

# Creative Staffing Strategy Reduces Employee Turnover

## Case Study



### Challenge

A food manufacturer headquartered in Columbus, Wisconsin, had previously employed a contract-to-hire staffing model to fill full-time production positions. These vital roles were challenging to fill as they required 12-hours of work six days per week. The non-traditional schedule led to increased employee turnover and employees leaving before their contracted time was completed. Hiring was constant, and production was suffering. Unable to remain fully staffed, the manufacturer was forced to shut down equipment and could no longer meet quotas and consumer needs.

### Solution

The manufacturer knew it was time for a restructure to their employment model and turned to their existing partnership with QTI for a solution. QTI suggested filling a full-time role with three part-time employees that would each work two days per week. Implementing a part-time employment model for this difficult-to-fill position would create a larger talent pool and eliminate the need for a single employee to work six 12-hour days per week.



**Employer Size**

120



**Industry**

Food Production



**Location**

Columbus, WI



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## Results

Within a week of recruiting for the new employment strategy, QTI was able to fill all three roles with qualified part-time talent. With the role successfully filled, the manufacturer's production returned to normal levels.

## Impact

The new recruitment strategy has led to long-term staffing success, both decreasing turnover and increasing employee longevity. The organization continues to partner with QTI for creative staffing solutions.

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82% of Wisconsin businesses are struggling to attract the right talent for their roles, making it the number one HR challenge Wisconsin organizations will face in 2025. Creative recruitment strategies can help your organization adapt to the current market and attract top candidates.

*-2025 QTI HR Trends Survey*

## About The QTI Group

Founded in 1957 as a small staffing agency, The QTI Group has grown to be a privately owned human resources firm that focuses on staffing, recruiting, executive search, and total rewards consulting. With a people-first focus and a commitment to helping organizations reach their full potential through people, The QTI Group is headquartered in Madison, Wisconsin, and has branch offices in Baraboo, Beaver Dam, Milwaukee, and Portage, Wisconsin.



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