



Find Top-Tier Talent for Any Role

Situation

With over 50 branch locations and close to 30 bakery outlets across the Midwest, this national baked good producer is well known for its family-like atmosphere and dedication to producing quality bread and other bakery products.

Like many organizations, this baking company faced challenges in finding the right talent to fill their open roles. The average turnover rate in the food production industry is 13.36%, and the average time it takes for a company to hire and train an employee is 36 days. To meet this need, the company turned to EG Workforce Solutions to source top-tier talent for roles in accounting, finance, human resources, sales representatives, supervisors, plant managers, and production associates.

Solution

Data Insights: 97% of postings listed no educational background or experience requirements. This information allowed EG to prove commonalities for candidates with backgrounds in similar fields such as traditional manufacturing had transferable skills that would set them up for success in the food production industry. As a result, this allowed the food production company tap into a larger pool of quality candidates.

Talent Strategists: EG crafted job descriptions tailored to broader talent pools making the roles more appealing for those who would be a good fit. Which increased the overall conversion rate to increase candidates at the top of the recruitment funnel.



Results

As a result of strategically partnering with this baked goods company, EG Workforce Solutions helped identify broader talent pools to source qualified candidates and increased overall applicant conversion rates. 91 candidates were placed by EG from January 2021 to December 2022, an average of about four hires per month.

EG streamlined the process for the company to find the right candidates for their open positions across multiple areas of business. EG implemented and hiring process that would yield the highest quality talent possible.



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