

CASE STUDY: FIELD SERVICE WORKERS EMERGENCY POWER GENERATION

SOURCE2™ | Recruiting & Retention
of Frontline Employees



In skilled trade industries, the opportunity cost resulting from a shortage of labor is extremely high, often \$25,000–\$40,000 of lost monthly revenue per idle truck.

SITUATION: This Source2 client services critical emergency power systems for commercial and industrial customers across a 22-state service territory. While the company's market differentiation was resulting in organic growth opportunities in excess of 20% per year, the chronic shortage of skilled field technicians threatened to limit the company's ability to execute on higher volume. Adding recruiters to the internal HR team was diluting the effectiveness of HR to focus on critical strategic priorities to drive retention.

RECRUITMENT CHALLENGE: Client needed highly skilled field engineers including licensed electricians, power distribution engineers, and project managers. As is the case in most skilled trades, there is virtually no unemployment in this field. Job board postings had become increasingly less productive.

SOURCE2 SOLUTION: Client engaged Source2 for a full end-to-end solution that included responsibility for client-branded advertising, candidate sourcing and engagement, and initial assessment of applicants. Since client was experiencing considerable lost revenue and profits from a deficit of technicians, Source2 mobilized a large team of dedicated recruiters to quickly eliminate the talent shortage. Source2 designed and implemented a streamlined process that coordinated its efforts with those of the client's HR team and hiring managers to achieve rapid response and consistent engagement with qualified candidates.

CHALLENGE: THERE'S ONLY ONE QUALIFIED CANDIDATE FOR EVERY 10+ OPEN POSITIONS IN THIS FIELD.

SOURCE2 RESULTS ACHIEVED:

- **Increased Pipeline of Candidates.** Within four months, Source2 successfully eliminated the talent deficit. Correspondingly, the client was able to pursue rapid organic growth without fear of outpacing the ability to fulfill contract obligations. Client sustained growth of over 20% per year.
- **Time-to-Fill.** Source2 dramatically improved time-to-fill open positions by 67%. Greatest impact was reducing the high opportunity cost of idle trucks, which cost the company \$30,000 monthly in lost revenue per truck.
- **Cost-Per-Hire.** While supporting growth objectives and reducing high opportunity costs were the primary motivation for the engagement of Source2, the client's hiring costs per technician were reduced to 7.5% of average first year wages, a nearly 50% decrease. Equally important to the client was the ability of the internal HR department to remain focused on the larger strategic priorities related to employee retention and engagement.



WORKING WITH SOURCE2: Source2 works as an extension of a company's HR department, freeing HR departments to perform more critical job functions where their time is better served. Source2 identifies the talent pool and utilizes their industry-leading technologies to screen and qualify candidates, allowing the internal HR department to focus on more important tasks such as on-boarding, employee engagement, retention and professional development.