

ACA Talent optimizes **high volume seasonal hiring** targeting qualified candidates and reducing hiring expenses

Assessing the Challenge

This leading e-commerce service provider specializes in fulfillment and customer-care solutions for retail clients. Serving over 1,000 brands, the organization employs approximately 5,000 individuals full-time. To support its operations during the busy holiday season, the company hires over 1,500 seasonal warehouse associates for two of its largest facilities.

Hiring and maintaining a seasonal staff, while staying ahead of objectives was a challenge. Bringing in temporary workers addressed the company's staffing needs, but added to recruitment costs. The company needed a solution to **generate a high volume of qualified candidates throughout the hiring season, while reducing overall costs**. They turned to ACA Talent to design an effective project-based solution.

Designing the Solution

ACA Talent applied its expertise in high volume recruitment to develop a short-term, project-based solution. ACA Talent assumed ownership of the recruitment process from sourcing through onboarding, so the client could focus on crucial operational activities.

Under the guidance of a dedicated project manager, ACA Talent would **drive targeted candidate traffic** to the client's warehouse locations for on-site interviews. To build the client's seasonal recruitment brand and reach qualified candidates, ACA Talent devised a multiplatform advertising solution harnessing online and traditional media. The resulting recruitment and sourcing model smoothly adapted to shifting headcount requirements, while **generating a continuous pool of resources**, and helping control attrition rates in a busy warehouse environment.

To ensure the project stayed on target, ACA Talent implemented a communication plan and weekly metrics reporting that provided the client with consistent updates across its field and corporate business units.

Measurable Results

By applying its expertise in recruitment branding and marketing, improved process efficiencies, and accurate reporting, ACA Talent's end-to-end project management solution was not only able to help the client reduce its seasonal hiring expenses, but exceed its hiring expectations. ACA Talent has helped place more than 12,000 warehouse associates over seven years, while **helping the client save approximately \$2.5 million** in recruitment expenses.

For more information about how ACA Talent's project management solutions can help you, call us at **888-750-5627**.

At a Glance

Business Challenge

Recruit high volume of seasonal hires, while reducing recruitment expenses.

Solution

Dedicated Project Manager

Centralize and optimize recruitment

On-Site Recruitment Team

Qualify talent and manage offers

Recruitment Branding

Localized, multiplatform sourcing

Vendor Management

Streamline ad/recruitment spending

Communication Plan

Consistent updates to business units

Reporting & Metrics

Meaningful measures of success

Results

\$2.5 million

Recruitment expense savings

12,000+ seasonal hires

Over 7-year recruitment partnership