



AN EMPLOYBRIDGE CASE STUDY

Transforming Clients into Employers of Choice



OUR CLIENT

A global auto manufacturer

THE CHALLENGE

Low volume of applications for customer service roles

Our client reported their customer service training seats were consistently unfilled, with high turnover among trainees. They reached out to us for help overcoming the following challenges:

1. They were encumbered with existing, restrictive hiring requirements. These included:
 - ▶ 4-year college degree
 - ▶ \$16 per hour pay rate
 - ▶ No options for remote work
2. They were perceived as less competitive in a tight marketplace for talent.
3. They required assistance to reevaluate their hiring profile and raise the bar to meet market expectations, leverage the company's solid reputation, and improve retention.

THE SOLUTION

A new plan of action to entice choice candidates

Our client partnered with the RemX division of EmployBridge, which specializes in clerical and accounting staffing, including call centers. Using RemX market intelligence and workforce expertise, a new plan of action was established to help lift the client's reputation as an Employer of Choice and recruit and retain choice candidates.

1. RemX worked closely with the client to update the mindset of their hiring profiles toward new ideas that influence the talent pool in favor of their brand.
2. The team reevaluated the importance of call center work experience as opposed to college education, and implemented changes in hiring requirements, pay grades, and benefits, including:
 - ▶ Opening talent pool to 2-year AA or no degree
 - ▶ Increasing pay to \$18 per hour for 4-year graduates, \$17.50 for an AA degree, \$17 for no degree
 - ▶ Adding financial rewards for bilingual employees
 - ▶ Opening possibility of remote or hybrid schedule upon full-time hire
 - ▶ Establishing stepped increases for behavior above expectations and stellar attendance at 30 and 60 days
3. Most importantly, RemX worked with our client to establish their reputation among the talent pool as one who empowers their trainees and staff. RemX encouraged the team to communicate to potential associates their commitments to:
 - ▶ Promoting staff from within — leaders and trainers can relate through their solid understanding of front-line roles and have empathy for new hires
 - ▶ Supporting causes which are important to the community and potential candidates
 - ▶ Supporting employees, which was demonstrated by zero layoffs during COVID
 - ▶ Global leadership — a source of pride among employees

THE OUTCOME

Our client is now seen as an *Employer of Choice*

Improvements in hiring, training standards, and communication with trainers and trainees reaped excellent rewards:

- ▶ Team Leads have adopted a structured process and are **100% focused** on each associate they are training
- ▶ Managers report that trainees **learn more quickly**
- ▶ **Improved procedures** include a no-script, call-pattern method for customer service
- ▶ Honesty in training allows employees to **feel prepared** for the fast-paced environment
- ▶ Better communication **encourages retention**
- ▶ Employees see themselves as an investment in the company's success and have **room for growth**
- ▶ Greater **energy, enthusiasm, and camaraderie** among staff
- ▶ Better **performance reviews**

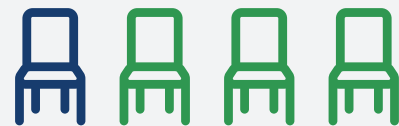
Six months after the hiring + training changes:

● Pre-Training Engagement ● Post-Training Engagement

Increased retention by over **600%**



100–400% increase in filled classroom seats



“Regular meetings with our RemX partners allow us to keep on top of the market and reevaluate how to retain associates long term. When we need better quality candidates, we reach out to RemX for insights into our competitive status in today’s market. They’ve been integral to establishing the key messages that convey us as an Employer of Choice. We’ve found their ideas work hand-in-hand with our core values. We truly appreciate their flexibility and communication.”

— Client, Recruitment and Development Manager