

# Success Story

## Fortune 50 Outsourcing Services Provider

### Challenge

One of the world's largest outsourcing services firms won an opportunity to build a new contact center for a high tech, high profile client. The center would field product and technical questions about the client's digital media products 16 hours a day, seven days a week. The firm needed a staffing partner to launch and co-manage the new call center.

### Solution

Manpower joined the project early on, providing workforce data and analysis to support selection of the new center's location. To launch the center in time for peak retail season, Manpower hired 480 customer service representatives in just five weeks. Manpower also placed five managers on site to handle all of the human resources functions and traffic board optimization.

Working with the local Manpower office, the onsite managers implemented a consistent, measureable process to drive recruiting and retention success. Manpower:

- Identified right-fit candidates through its assessments and customized behavioral interview
- Provided scheduling consistency despite constant shift changes
- Recognized excellent performance with a formal, robust recognition program
- Offered defined promotion opportunities and call center leadership career pathing with the outsourcing services firm
- Captured its servicing knowledge in a client-specific standard operating procedure

After the two-month peak season, 200 associates remained on long term assignment at the center. Manpower continues to provide client site management in order to maintain enhanced service levels.

### Results

During nine months of operation in 2008 and 2009, the contact center staffed by Manpower outperformed the client's seven other centers in terms of customer satisfaction and average handle time. Manpower consistently matched staffing fulfillment to call volume, with best in class, single digit monthly attrition.

Manpower and the outsourcing firm have expanded their successful partnership: An additional 150 Manpower customer service representatives now field calls for a new client at the call center.

In contact centers nationwide, Manpower is placing associates with the skills and experience to deliver better call handle times and higher customer satisfaction. Moreover, Manpower's Call Center Practice delivers comprehensive workforce and operations management services that result in measurable improvements in productivity, attrition levels, service quality and cost control.



**Manpower®**

545,000 new customer service representative jobs are expected to be added through 2016.

Bureau of Labor Statistics

*Fortune 50  
Contact Center  
Outsourcing Services  
Provider  
Location: Midwest  
Industry: Contact Center*

[us.manpower.com/contactcenter](http://us.manpower.com/contactcenter)