

QualiTemps CASE STUDY

CREATIVE STAFFING STRATEGY REDUCES EMPLOYEE TURNOVER

Employee Size: 120

Industry: Food
Manufacturing

Challenge: High-turnover on an "off-shift" put manufacturer at risk of meeting customers' needs.

Their Challenge

A food manufacturer, headquartered in Columbus, WI, was using a contract-to-hire staffing model to fill full-time, production positions. These roles were critical to their production process and required working 12-hour days, six days per week. However, the manufacturer noticed an increase in employee turnover. Employees, feeling frustrated with the long work days and only one day off per week, were leaving prior to the end of their contract period – leading to constant hiring and recruitment headaches. Without being fully staffed, the manufacturer had to shut down equipment which put at risk meeting their customers' needs.

Our Solution

Thinking outside the box, the QualiTemps team suggested filling a full-time role with three part-time employees, each working two specific days per week. This creative recruitment model allowed the manufacturer to widen its recruitment pool by including those who could only commit to part-time work. QualiTemps implemented a recruitment strategy that focused on job seekers who were interested in production roles, but only on a part-time basis. Within a matter of days, QualiTemps was able to fill the open positions with qualified, part-time talent.

Business Impact

Due to the success of the recruitment model, the food manufacturer continues to partner with QualiTemps to fill these roles. Their machines are up and running consistently, their customers' needs are met, and turnover has decreased.

