Situation

With a turnover rate near 100 percent, Beacon had a serious staffing issue.

Beacon turned to EG Workforce Solutions for help. To get things rolling, EG staffing experts sat down with the company's personnel to get a clear picture of their operation.

Not surprisingly, we found several issues. Beacon's process was highly decentralized and used temporary staffing. The company's onboarding process was manual and paper intensive; it didn't leverage new technology. In addition, there were no exit interviews, so no one was gathering data on the reasons for the high turnover.

Solution

Our solution for Beacon began with a dedicated Recruitment Process Outsourcing (RPO) team aligned by each of the company's four Michigan regions. The recruitment experts on that EG RPO team designed, implemented and managed a customized recruiting and onboarding program that fit the way Beacon operates.

EG also implemented strategic sourcing to drive a flow of high-quality candidates via market demographics, analysis, and analytics, social networking and community groups. We introduced technologies, including a customized applicant tracking system (ATS), which included pre-screening of candidates and behavioral interviews to identify top talent.

We helped increase efficiency and eliminate waste by converting a 120-page onboarding document from paper to an electronic file.

And, to increase candidate response and ensure Beacon would make high-quality hires, EG launched strategic marketing campaigns through an array of channels.

Results

The EG efforts on behalf of Beacon produced substantial and sustainable results. Onboarding cycle times dropped from 30 days to 10 days. Average Time to Fill dropped to 30 days versus an industry standard of 43 days.

Most important, Beacon had a new approach to staffing, one that will serve the company for years to come.

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