

# CASE STUDY



## COMPANY

This organization makes balloons fun with consumer-inspired product development, industry-expanding innovation, and strong, value-added partnerships. Doherty Staffing Solutions partnered with multiple facilities in the Minnesota Twin Cities Metro area, including Eden Prairie, Bloomington, and Edina, to implement efficient hiring processes.

## CHALLENGE

The main challenges these facilities encountered stemmed from the inability of distribution centers to get product out the doors and to the public due to a lack of qualified candidates. The talent shortage caused production to slow, and order fulfillment goals were not being met. They also partnered with multiple staffing agencies that didn't provide solutions to their problems. In addition to needing help finding qualified talent to fill their open roles, they also weren't offering competitive compensation for their industry within the local market.



### Temporary Staffing

High-volume, light industrial staffing and on-site workforce management services



### Direct Hire Professionals

Contract and direct placement for high-skill and technical candidates in specialized industries



### Office Support Talent

Niche recruiting for industry-related administrative and customer service support positions



### Vendor Management Solution

Advanced Platform | Resources Unlimited (APRU) provides talent management via a VMS solution

# KEY RESULTS

**Doherty held 3 successful on-site job fairs with immediate offers.**

**1400+** Candidate Contacts



**550+** Interviews



**110** Job Offers



**110** Temporary Placements



**23** People Hired on by the Company

## SOLUTION

Doherty provided a comprehensive wage data analysis for their surrounding locations to increase the facilities' understanding of the current compensation landscape. After reviewing this, wages were increased to \$20.00 per hour + a \$2.00 per hour overnight shift differential. They also fast-tracked their hiring process by removing pre-screens for drug and background checks. By using Doherty as a valued employment partner, the facilities improved overall efficiency throughout the interviewing and onboarding process. Through the strong working relationships our partnership formed with the company's manager and warehouse supervisor, Doherty produced a handout that was used as a screening tool to ensure candidates were familiar with the specific types of skills needed to be successful in the role. This allowed Doherty to place candidates into positions that would lead to success for the facilities and for the employee's careers.

## OUTCOME

Doherty created a more efficient interview and onboarding process for multiple facilities at this company, which allowed people to start in their new roles more quickly. This resulted in fuller employee training classes, meaning trainers were able to instruct larger groups and get more people onto the production floor faster. Doherty also invested heavily in specifically targeted candidate advertising campaigns, which attracted a strong flow of skilled talent who were excited about their employment opportunities.

