

CASE STUDY

Call Center Program - # 1 Global Telecommunications Firm

CLIENT PROFILE

With over \$100 billion in revenue, this telecom company's Contingent Labor program supports all service categories including IT, Network/Telecom, Managerial, Professional, Sales, Accounting, Retail, Call Center, Help Desk, Other General Services, etc. The program is one of the most advanced in the management and procurement of such services.

Business Need

- Company required staffing solution to rapidly deploy, train and manage 100+ agents for a startup Call Center in a city with a population of 104,000.
- Candidates were required to have technical ability, solid interpersonal skills, telephone etiquette, and 100% flexibility in scheduling.
- All hiring decisions were made at the discretion of MTI Staffing personnel, requiring a thorough in-person interview and orientation process.
- High attrition expectation required a solid pipeline of candidates who were in the onboarding process with background check and drug screening underway for immediate start as business needs dictated.
- Large number of contractors were present on the client site - required a highly engaged management approach to mitigate co-employment risk.

Solution

- MTI Staffing researched the local area and demographics to develop a community-based sourcing model. Internal resources were dispatched to the local area and created key partnerships with the Texas Workforce Commission and Texas Veterans Commission for assistance in sourcing.
- Selected candidates were provided with a customized New Agent Orientation and Professionalization program prior to start.
- Working with the Client's training team, MTI Staffing personnel provided ongoing coaching and mentoring throughout the training process to maximize success rates.
- Developed a Partner on Premise model in which MTI's internal management staff worked at the facility to assist the client and handled all personnel actions and performance management for the agent population.

Impact

- MTI Staffing deployed the initial 144 agents within the required 4 month timeframe with a 100% fill rate and 88% training success rate.
- Our proprietary model was featured as a success story of innovation and excellence in execution at the client's Q3 virtual supplier meeting.
- As a result of working in close partnership with the TWC and TVC, hires for 2012 included 46 veterans, 23 individuals from the Texas Back to Work Program, and over 30 unemployment insurance claimants. MTI Staffing received the 2012 and 2013 Employer Award of Excellence for the Workforce Solutions North Texas area.

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AWARDS



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