



Seasonal Employment Case Study

An online retailer known for timeliness and accuracy needed to ramp-up their temporary workforce in an extremely short window to meet the demands of their busy fourth-quarter season. As a long-term Staff Management | SMX client, expectations were extremely high.

Task

The Staff Management | SMX team assigned to staff this client for the fourth-quarter busy season was tasked with hiring over 16,000 associates in a nine-week period. Additionally, the Staff Management | SMX team had to achieve the hiring goals while supporting several new client facilities in the U.S. and one abroad.



16,000 ASSOCIATES
IN NINE WEEKS

60% INCREASE
from the previous year's requirements

For the U.S. start-up operations, Staff Management | SMX would often begin staffing positions within days of the completion of construction – within 24 hours at one facility. The international facility start-up was particularly critical to the client because it was their first in that country, so a seamless implementation was key. Projected to average 50 associates, within three weeks the new international site's requirement had skyrocketed to nearly 300 and peaked at almost 800 associates.

Preparation

Prior to busy season, Staff Management | SMX conducted a Lean Assessment Process and surveyed associates in order to enhance the experience of the candidates as they moved through the hiring and onboarding process. The result was a more engaging and streamlined recruitment and selection process, with a strong emphasis on communication, one-on-one interviewing and quality time between the Staff Management | SMX recruiters and each candidate.

STAFF MANAGEMENT | SMX'S FIVE-STEP
LEAN ASSESSMENT PROCESS ANALYZES
CURRENT PRODUCTION LEVELS AND
PROCESSES IN ORDER TO IDENTIFY
OPPORTUNITIES FOR OPTIMIZATION.

Staff Management | SMX's IT group created significant technology improvements, further streamlining and automating the hiring process and integrating with client systems for greater consistency and efficiency. One of the numerous benefits of this project was the ability for our client to review and validate new associate records via an online portal, rather than a manual compliance process.

Strategic Implementation Process



TENURED SERVICE MEMBERS

Staff Management | SMX started the process by deploying tenured service team members to support new site start-ups to ensure best practices were being put in place.



NEW TEAM MEMBERS

In addition, Staff Management | SMX also brought new team members to established sites for cross-training purposes.



CLIENT-SPECIFIC TRAINING

Client-specific training was then developed to help new team members quickly assimilate with the client's unique culture, terminology and management processes.



INCREASED MANAGEMENT

New management and executive level positions were added within the Staff Management | SMX team to ensure that client focus and program strategy remained sharp during the busy season.



CLIENT RELATIONS WERE AT AN ALL-TIME HIGH AS A RESULT OF BOTH THE NEW MANAGEMENT POSITIONS AND THE MANY TENURED SERVICE TEAM MEMBERS. THEIR ABILITY TO BE VERY PROACTIVE, DESPITE THE DAY-TO-DAY FLUIDITY IN THE CLIENT'S ENVIRONMENT, WAS INSTRUMENTAL IN THE TEAM'S SUCCESS.

Results



**WANT TO IMPROVE YOUR HOLIDAY STAFFING?
CONTACT STAFF MANAGEMENT | SMX TODAY!**

About Staff Management | SMX

Founded in 1988, Staff Management | SMX is a recognized leader in comprehensive staffing and outsourced workforce solutions that provide best talent, drive compliance, deliver tangible savings and yield sustainable value. Our expertise in supporting complex client staffing requirements without sacrificing quality, combined with our proven centralized service model, award-winning workforce and vendor management system (WVMS) and precision recruitment processes are key differentiators within the industry. Our innovative “inside-out” approach, commitment to continuous improvement and award-winning business model put client needs at the center of everything we do. The benefits of this approach are third-party validated, most recently with our #1 ranking in the Breadth of Service category in HRO Today’s Baker’s Dozen Customer Satisfaction for Managed Service Programs. We were also named to Inavero’s Best of Staffing Client List for receiving a Net Promoter Score® nine times greater than the industry average for client satisfaction. Staff Management | SMX is part of TrueBlue Outsourcing Solutions.