

Manpower & Global Beauty Company Managed Services Program

Business Issue:

Since January 2007, Manpower has been this company's sole supplier for light industrial employees at two of their major sites in the U.S. and four in Canada. As the client's MSP provider, Manpower is responsible for all aspects of their contingent labor program, including performance metrics and ongoing efficiencies.

For one of the client's key sites, recruiting challenges were causing serious impact on the productivity for the client. Without a recruiting strategy in place, the client was outsourcing talent placement for more than \$500,000 per month.

Manpower Solution:

Manpower regularly tracked and reported on the performance metrics for all aspects of the program – including reasons candidates declined assignments. Over a period of time, we tracked the number of times a candidate declined work at the client site, along with the reasons. These reasons (which included everything from dissatisfaction with the pay rate to the distance traveled from home to the client site) were collected and brought to the attention of the client's program stakeholders, along with a plan of action.

In addition to the continued monitoring of declined assignments, Manpower committed to a dedicated recruiter at this client's site. This recruiter works exclusively for the client, and reports directly to the Manpower manager on-site.

Specific initiatives to attract candidates to the client's program include:

- Working with the local transit system to explore the possibility of an additional bus stop closer to the client's worksite
- Weekly phone messages to interested candidates with work status updates to encourage continuing interest
- Mass mailings and marketing to military, church, and diverse community organizations (Hispanic Business Council, Urban League, Hispanic Chamber of Commerce)
- Open house at the local Manpower office, scheduled for a day that the client's site was closed for a holiday.

Benefits:

The results of this dedicated resource have resulted in:

- Greater focus on client needs (dedicated resource)
- Greater understanding of the job site and environment
- Greater understanding of the candidates' needs and requests.

