

CASE STUDY

High-Volume Recruiting Meets Hiring Demands of Manufacturing Client

The Client

A \$ 17+ billion global supplier of equipment and services to the semiconductor industry, the Client's 18,000+ employees are located worldwide.

The Situation

In the spring of 2022, our 25+ year Master Vendor Program (MVP) Client was faced with bolstering its contingent workforce to meet soaring semiconductor chip customer demand. As they ramped up their production line, the Client asked Acara to conduct a large-scale recruitment campaign to hire 600 assemblers, technicians, and material handlers across three primary locations.

The Challenge

To successfully meet the Client's need to start 50 candidates each week, Acara would be required to:


- Source and attract workers from the same pool of candidates as the Client's market competitors with similar production demands.
- Streamline the recruitment process and utilize multiple sourcing channels to quickly hire a high volume of workers.
- Employ additional internal support team members or reallocate staff from other projects.

“I just wanted to compliment the Acara onsite team that I work with. They are all proactive, on the ball partners that I value greatly. Please let them know what rock stars they are. And THANK YOU for your leadership with this high-performing team.”

Project overview



The Client is a global supplier of equipment and services to the semiconductor industry.



As they ramped up their production line to meet customer demand, the Client asked Acara to conduct a large-scale recruitment campaign.



Acara's streamlined hiring process ensured our Client had the workers to support their urgent production requirements.

The Solution

To assist our Client's hiring initiative, Acara implemented a comprehensive approach, which included the following:

- Dedicated 10 recruiters, two recruiting coordinators, and 12 program team members to the project.
- In addition to mainstream recruiting efforts—such as online job postings, conducting job fairs, etc.—deployed grassroots recruiting initiatives in the local community to include onsite visits to colleges and trade schools, advertisements, job flyers, etc.
- Strategy development, targeted sourcing, custom messaging, and analysis and reporting to achieve the Client's established diversity hiring goals.
- Conducted a focused digital marketing campaign—led by Acara's team of internal marketing specialists—to advertise four creative hiring events held Saturday morning onsite at the Client's location.
- Offered referral bonuses to community members and current employees that referred friends and former colleagues for open positions.
- Leveraged technology to reduce the time and internal resources needed to find and hire high-quality candidates.
- Managed the onboarding process—background checks and employment eligibility verification—and conducted facility tours to excite candidates about joining the company.
- Maintained regular communication with the Client throughout the recruitment process to ensure we met their expectations and needs.
- Implemented worker retention initiatives: new hire orientations, email check-ins, newsletters, birthday cards, day-to-day Contractor Care Team support, satisfaction surveys, onsite events, training and development, and performance reviews.

The Conclusion

Acara's streamlined hiring process ensured our Client had the workers to support their urgent production requirements driven by increased customer demand. Using our high-touch, consultative approach and unparalleled agility, Acara successfully identified qualified candidates and screened, interviewed, and onboarded them to achieve the following results:

- 50–70 offers made at each of the four hiring events
- 600+ total contingent hires
- 90.8% average fill rate
- 92.1% retention rate

Program results

90.8%

average fill rate

92.1%

retention rate

600+

total contingent hires