



OUT-OF-THE BOX RECRUITING CAMPAIGN HELPS SATISFY 100% OF CLIENT'S HIRING NEEDS

CLIENT

This client is a leading international online retailer headquartered in the US. Specializing in ecommerce, this client needed to ramp-up their temporary workforce to meet the demands of their high-volume, fourth-quarter busy season.

CHALLENGE

Staff Management | SMX was tasked with hiring nearly 10,000 new associates in less than three months. Adding to the challenge were new hiring requirements and a hiring timeframe that was 30 days shorter than previous years, with nearly 5,000 new hires required in a three-week period.

HIGHLIGHT

In our first year, Staff Management | SMX achieved a 100% audit compliance for hiring and procedural requirements and a 34% increase in Q4 revenues.



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STRATEGY

In order to meet these strict demands, we initiated a variety of recruiting campaigns including associate-focused social media communities on Twitter and Facebook, job fairs, church fairs, billboards, postcards, TV ads, hand distributed referral flyers, veteran and military outreach groups and weekly online group chats for recruiting.

One of our most successful campaigns included a call-to-action for local and national leaders to help put Americans back to work during the holiday season. Our team wrote letters, called and met with national and state senators, state representatives, judges and mayors asking for their help getting their constituents back to work. As a result, many leaders sponsored recruiting events or shared their spotlight to get the message out in the media. The team's collective recruiting efforts attracted attention from popular websites and job boards to news networks across the country that ran stories on the monumental hiring effort.

RESULTS

“This was one of our most successful campaigns. It included a call-to-action for local and national leaders to help Americans back to work during the holiday season. We have never been so happy with our partnership with Staff Management | SMX.”

SUCAN F.
Floor Supervisor



34%
IN Q4 REVENUES