

# Building a Stronger Workforce with SourceSmart®



## Situation

A leader in premium poultry product was facing challenges in attracting and retaining talent in a competitive labor market. We were introduced to the company through their HR partner, who had previously worked with EG through a different organization and brought us on board after joining the company. They first engaged EG for recruiting support through an RPO model. As they transitioned to bringing recruiting in-house, they continued to partner with us for help across other HR areas. At the time, the company was facing challenges with employer branding, high turnover, and standing out in their hiring market.

## Solution

EG began by supporting the company with RPO services to stabilize hiring and meet immediate recruiting needs. As they brought recruiting in-house, we helped implement an ATS and provided SourceSmart support to streamline their internal process.

To address broader HR challenges, we introduced Embrand to improve employer branding, launched targeted recruitment marketing efforts, and supported employee engagement through Engage. We also partners with their HR team on leadership development and overall talent strategy.

FOOD PRODUCTION



## Results



Significantly improved eNPS, indicating stronger employee engagement



Reduced turnover, leading to higher retention and workforce stability



Realized cost savings through better retention and more efficient recruitment