

## North America: Nationwide Coverage and Local Expertise Combine to Deliver a Successful Volume Recruiting Strategy



### Business Issue

One of the world's largest food and beverage companies has a complex mix of operations in all 50 U.S. states. The company's lines of business include warehousing, sales, merchandising, distribution, alongside traditional manufacturing and management efforts. These are all aligned to regional and national reporting and governance structures.

The company hires thousands of full-time employees and seasonal associates each year, including both white collar and blue collar, as well as union and non-union. Many of these include hard-to-fill sales, warehousing and driver roles. The company's initial needs posed a particular challenge in that they were looking to fill several thousand roles within a few months of project engagement.

Meeting such extensive hiring needs required a partner capable of nationwide recruiting across the full recruitment lifecycle. In addition, the partner would need extensive market knowledge to support the regional effort and experience with industrial hiring.

### Solution

ManpowerGroup Solutions designed a flexible, end-to-end RPO solution that could accommodate the company's far-reaching objectives. RPO teams operate in 16 different regions and are responsible for the full range of recruiting activities – including hiring manager intake, sourcing and screening, interviewing, extending offers and onboarding.

The full RPO team consists of two team leads who manage the day-to-day effort, 16 senior recruiters, and a mix of up to 50 recruiters, sourcers and coordinators. Each member of the RPO team is assigned to a different business line and region. To meet the client's variable hiring needs, the RPO team is able to scale up and down according to seasonal demand and production needs.

The structure of the team is intentionally designed to match each level of the client's governance and reporting structure to ensure the highest level of compliance. The team is managed by a vice president, a director and a manager of client delivery. With compliance and documentation as a top priority, the RPO leadership team was given full access to the client's ATS, enabling them to analyze data and generate reports in real-time.

Given the wide range of job roles covered by the RPO team, they developed a far-reaching outreach strategy to attract talent in different markets. This included leveraging mobile recruiting software, social media promotions, grassroots recruiting efforts and traditional job boards.

## Results

The ManpowerGroup Solutions team has delivered significant results within the first five months of the engagement. Select outcomes include:

- Development of a pipeline of qualified candidates resulting in more than 5,000 interviews
- Hiring more than 3,100 seasonal and full-time associates, including union and non-union fulfillment
- Volume hiring of hard-to-fill roles including:
  - 1,700+ merchandiser drivers
  - 100+ driver merchandiser assistants
  - 1,100+ order builders/general laborers
  - 60+ forklift operators

ManpowerGroup Solutions was able to scale the team up and down quickly depending on the volume in a way that the client was not structured to do on its own. This resulted in cost savings, improved hiring manager communication and a reduction in time-to-fill.



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