

## Global: Improving workforce retention and reducing costs for a global logistics organization



*“ManpowerGroup has been a pleasure to deal with. There was great patience and flexibility during the time of the tender process and both the implementation team and their plan have been thorough and robust.”*

– Head of Service Excellence

### Business Challenge

A global logistics organization engaged ManpowerGroup Solutions to provide a recruitment process outsourcing (RPO) function for their permanent contact center recruitment. The client turned to ManpowerGroup Solutions for our experience and ability to address specific business challenges including:

- Poor employer brand in the local area
- Vacancy fill rates of just 70 percent
- Attrition of 70 percent per year, the majority of which were within 12 months of hire
- Poor candidate quality as measured by fall-out and failures during initial training period
- High cost of recruitment

### Solution

Our team worked in partnership with the client to develop a structured plan to tackle each of the client's challenges with the goal of delivering high quality candidates at a reduced cost. We also reviewed the client's entire recruitment process and implemented a new selection process with a pre-screen and role-play component, in addition to a competency-based interview (CBI). The team also introduced ManpowerGroup Solutions' assessment suite, Evaluate. This proprietary solution includes psychometric testing, listening and keying, speed and accuracy of typing and basic numeracy, as well as literacy skills.

To get the best results for the client, the team benchmarked top performers in order to set an appropriate pass mark. As a result, the client was assured that all candidates placed had the right skills and personal attributes necessary for success.

Due to the recruitment savings ManpowerGroup helped the company achieve, the client concluded they could invest some of these savings back into salaries. This helped improve their employer brand, which helped drive an increase in the candidate base.

## Results

ManpowerGroup Solutions filled 100 percent of all orders while also providing the client savings of £872,000 within a 6-month period through reduced attrition and recruitment costs.

The client also received the following additional benefits from the partnership:

- Improved employer brand through increased starting salaries
- A professional recruitment process, resulting in a positive candidate experience; and engagement with external bodies such as the Prince's Trust
- Vacancy fill rates of 100 percent
- Reduced annual attrition from 70 percent to 14 percent
- Significantly improved quality of recruits
- Candidates were benchmarked against the client's current high performers

Following the continued success of the RPO solution, ManpowerGroup Solutions was then also appointed as a primary supplier for the client's middle management and professional roles.

*“To date, they have delivered a higher quality of candidate to Customer Services than our previous provider which is very encouraging. Their depth of knowledge is evident, and we have been very pleased with the way in which the team has been proactive in trying to improve the end to end recruitment process. I would be happy to recommend ManpowerGroup based on our experience to date.”*

– Head of Service Excellence



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