

Case Study:

Seeing Success in Retail RPO

How a leading online
retailer enabled
efficiency in
warehouse and
contact center hiring.





Client Profile

\$7B+ (billion) Retailer of Pet Food and Supplies

Established in 2011, their e-commerce platform combines the convenience of online shopping with the personalized service of local pet stores.



Footprint

Company size: 10,001+ employees

Headquarters: Plantation, Florida

With a range of over 100,000 products, they've maintained competitive pricing, 1-2 day shipping and 24-hour accessibility for over pet beds, toys, Rx foods, and medications.



How The Partnership Came to Be

With a growing need for recruitment solutions in an increasingly seasonal market, the client was looking for scalable, yet flexible assistance.

Increasing in-house recruiting staff was not the most viable solution for their operation; the ability to outsource tasks while boosting the effectiveness of existing teams was of peak importance.

An RPO with experience in retail and a large, dedicated team available 24/7 was an ideal match; PSG Global's 4,000+ strong team was ready for their business challenges.





Business Challenge

- Decrease in supply of qualified fulfillment center and customer service roles
- Restrictions on investing in recruiting technology
- Issues connecting with talent when interest is highest
- High time-to-hire across positions/departments
- Maintaining effectiveness in peak seasonal trends
- Finding flexible solutions built around internal stakeholders

Steps to Success

1. PSG ensured a rapid implementation of 10 skilled customer service/warehouse recruiting specialists.
2. A brief 2-week training was conducted to allow PSG resources to operate seamlessly into the client's existing systems.
3. PSG representatives managed the sourcing and screening of candidates, allowing in-house recruiters to focus on the more intricate, skill-driven portions of recruitment process.
4. Upon initial success in implementation, PSG scaled the team of 10 to 30 in under two weeks, allowing in-house recruiters an significant increase in qualified applicants delivered by warm-transfer over the phone.
5. During periods of shifting demand, PSG reallocated 10 PSG Recruiters from two other markets in 1 week to support new Nashville location in Mar 2023.
6. Continuous improvements to efficiencies throughout the process were implemented, and any new team members were trained internally by PSG, keeping in-house resources from focused on more mission-critical tasks and reducing fees/overhead.



Key Actions Implemented

PSG's AI Solution - ACE, maintained premier standards for sourcing, screening, and transferring the most qualified candidates efficiently, lowering time-to-hire. PSG's expertise in seasonal hiring ensured that priorities were aligned daily and goals were reached. The PSG team acted as an extension of the client's in-house recruiters, making them more efficient while remaining cost-effective.

Compass proprietary software monitored and reported key metrics, eliminated bottlenecks, showed areas for potential improvements, and maintained a high standard for candidate acceptance.

The flexibility of the PSG team to scale up or down and shift focus during peak seasonal demand was a key factor in the client's success during the 2023 holiday season. Only onboarding the most skilled and experienced warehouse and customer support recruiters available made sure that any training was fast, efficient, and focused on seamless integration of resources.

PSG's original plan involved a ramp-up of assets by 200% upon successful launch. With a custom-tailored plan, the client was free from additional fees or changes to pricing during times of seasonal change in demand.



Results + Benefits

Increased hiring event/interview attendance from **70%** to over **90%**

Monthly Hiring Event Attendees increased **61%**, from **971** to **1,564**

New Reno location a record high **500 completed** apps and **756** hiring event attendees in one month

Monthly Completed Apps increased **324%**, from **328** in July '23 to **1,063**

“I must say that working with this group of recruiters has been an exceptional experience. They have formed strong bonds with my team and actively contribute during our team meetings. I am highly satisfied not only with their performance but also with how seamlessly they have assimilated into our team dynamic, maintaining the high standards we uphold.” - Client Recruitment Manager



Summary

With staffing solutions ongoing through 2023, this client is a prime example of scalability in the retail marketplace. When a company with a large e-commerce focus needs to ramp up seasonal hires, the most cost-effective way is to implement an RPO solution that increases the volume, quality, and interest of candidates without burdening in-house recruiters.

A global solution with thousands of available resources makes it easy to find the right talent when it's needed most. Maintaining the record-setting standards of a multi-billion dollar industry takes a keen focus on metrics, and a unified approach when it comes to bringing on 3rd party solutions. This case is an example of easily accessible, scalable, and high-quality RPO in retail.



“PSG’s ability to flex up and down, move to priority sites/locations, and remain agile during a time of staffing and market volatility has been a big positive - supporting the entire customer experience. Please extend our gratitude to the entire PSG team.” - Client Fulfillment Center Manager



Thank you!