

**CASE STUDY**

# A Master Vendor Solution: Reducing Attrition Rates While Improving the Quality of Contingent Workforce

## The Client

A leading independent provider of commercial services to the life sciences industry, The Client serves over 500 organizations worldwide—including startup organizations, healthcare providers, and pharmaceutical companies. Its mission is to spur innovation and advancement within life science services, thereby fostering a healthier world.

## The Situation

Faced with pressing workforce demands during the coronavirus outbreak, The Client sought a master vendor provider to oversee and streamline its contingent labor needs. Due to non-essential business closures and stay-at-home orders, The Client needed a staffing provider to source qualified candidates that could be onboarded and trained virtually. Acara leveraged its previous relationship with The Client's parent company to secure its position as the master vendor provider for this temporary labor engagement.

## The Challenge

Acara was tasked with hiring customer service fulfillment and call center support agents across The Client's four regional hubs around the United States. We focused the majority of our screening and recruiting efforts on The Client's largest location in the northeast. All employees were hired on a contract and contract-to-direct basis.

As our team began implementing our master vendor solution amid the COVID-19 outbreak, we were immediately faced with high contingent worker turnover rates. Due to national unemployment insurance relief packages designed to provide a boost to Americans who lost their jobs, many workers realized that they could earn more by collecting unemployment aid than they could on the job. As such, dozens of employees decided to resign from their positions. This created several employment vacancies for The Client—ones that needed to be addressed immediately.

### Project overview



Leading independent provider of commercial services to the life sciences industry



Selected Acara as Master Vendor provider to oversee and streamline its contingent labor needs



Developed a pipeline of program specialists to fill open positional voids

## The Solution

**Right from the get-go, we immersed ourselves in the master vendor program and gained an intimate understanding of The Client's pain points.**

We developed a pipeline of program specialists that could be tapped to fill open positional voids. If employees decided to take advantage of the unemployment benefits rather than remain in their position, Acara could select a qualified candidate from our qualified labor pool to fill the gap. Our recruitment team conducted a thorough screening process before presenting these candidates for review, and all drug and background checks were expedited enabling the worker to begin their assignment as soon as possible.

Our team designed strategies to entice employees to remain in their roles. Not only were employees provided with competitive pay rates, but Acara helped The Client to enhance its organizational culture and employer brand. We also routinely provided insight around sick time policies, unemployment legislation, and employee health benefits. Our team conducted weekly status calls with The Client to provide program updates and keep leaders apprised of recent staffing developments.

## The Conclusion

Since kicking off the master vendor program in April of 2020, Acara has helped The Client in reducing its attrition rates while improving the quality of its contingent workforce. Thanks to our rapid response times and commitment to recruitment excellence, The Client has exceeded expectations while expanding the size of its temporary labor initiative. With an estimated program spend of \$1.3 million in 2020, this number is expected to balloon to over \$2 million in 2021.

At the peak of overall program activity, our team was faced with 100 recruited openings for program specialist positions for The Client. Our recruited fill rate of 91.03% showcased our success in discovering candidates that aligned with The Client's hiring needs. Moreover, we have slashed both voluntary and involuntary attrition and turnover rates since kicking off our master vendor engagement.

As the size and scope of this contingent labor program expand in the months ahead, Acara will continue to drive our consultative partnership. Our team is committed to protecting the safety of our temporary laborers, and we will help guide The Client in adhering to local and state laws and regulations surrounding proper COVID-19 health protocols.

### Program results

**\$1.3M**

2020 program spend

**\$2M+**

2021 projected program spend

**91%**

recruited fill rate