

Case Study: Growth Strategy For Educational Assessment Company



Client Company Overview

Headquartered in San Antonio, Texas, this educational assessment company has been an industry leader for over 85 years in the development, management, and scoring of educational assessments.

The Challenge

Retention of a skilled and knowledgeable workforce is always a challenge. When it is required for only a limited time, the challenge increases exponentially. A large educational assessment company's peak season requirements averaged 1,200 temporary workers per week, up from its standard workforce count of 200 employees. But, in forecasts anticipated a 45 percent increase in volume over previous years. This forecast required a much larger workforce and thus additional time and money to onboard and train that many more contingent workers.

The Solution

Randstad Inhouse Services targeted experienced employees who had previously worked for the client during past peak seasons. These contingent workers required substantially less training and therefore could begin producing at a faster rate than newly hired employees—allowing the client to realize results instantaneously.

Factors for success:

- A well maintained talent database that included:
 - Talent qualifications
 - Work history with the client
 - Current contact information
- Targeted recruiting efforts:
 - Email series, phone calls, and mailings to talent about upcoming opportunities
- Randstad Talent Care Program:
 - Assignments with flexible hours and duration to provide greater potential for work
 - Increased opportunity for leadership positions due to greater experience
 - Pay increases available as talent accrued more time with the client
 - A variety of incentive programs, such as performance bonuses and prize drawings, were implemented to promote employee engagement



The Results

Randstad Inhouse Services successfully hired and retained 735 employees who had previously worked for the client through Randstad during past peak seasons. This strategy saved the client 18,773 hours in productivity time and \$253,936 in employee payroll costs.

Department	Experienced Talent Retained	Reduction of Training Time & Lost Productivity (Hours)	Savings
Distribution Center	99	5,639	\$63,655
Scoring Operations	120	2,814	\$31,560
Performance Assessment Scoring Center	516	10,320	\$158,721
Total Savings		18,773	\$253,936

Reduce costs. Improve productivity.

Staffing a business with a constantly changing workload is a challenge. The risk of suffering high costs to staff up for peaks and decreased efficiency, customer dissatisfaction, and loss of business from underproduction are real problems for today's seasonal businesses.

You need to obtain optimum operating efficiency. You need Randstad Inhouse Services. Our solution is simple: match your workforce to your workload. Our track record means that you realize results quickly, more efficiently, and at a cost savings to you.

We are Randstad Inhouse Services.
We are solutions powering industry.

