

Just-In-Time Fills for Diverse Client Pools



North America

Business Issue

A large Contact Center in the South represents a variety of service providers. They source some of the orders in-house and rely on external assistance for large or difficult orders. The fill-rate, quality and attrition of the talent provided by their lead outside source was not hitting the mark. In fact, attrition had risen to 50%. With so many clients to coordinate, this Contact Center needed a partner they could rely on to deliver right-fit talent in a timely manner.

Solution

Manpower met with the client to discuss their expertise and best practices employed across the country. As a trial, the client requested that Manpower fill some customer service slots that needed a quick turnaround. Manpower hit the target and has been providing great talent ever since.

Manpower's key tools for success include:

- Accessing manpowerjobs.com, Manpower's proprietary job board. For this client alone, that means access to thousands of local client records applicable to Contact Center positions. Using emails or our phone access tool, Manpower quickly reaches right-fit candidates and their referrals.
- Utilizing Manpower's recruiting expertise to target candidates with transferrable skills in other service positions. Identifying the right competencies has driven successful Contact Center matches.
- Applying creative sources strategies—both virtual and local—to develop a presence and reach people who have the skills sought. Anyone can post to a job board. Getting creative gets results.
- Qualifying candidates by 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 100% of the talent required, and the attrition rate has been less than half that of the previous external provider. The client has been so pleased with the results that they are expanding the partnership with Manpower to include an additional facility in the South and one in the West.

