

## Impact's Core2 Program Enables Cost Savings and Enhances Quality of Life for Non-Variable Workforce

### THE CLIENT

A tele-prospecting call center was experiencing high turnover with their variable workforce. The company was continually growing; however, it wished to remain a small business, which required the company to keep their full-time employee count at fewer than 50, creating the need for an outsourced workforce. Impact Outsourcing Solutions was brought in to evaluate the client's temporary workforce challenges and needs.

### CHALLENGES

After evaluating the client's opportunities and challenges, it was determined that the client utilized variable workers for their long-term non-variable positions, so in reality they were not temporary. These workers shared a similar load as the client's core employees, yet they didn't reap any of the benefits offered to the company's full-time employees. The company still had a strong desire to outsource their workforce, but their temporary workers often left their assignment at the client to accept full-time positions with other employers, which usually included benefits and more stability. In addition, there was not a process in place for the temporary workforce, and this created constant turnover that resulted into higher costs for the client. A final noted challenge was that the client's supervisors were former tele-prospecting agents and had no supervisory training, so many times supervisors were unprepared to handle conflict, motivate performance or conduct proper communication and therefore unintentionally contributed to the turnover issues.

### SOLUTIONS

After reviewing the cost comparison of the Core2 program against the company's turnover cost of the variable workforce, the client decided to implement the Core2 program on a trial basis. The client believed with Core2 they could improve the quality of offerings for their outsourced workers, cut temporary turnover costs, increase retention while giving hope to long-term non-variable workforce. Monthly leadership sessions were implemented in order to increase supervisor awareness in how to lead their workforce.

### OUTCOME

- First 12-month blended cost avoidance = \$108,346/year or \$9028/month
- Turnover numbers showed a decrease in turnover once associates entered the Core2 program.
- The cost savings included an on-site supervisor provided by Impact to ensure the client's needs were being met while also assisting with managing the Impact workforce.
- The supervisory team grew significantly in their ability to lead, reporting positive attitudes, accountability improvements, conflict resolution and promotions to higher levels of leadership.

### *From the Client*

"Impact's Core2 program offered us a way to attract qualified variable workers and increase our retention among our non-variable workforce. With Core2, we are able to adjust to our changing production needs while also ensuring the quality of our long-term contingent workforce that now receives stable employment, quality benefits, and paid time off through Impact Outsourcing. I recommend Core2 to any company looking to increase their retention and quality among their contingent workforce."

- Matt Gillespie, Controller

"We partnered with Impacting Leaders in an effort to help our supervisory team further develop as successful leaders. Each month, Impacting Leaders spends time coaching and discussing relevant leadership topics which relate to our day to day business operations. The results have been impactful and our supervisors are working more closely together as a team, and peer accountability has improved which has made a positive impact on production and employee morale."

- Ashlea Harris, Vice President, Program Management and Operations