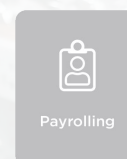
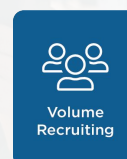


Recruiting Solutions for a Rapidly Expanding Distribution Company

**115%**

Increase in temporary
associate headcount
within a month

80

Temporary candidates
assigned in 4 weeks
during peak season

24 hrs

Optimized onboarding
process from
3 days to 24 hours

Introduction

This manufacturing & distribution company was founded in the early 2000s as a cutting-edge retailer for Millennial and Generation Z consumers. Its website is home to nearly 50,000 styles of apparel, footwear, accessories, beauty products, and more.

This client started working with Eastridge in 2019. In May 2021, the client looked to expand the relationship with Eastridge.

In order to prepare to launch a new distribution facility, leadership began by asking our team, “What are you doing differently?”

Challenges

Identify Hiring Hurdles & Opportunities

This client enlisted Eastridge to assist their hiring team with filling a high number of **warehouse and distribution roles**. They were preparing for a busy retail season and needed to ramp up to meet customer demands.

In our analysis, we found the following roadblocks obstructing their seasonal hiring goals:

- **Candidate Quality & Quantity.** The client needed to find the right number of qualified candidates for its open positions. Their internal hiring team needed a staffing partner who could find enough qualified candidates that were ready to be engaged for tight hiring timelines.
- **New Market Expansion.** As this west-coast company expanded into new markets, it needed support sourcing and establishing a presence for local talent in different areas of the U.S.
- **Pre-COVID-19 Recruitment Practices.** The COVID-19 pandemic impacted the workforce in countless ways, including best practices for hiring and recruiting. The client's hiring team inquired about implementing new recruitment practices post-pandemic.

We utilized social media, including TikTok and Facebook, to source candidates for the client's open warehouse roles. Additionally, we filled almost 30 roles in a single day by hosting a local job fair.

Solution

Eastridge Ramps Up Hiring & Refreshes Recruiting Strategy

Eastridge implemented two of our core five solutions in support of this client's manufacturing & distribution center: [volume recruiting](#) and our proprietary contingent workforce technology platform, [Eastridge Cloud™](#).

Warehouse recruitment comprised the bulk of our focus. In addition to filling 80 roles, we advised on new **recruitment strategies** that we devised from working with 1,500+ clients.

- **Social Media & Job Fairs.** We utilized social media, including TikTok and Facebook, to source candidates for open warehouse roles. Additionally, we filled nearly 30 roles in a single day by hosting a local job fair.
- **Post-Pandemic Changes.** Our team continuously provides data to the client about changes in the hiring market after the COVID-19 pandemic. By considering these market updates, the client is able to recruit additional warehouse associates.
- **Employer Brand Recognition.** While this company is well-known, at the start of our engagement, it had less of a reputation as an employer. Our strategy supports their branding as an employer with appealing values, benefits, and growth opportunities.

By utilizing **Eastridge Cloud™**, the client has consolidated all of their reporting, analytics, and vendor management into a single platform of record. In addition to collaborating on hiring strategy, their team has streamlined and automated their recruitment process, increasing efficiency and improving results.

Results

Improved Retention, Branding, and Long-Term Strategy

After engaging Eastridge, the client saw dramatically increased headcount and met their fulfillment timelines. Eastridge's experts in different regions enabled their team to find the right talent in the right locations in less time, facilitating their growth into new markets.



115% increase in temporary associate headcount within a month



80 temporary associates processed in four weeks during peak season



Reduced onboarding time from 3 days to 24 hours

What's Next?

The future of our partnership with this client is promising. Currently, our experts are tasked to:

- Expand their local presence as an employer in other markets.
- Source material handlers and warehouse associates for their distribution center.
- Continue to improve the onboarding process.
- Provide strategic guidance to the internal hiring team.

As their staff grows in the future, the client can use the knowledge shared by our experts to enrich their talent attraction and retention strategies.

“Eastridge has been the most dependable staffing agency we have worked with. Excellent customer service! Always able to fulfill our different staffing needs.”

- Warehouse Administrator at Client

About Eastridge

Founded in 1972, Eastridge is a 100% employee-owned company offering the most comprehensive suite of workforce solutions in the industry: [professional recruiting](#), [volume recruiting](#), [payrolling](#), [recruitment process outsourcing](#) (RPO), and [MSP/VMS](#) solutions powered by our proprietary workforce technology platform.

Most recent accolades include being named a Best of Staffing for Employee Satisfaction Award Winner by ClearlyRated, one of America's Best Professional and Temporary Recruiting Firms by Forbes, and one of the largest staffing firms in America by Staffing Industry Analysts.

With strategic, comprehensive staffing solutions, we make it easy to attract and retain top talent and manage a skilled workforce. To contact our team, call **(800) 306-7432** or email info@eastridge.com.