



INCREASED ASSOCIATE ENGAGEMENT ENABLES SMOOTH BUSINESS EXPANSION

CLIENT

This online delivery service provides customers the ability to purchase their everyday essentials from a diverse portfolio of top retailers including Costco, Walgreens, PetSmart, Target, Fairway, Giant/Stop N' Shop and high-end niche retailers such as Ulta, with the convenience of not having to leave home. Their workers pick and pack the orders on location in the partnering stores and ship them directly to customers that same day.

Over 18 months, this service quickly expanded the areas included in its delivery range from its origins of Washington D.C. for eight total markets including New York City, San Francisco, Seattle, Denver, Dallas, San Jose, and Atlanta.

CHALLENGE

Because of their unique order fulfillment model and lack of centralization, they found that associate engagement was difficult to foster, which led to attendance and turnover issues. Their incumbent provider had a difficult time addressing these issues with their branch model and they were searching for a more hands-on solution.

Impressed by our onsite management approach and our focus on retention, the client enlisted the expertise of Staff Management | SMX.



"I am proud and happy to work alongside Staff Management | SMX. They are great business partners and are always willing and able to support our needs as their customer."

SENIOR MANAGER OF OPERATIONS
GLOBAL RETAILER

STRATEGY

To accommodate a decentralized workforce, we more than tripled the number of service team members available to manage associates compared to the client's original staffing provider. This allowed us to implement and maintain a multi-faceted engagement program that included a variety of different touch points throughout the course of an associate's contract.

The program included monthly in-person roundtable conversations, monthly face-to-face surveys capturing feedback from 10 percent of the associate population, informal onsite visits and post-assignment exit surveys. All of these touch points encouraged free-flowing communication and process improvement between associates and the service team members of Staff Management | SMX.

In addition to store operators and personal shoppers, we also provided high skilled data analysts that monitored store capacities and ordering with the merchants in each market.

We also implemented a centralized online help center that associates could visit for answers to administrative questions instead of having to rely on an in-person resource. Associates could access employment forms, FAQs and onboarding information from the portal.

In addition to these strategies, we also initiated quarterly attendance competitions that incentivized associates to show up on time for every shift.

RESULTS

Staff Management | SMX's engagement initiatives greatly improved turnover and attendance metrics for our client in comparison to their original staffing provider. We reduced the turnover rate by 50% from the incumbent provider. Staff Management | SMX also had a fill rate of 98-100% consistently for the program. Our KPI fill rate benchmark was 95% and we exceeded that goal. The client can now focus on scaling their services without having to worry about the performance of their workforce.

OUR STRATEGY



INCREASED TEAM MEMBERS TO MANAGE ASSOCIATES



IMPLEMENTED OPEN COMMUNICATION AND PROCESS IMPROVEMENT

RECRUITED AND HIRED HIGH-SKILLED DATA ANALYSTS



CENTRALIZED ONLINE HELP CENTER



INCENTIVE PROGRAMS

RESULTS

98-100%

**FILL RATE
CONSISTENCY**



**REDUCED THE
TURNOVER RATE BY**

50%

