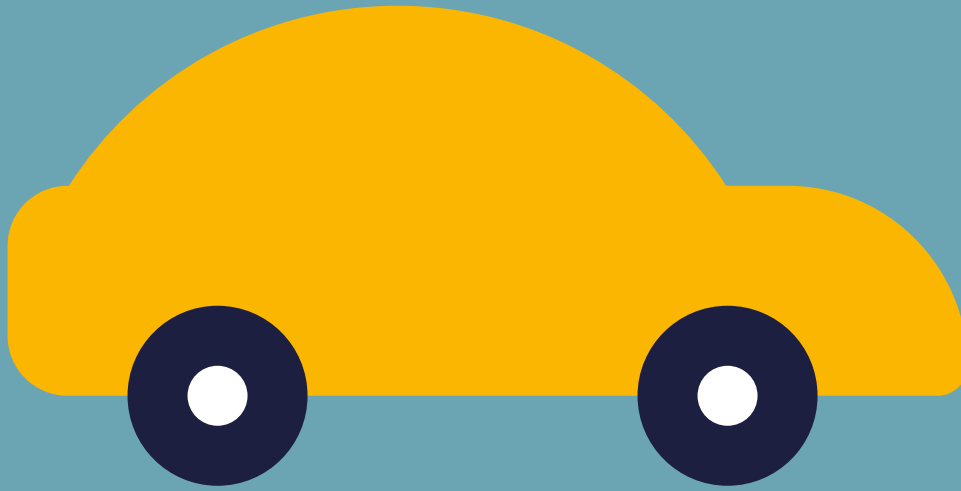


# american automotive and energy company



aligns with  
randstad

to stimulate growth.

## the situation.



This automotive and energy company aiming to change the industry is notably different from its competitors in their marketing, production, sales and technology strategies.

To meet production demands and remain a top-player in the market, the customer sought a partnership with a staffing company that does more than fill vacancies. They were searching for an expert in its field capable of forecasting trends in the market, an added value to a company who strives to stay one step ahead in its field.

At first, the company partnered with four staffing suppliers, one of which was Randstad. After two years, they cut their supplier usage by half, and Randstad held its place as one of the top two. As the company began to hire in high volumes during peak seasons, Randstad saw an Inhouse Solution as the ideal way to deliver on customer demands. Due to the nature of the automotive industry and its production cycles, workforce fluctuation proved to be the biggest challenge.

The customer has a temporary hiring strategy that is based entirely on production plans; past and current sales performance is analysed and then a projection is made based off of these numbers.

Hiring starts out slow for the first four weeks of the quarter and then ramps up to 60-70 temp workers for the next nine weeks. Hence, during the 'production down time', there are little-to-no hiring needs. When production is high, the customer requests back the same, already trained temporary workers as the previous quarter. Randstad needed a plan in place to engage and retain the temporary workers, even during production slow-downs.

After partnering with the company to perform a deep dive on operations and strategy, Randstad Netherlands came up with a win-win solution for every one.

## the solution.



Randstad proposed the idea of creating a flexible and mobile talent pool.

Internal training was offered for both temporary workers and full-time staff, to utilise and optimise already trained employees and move them in other areas of the business as needed.

Another solution offering was to place all workers, again both temporary and full-time employees, in service locations perhaps even abroad. These employees would spend a few weeks sharing knowledge and cross-training at service locations in other markets.

Another “win” of the solution implementation was cross-client planning; the understanding between Randstad and the customer that the temporary employees left with no work during ‘down-time’, would be assigned to other Randstad clients temporarily with the promise to the customer that they will return.

In this way, the solution was a win-win for everyone; the customer, Randstad, and of course the temporary employee who maintained consistent work.

As the customer and Randstad committed to these options as a solution to engage and retain their staff, both companies surged forward in a tightening partnership.

## the results.



The CEO of the customer firmly believes in the power that lies in the individual, that anyone is capable of excellency.

The customer really believes in the value that is being given to their employees through training opportunities, and this is also in alignment with Randstad's values. Randstad continues to meet and converse with temporary employees as well as department managers on a regular basis, and in those conversations diagnose where our opportunities for improvement are. This proactive communication is in line with our Human Forward initiative, ultimately deepening the connections to reach our true potential.

- Increased temp retention which resulted in greater annual cost-savings
- Large and accessible talent pool available through Mondriaan, Dutch database tool which resulted in higher fill-rates
- Relief of administrative burden due to compliance accuracy on Workforce Scheduling tool and Mondriaan



## additional implementation wins

The engagement of the employees both full-time and temporary, from the trainings offered, bonuses, and ensuring there was always work for them, resulted in high dividends for the customer.

- A retention bonus for temporary workers
- Discount for other Randstad clients that were willing to take on the temp workers during the customer's 'down time'
- Roll out of Workforce Scheduling tool for
- cross-client pool planning and training schedules
- Monthly evaluations with both managers and temporary employees to see where additional training can be offered