

# ONSITE TEAM HELPS CLIENT BOUNCE BACK

## CLIENT

One of the world's leading wholesale bakery manufacturers of high-quality products to the foodservice and retail industry, operating in the United States for over a quarter-century with distribution across North America.

## CHALLENGE

The client was forced to lay off over 80% of their production workforce because they primarily supplied cruise lines and demand dropped to almost nothing. Once demand returned, they needed to grow their workforce back to over 70 associates a week. The client contacted Staff Management | SMX to help hire associates back and become their master vendor.

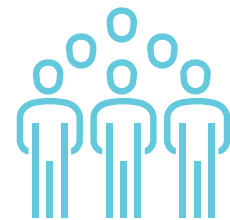
## SOLUTION

The Staff Management | SMX team met with the client to understand their operational and hiring needs. The client wanted our team to take over as the master vendor over two other staffing providers as well as ramp up their workforce to help fill 40+ open orders.

With such a difficult hiring market, our team first focused on building the relationship with the production supervisors as well as within the community. They did a wage analysis to ensure that the client was competitive within the area. Then, they focused on grassroots recruiting as with the local businesses, yard signs and a referral program.

Within 6 months, our team filled a majority of their open positions and helped them fulfill all of their open orders. Because of our team's outstanding performance at the client site, we replaced all of their previous vendors and became their sole staffing provider. As their single staffing partner, we are now at a 100% fill rate for their operation.

## RESULTS



Within **4** months,  
our team became  
the sole **staffing** supplier



Achieved a  
**100%**  
fill rate