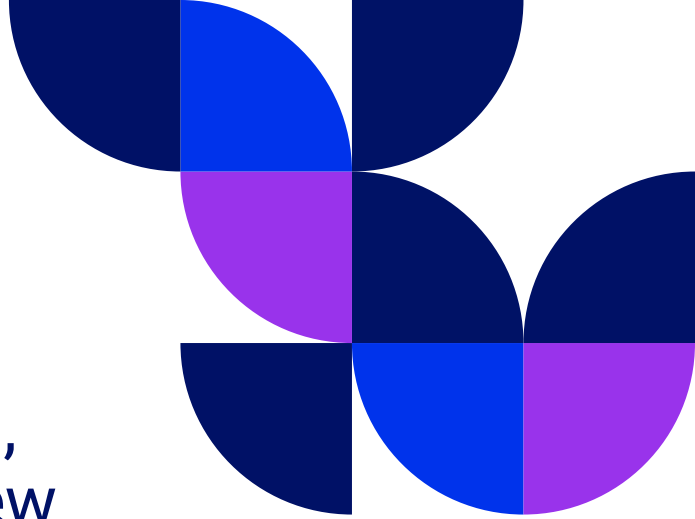


CASE STUDY: LOGISTICS

Creating consistency in worker quality, onboarding, and coaching with Bluecrew



Our client: An American quick-to-market apparel brand

Based in southern California, our client is primarily an online retailer and ships its clothing to customers across the globe.

The results



95%
placement rate
with no overfill

We've developed a pool of candidates who want to work for this client.

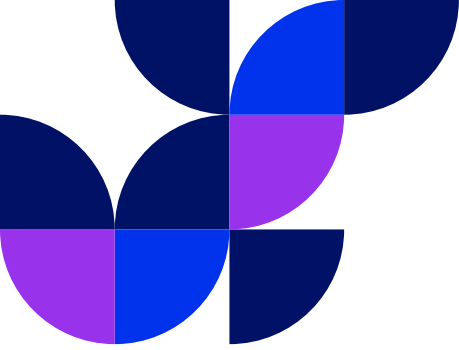
Bluecrew has been able to fill some jobs in 24 hours or less.

3 days
average time
to fill positions



100k+
shifts worked

We filled our first order with this logistics client in 2020.



The challenge

Too many staffing partners led to high costs, complexity, and lack of accountability

Our client worked with some of the largest staffing providers in the country to find the talent it needed to ramp up quickly. But the strategy wasn't delivering results. With the complexity that comes with using multiple agencies, our client was struggling with staffing shortages, high costs, and inconsistent worker quality.

The solution

On-site teams and one dedicated provider: Bluecrew by Employbridge

When our client decided to simplify staffing, it went with a provider it already knew and trusted – Bluecrew. Our Bluecrew platform helps clients fill jobs more quickly – and time to fill was essential for this client. Bluecrew also was the most consistent and responsive in competitive pricing, service, and communication.

Becoming the sole provider in our client's fast-paced environment required more from the Bluecrew team. We created a solution for our client that includes the following:

- **Staff Performance Managers (SPM).** Dedicated, on-site SPMs lead onboarding, safety training, and coaching; monitor the productivity of our talent; and address any concerns they have while working.
- **Communication Tools.** The on-site team was equipped with laptops, phones, and rolling desks so they could respond quickly to emails and other messages while working in the warehouse.
- **Ongoing Reporting.** Every two hours, SPMs receive productivity reports so they can provide coaching to individual workers as needed.
- **Flex Talent.** With our Blueshift feature, trained talent can continue to work for our client, even if they decide not to convert to the client's payroll or they leave Bluecrew for other reasons. These workers can continue to support our client, and supplement their income, by agreeing to work part-time hours when they want.
- **Bluecrew App.** The team communicates regularly with talent about changes in schedules and procedures. They can also access real-time data and use it to make informed decisions, optimize processes, and drive better outcomes for our client.
- **Benefits and Perks.** We offer incentives to retain workers, including access to health insurance, early pay, and perks that reward them for working more Bluecrew jobs.

The outcome

Bluecrew began working with this client in 2020, and today we're the only staffing provider

Through the use of the Bluecrew digital platform, the Bluecrew team can often fill requests during peak season in less than 24 hours. The platform, a robust incentive program, and a positive working environment have helped Bluecrew retain high-performing workers for this client.

To learn more about Employbridge, contact:

employbridge[™]
powered by Bluecrew

www.employbridge.com