

Contact Center: Flexible Fills of Permanent Employees



North America

Business Issue

A large and expanding broadcast organization uses two tracks of Contact Center employees: inbound, to address technical support/billing/special orders, and outbound, to assist in sales. Management at the organization is keenly focused on customer service and market opportunity, and they continuously review analytics to pinpoint where to expand staff. They need a partner who can flexibly deliver enough permanent talent to fill a training class. Sometimes that means having a class ready to go in four weeks; sometimes that's two weeks. Plus, they have a need for bilingual agents, particularly those who can speak French, Mandarin, Cantonese or Hindi, in addition to English.

Solution

For three years, Manpower has partnered with this client to provide the perm talent needed to support ongoing growth. This has been accomplished by:

- Creating a national sourcing strategy that includes communal, social and relationship-based tactics.
- Integrating checkpoints to ensure there is ongoing funneling and pipelining of quality candidates. Manpower develops relationships with these individuals to retain engagement and monitor availability status.
- Integrating CC ExpertMatch™, an in-depth online assessment tool, into the overall screening processes. CC ExpertMatch™ is a proprietary tool that measures key competencies and predicts Contact Center success.

Results

Manpower has delivered:

- 3:1 submit-to-hire ratio of candidates
- 100% fill rate on over 600 positions/year
- True partnership with the client, fitting seamlessly into their shifting needs for perm employees

In fact, the client has been so pleased with the consistency of quality delivered they recently awarded Manpower the contract for hundreds of temporary associates who will assist in satellite services. Plus, discussions are underway to have Manpower serve as onsite team leader.

