efforts, and revisiting the skills and attributes necessary for successful placements.
- **Understanding talent attrition** by delving into talent attrition and speaking with over 50% of those who had ended their assignments, we learned where Hire Dynamics and the client could improve.
- **Being transparent with our client** to the challenges they didn't know existed, including reputation in the marketplace, on-boarding, and overall culture, allowing them to course-correct.
- **Engaging with our assigned talent** through regular check-ins and regular engagement activities to improve satisfaction and goodwill with our placed talent.
- **Measuring results** with our client allowed us to track progress, give visibility to turnover trends, and benchmark data, which resulted in overall improved service.

Results

- **Increased referrals to 18%** of our talent are now achieved through internal referrals.
- **Reduced turnover from 55% to 13%** in 6 months – competitor talent turnover remains unchanged.
- **Doubled the number of talent on assignment** and currently have 10% of the overall volume, ranking us #4.

Conclusion

Hire Dynamics, and our client are happy with the results we have seen thus far and continue to build a better partnership through open dialogue, a consistent commitment to excellence, and benchmarking our successes.

We believe in the power of partnerships – with our clients and the talent we employ. Hire Dynamics seeks to understand and then works tirelessly to improve the experience for all continuously.

Will we ever be #1 at this client? Perhaps. More importantly, our commitment to quality and best-in-class experiences with our clients and the talent we serve has solidified us as a valued partner. It's about relationships. It's about Opportunities. Fulfilled.

"I BELIEVE IT'S ESSENTIAL FOR THE ONSITE LEADER TO ALWAYS AID THE BRANCH, TALENT, AND CLIENT WITH EVERYTHING I CAN DO. I'M CANDID WITH OUR CLIENT REGARDING OUR STRENGTHS AND WORK TO FIX WEAKNESSES IMMEDIATELY WITH OUR CLIENT'S GUIDANCE."

- CLIENT HIRE DYNAMICS ONSITE MANAGER