



Case Study

One of the nation's largest retailers sought innovative staffing services to attract and retain top labor in an extremely tight labor market

Client:
One of North America's Largest Retailers

Industry:
Retail

Service Offering:
Staffing Services
- Infrastructure Staffing Services



The Situation: One of North America's largest retailers was interested in selecting a primary vendor to supply and manage all contracted resources for its internal helpdesk. The client's objective was to create a streamlined, cost-effective method of managing the sourcing, selection, training, and evaluation of contracted staff without compromising service, quality, or compliance requirements. The client operates almost 1,500 stores in 47 states nationwide, and offers thousands of unique, trend-setting retail items at affordable prices.

The Challenge: In addition to staff fulfillment and retention, the primary vendor's responsibilities would include consultant on-boarding, consultant performance management, and consultant career development and coaching. The selected vendor would also provide a consistent and organized base for time reporting and centralized billing. It was important that the primary vendor have a structured method of tracking and communicating all help desk hires, attrition, conversions in-progress, upcoming conversions, and call statistics. The challenge also included that this data would be shared with the client's executive management via monthly performance presentations. The client's interest in developing a program that would hold one vendor responsible for these action items resulted from its previous lack of success in acquiring and retaining qualified resources from its own internal procurement group, issues surrounding the previous incumbent vendor, and from the vendor community as a whole. The client had also struggled with preparing qualified consultants for permanent hire, but was unable to give direct feedback for improvements per the company's co-employment policies.

The Response: TEKsystems®, a premier provider of technology staffing and services, had a strong work history with the group and was very familiar with the client's challenges and consultant specifications. After discussing with the client its industry experiences and the numerous benefits that TEKsystems could offer to this program, the client decided to select TEKsystems as its sole vendor. One of TEKsystems' first goals as the implementation began was to locate a program manager who would be a good cultural fit to work on-site at the client's energetic location. With this individual in place, a formal project plan was developed and split into two phases, each with the key milestone of hiring a group of roughly 40 entry-level help desk resources. To help ensure seamless communication between TEKsystems and the client, TEKsystems



developed a customer-branded SharePoint® site that enabled the client to view – in real time – each step of the recruitment and hiring process. Internally, TEKsystems selected a senior recruiter who, together with the program manager, assumed the responsibility for interviewing and hiring all 81 total contract resources. To aid in the recruitment process and help ensure quality, the senior recruiter partnered with the client's HR department to customize existing recruiting tools and to develop a client-endorsed technical assessment test and series of behavioral-based questions. To help recruiters in the local office gain a thorough understanding of the position and overall opportunity, the senior recruiter scheduled tours of the client's facility and set up time to speak with the on-site supervisor.

The Result: Since April 9th, 2007, TEKsystems has staffed all 81 positions on time at the agreed upon bill rates. As of August 1, 2007, 73 of the 81 Technical Professionals have been retained, a 90% retention ratio. The overall feedback from the customer has been the 81 Technical Professionals have been some of the best they have received as it relates to performance and cultural fit. The client has benefited from several efficiencies through the program's implementation, the most significant being the redirection of over 85 hours of management time through TEKsystems' assumption of the Technical Professional selection process and orientation. TEKsystems' involvement as the sole vendor has also improved Technical Professional morale by standardizing communications, implementing a uniform compensation plan with incremental increases, developing a recognition program, and hosting "welcome" luncheons and quarterly events. In short, TEKsystems has made its Technical Professionals feel like part of a team from the very start. Due to the work that TEKsystems has completed, the client has provided extremely positive references, and has agreed to speak on TEKsystems' behalf to potential customers who have interest in implementing similar programs.

The Technology: To add value to the program, a SharePoint site was created to provide the client with a comprehensive project plan populated with incremental milestones and real-time reporting. The reports list the candidates that are extended and accept offers, and track group and individual call statistics, shift assignments, attrition, conversions in-progress, and upcoming conversions. All project documentation templates and forms are warehoused within the SharePoint library directory.