

Success Story

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 and distribution, alongside traditional manufacturing and management efforts.

The company hires thousands of full-time employees and temporary seasonal associates each year, including both white collar and blue collar, as well as union and non-union roles. These include hard-to-fill sales, warehousing and driver positions. The company needed to fill several thousand roles within a few months and required a partner with extensive market knowledge to support the effort along with experience with industrial hiring.

Solution

ManpowerGroup Solutions designed a flexible, end-to-end RPO solution that could accommodate the company's far-reaching objectives for both permanent and temporary roles. 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.

To meet the client's variable hiring needs, the RPO team was able to scale up and down according to seasonal demand and production needs. Given the wide range of job roles covered by the program, the RPO team 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

ManpowerGroup Solutions was able to scale the team up and down quickly depending on the client's needs in a way that the client was not structured to do on its own. The result was significant cost savings, improved hiring and a reduction in time-to-fill. Within the first five months of the engagement, the client achieved the following outcomes:

- Developed a pipeline of qualified candidates resulting in more than 5,000 interviews
- Hired 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 and 60+ forklift operators

