Case Study:

Retail Sales Recruitment

AI, Automation, and 3rd Party Optimization

psg PSG Global Solutions

psg PSG Global Solutions

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

Footprint

Company size:

10,001+ employees

Headquarters:

Plantation, Florida

Specialties:

Fast, Free 1 -2 Day Shipping, Pet Health, 2,000+ Brands, Ecommerce, and 24/7 Customer Service

How The Partnership Came to Be

With a high need for staffing 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; outsourcing tasks while boosting the effectiveness of existing teams was key. 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.
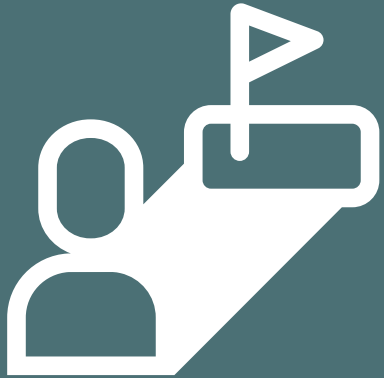
Business Challenge

- Increasing hires for qualified fulfillment center and customer service roles
- Implementing recruiting technology quickly and cost-effectively
- Connecting with talent when interest is highest
- Reducing time-to-hire across positions/departments
- Maintaining effectiveness in peak seasonal trends
- Finding flexible solutions built around internal stakeholders

Solution Delivered

Immediately, the client was able to leverage the over 15 years of experience of the PSG team. In-house staff maintained managerial responsibilities, allotting the most time-consuming, early stages of recruiting to 3rd party team members.

- Ramped up from 10 Recruiters to **30+ within 2 weeks**
- Reallocated 10 PSG Recruiters from two other markets **in 1 week** to support new Nashville location in March, 2023

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.

"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."
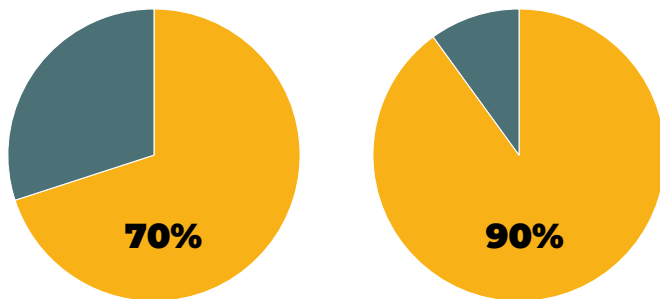
- Client Recruitment Manager

Real Results

Candidate Quality

Increased the number of candidates attending hiring event interviews or remote interviews from **70% to over 90%**

70%

90%

Speed-to-Hire

Monthly Completed Apps **increased 324%**, from 328 to 1,063

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

-

New Reno location a record **500 completed** completed apps and 756 hiring event attendees

psg PSG Global Solutions

Summary Statement

This partnership 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 is an example of easily accessible, scalable, and successful BPO 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 Financial Controller

psg PSG Global Solutions

Thank you!