



ACCOMMODATE FLUCTUATING DEMAND WITH AN AGILE WORKFORCE

Overview

An American e-commerce leader targeting young, tech savvy mothers experienced rapid growth since its 2009 founding. Specializing in the online sale of clothing, toys and home products, the retailer's unique business model centered around "flash sales" of unique, limited quantity, non-returnable items at deeply discounted prices. In 2015, the company changed its no-inventory approach and began to hold some merchandise in warehouses to shorten order delivery times. However, quality control issues persisted.

The Problem

The change in the company's approach to inventory resulted in extreme demand volatility, making it difficult to accurately forecast staffing needs for the new warehouses. The leader partnered with Staff Management | SMX for expertise and support. Staff Management developed a flexible staffing strategy that provided increased management and oversight of the company's contingent workforce. Initial assessment projected a needed contingent workforce boost by more than 750 associates in less than 12 weeks to manage upcoming order spike.

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The Results

Staff Management utilized limited client historical demand data and market trends to accurately forecast staffing demand on a weekly basis. Deploying a robust recruitment strategy, Staff Management engaged directly with the local community through grassroots recruiting - digitally targeting eligible candidates and offering new associates perks such as free transportation to and from work.

