CASE STUDY

Referral Campaign Successfully Keeps Candidate Pipeline Filled

A multinational technology company that designs, develops, and sells consumer electronics awarded Volt the opportunity to provide contingent staffing. We established a vendor-on-premise solution for their warehouse and call center facilities to support data entry, technical, and customer service positions.

The Challenge

According to a recent Staffing Buyer Study, a universal pain point for hiring managers is having access to candidates with the right skill sets. Our client was experiencing the same challenge, especially since their facility location is in a region with several competing clients vying for a share of the actively-seeking workforce.

HIGHLIGHTS

700 referrals added to candidate pipeline within a nine-month period

60-65% of referrals received successfully placed on assignment

The Solution

Volt was already supporting 1,000+ active field employees at the client's facility, so we needed a method to replenish our candidate pipeline with qualified individuals. To do this, we needed to tap into the passive candidate population. Our on-site team decided to leverage the experts – our contingent workers already on assignment with the client. Our workers knew the client and had first-hand experience of the necessary skills needed to be a good fit. Most importantly, they had access to a network of potential recruits among their family and friends.

Our on-site team launched a referral campaign and through their daily exchanges with Volt's workers, they provided referrals. For every referral submitted, the worker received an entry into a drawing for a variety of prizes.

The Result

The referral campaign has been a successful and fun initiative. Volt's on-site team has created a lot of buzz by word of mouth, postings, and employee meetings. As a result, **approximately 700 referrals in a nine-month period were added to our candidate pipeline**. Of these, **60-65% qualified and were successfully placed on assignment with the client**.