

Global Discount Retailer



Manpower®

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

Bureau of Labor Statistics

*Global Discount Retailer
Location: Hattiesburg, MS
Industry: Retail*

Challenge

When one of the world's leading discount retailers assumed management of its largest contact center in the U.S., better staffing was a primary goal. The retailer had no screening process for customer service representatives who answer inbound calls and emails from customers nationwide. And, the local workforce had little experience with contact center work. The retailer needed a staffing partner who could recruit and select the candidates most likely to serve its customers efficiently and effectively.

Solution

Manpower implemented its intake system with proprietary contact center assessments as the standard procedure for entry-level recruiting. Two Manpower supervisors on site manage a flexible workforce of 100 to 150 which grows to 200 customer service representatives for the holiday season. Representatives are needed for multiple shifts, seven days a week and on holidays.

After interviews, Manpower moves top candidates through a battery of assessments that simulate contact center work and demonstrate the candidates' ability to perform in the contact center's Microsoft Windows-based environment. Candidates for the team that provides customer service and order processing via email also participate in a proofreading assessment. Candidates selected for the contact center assignments participate in Manpower's customized, half-day orientation before extensive training by the retailer.

The two on-site supervisors coach associates and communicate with the retailer's management team. The additional level of service they provide contributes to lower absence and attrition rates and greater associate engagement. The supervisors also manage reporting and tracking for the retailer.

Results

For more than 6 years, Manpower has been the single source for all entry level customer service representatives for the retailer's largest contact center. The retailer has a flexible, qualified workforce for its changing staffing needs, and has filled many of its permanent contact center positions with Manpower associates.

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.

us.manpower.com/contactcenter