

Case study.

Background

Our client, a national retail, repair and services company in the recreation industry decided to open a full-service, 24/7 call center in a small town in Kentucky. They needed to open the center fast as they planned to shut down another call center in another state. Even though the company was the largest employer in the area, its reputation as an employer was mixed due to a series of layoffs. There were two established call centers already competing for call center talent in the area.

Challenge

To meet the call center's opening deadline, the company needed to hire all levels of staff from entry-level to senior managers within three weeks of "going live" in its recruitment campaign.

Solution

Recognizing that our client's two call center talent competitors used traditional recruitment approaches (salary and hours) and that our client's reputation needed to be repaired, our approach was to go to market with a full-out employer brand campaign focusing on culture, mission and "why it's better" to work for our client. In order to be successful, we needed to stage our campaign in three distinct phases.

1. **Employer brand publicity** A "PR" campaign focusing on improving the company's reputation as an employer. We placed senior executive interviews in several cross-media platforms, connected with local schools and worked with local/state employment agencies all to pave the way for the recruitment campaign. Deliverables included PR talking points, fact sheets, brochures and posters.
2. **Internal education** An internal focus on increasing employee referrals and creating community buzz. In addition to using key messages and talking points used in the publicity campaign, facilitated sessions with employees included introducing fresh creative and a new employer narrative reinforced by posters, brochures, t-shirts, etc.
3. **Recruitment advertising/marketing campaign** An integrated media plan that included recruitment advertising in local print media as well as "tie-ins" to already placed corporate radio advertising. Since all applications had to be made online, we set up kiosks at the client's location and used instructional postcards to help candidates navigate application submission.

Impact

Our client filled every job within two weeks of going live. Additionally, we were able to build a reserve talent pool that was used as the facility grew, further reducing their talent acquisition budget on future hires.

strengthen employer brand • engage people • cut the cost of talent

