Staffmark Increases Virtual Team Capacity By 100% and Maximizes Scalability With Voice Advantage

In 2010, Staffmark was seeking an innovative way to support its 300 field offices when they received orders that overwhelmed their capacity. The solution was the virtual Talent Acquisition Group (TAG). This group consisted of skilled team members spread across the country who could quickly spool up and offer immediate support when needed. TAG made a profound impact and the demand for its services quickly grew. The varying needs of Staffmark’s field offices presented challenges for TAG’s size and organization.

The challenge of such a flexible model is if we cannot clearly anticipate peak needs and new business, we are either going to be over-staffed or under-staffed.

- Jean Mauzé, Director – Talent Acquisition Group, Staffmark

After TAG’s first few projects, Jean Mauzé, Director of TAG, realized she needed to find advanced tools to maximize the effectiveness of her team members while allowing them to easily collaborate with each other and their colleagues in the field. Her search for a solution that met Staffmark’s needs with minimal technical dependency led her to Voice Advantage.

Case Study

GOALS

- Provide their field offices with flexible and responsive support through a centralized virtual team
- Ensure the performance of the virtual team was scalable based on field team needs
- Maximize cost effectiveness and team efficiency
- Implement tools allowing maximum collaboration between virtual team members

Actions

- Increase team efficiency through asynchronous audio interviews
- Utilize user friendly sharing and access tools to allow team members to offer support across projects
- Leverage increases in efficiency to keep virtual team headcount steady across spikes in activity, maintain peak performers and retain client experience.

Results

- Increased recruiter capacity by 100%
- Reduced average interview time by 20x
Voice Advantage addressed TAG’s capacity concerns, allowing team members to handle twice the volume they could with traditional methods.

*If we need to screen 200 people in two days, we can do that. This is a huge time and resource saver for the field.*

- Jean Mauzé, Director - Talent Acquisition Group, Staffmark

TAG could offer exemplary service to their field locations and clients while benefitting from team cohesion and retaining crucial institutional/client knowledge. The timesavings were realized in the field as well as on the team itself.

Staffmark’s unique approach to the needs of their field offices and on-site personnel sets them apart as an **industry leader** in innovation and efficiency.

*On average, we are spending 50% less time working with candidates. We can spend more time recruiting in than screening out.*

- Sommer McGarry, Recruiting Manager – Talent Acquisition Group, Staffmark

The Talent Acquisition Group continues its impressive performance today, delivering responsive support where and when needed. Staffmark’s field offices are better able to serve local clients knowing they have a virtual safety net equipped with cutting edge technology at the ready.

- **Total Candidates Reviewed**: 8,283
- **Candidates Reviewed Within 48 Hours**: 77%
- **Hours of Productivity Created**: 4,107

*Performance from October 1, 2012 to September 30, 2013*