

Attracting Talent in a Competitive Market

Case Study



Challenge

A Madison-area manufacturer was having difficulties recruiting the right talent for a first shift Warehouse Associate position. With close to 100 employers in the Madison area actively recruiting warehouse personnel, the manufacturer understood that pay would play a vital role for candidates applying in a tight labor market.

Solution

The manufacturer knew they need external help to find a pay rate that would attract top talent. A QTI recruiter met with the manufacturer's hiring team to learn more about the position opening, including required skills, background, and pay. Together, QTI's recruiter and the manufacturer's hiring time

found a pay rate that was more competitive, and highlighted it prominently within the job post. Through a multi-source approach, including job boards, sourcing, and QTI's internal candidate database, QTI began the recruitment process.



Employer Size
50-100



Industry
Manufacturing



Location
Madison, WI



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Impact

Over 50 people applied to the job within seven days of listing, while similar roles averaged nine applications. With a more competitive pay rate listed, QTI recruiters were able to fill the position in one week with a candidate who was an excellent fit for the position.

According to our 2025 HR Trends Survey, 82% of Wisconsin businesses are struggling to attract talent. Learn why:

- ❖ Lack of quality talent
- ❖ Skill shortages
- ❖ Candidate expectations
- ❖ Compensation & benefits
- ❖ Lack of career advancement

-2025 QTI HR Trends Survey

QTI is here to help. With industry expertise in compensation and a strong internal database of candidates, QTI can help with your hiring needs, even in challenging labor markets.

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.

