

CASE STUDY

Seamless Transition and High-Volume Seasonal Success

Client

Our client is a regional health insurance provider with a comprehensive range of coverage options and member services.

History

After working with an incumbent supplier for over 10 years, the client decided to go out to bid in 2024. Despite initial concerns about the learning curve with a new vendor, they selected Acara to manage their diverse staffing needs across multiple business units. Since partnering with Acara in January 2024, we have become their trusted recruitment partner for roles spanning professional, accounting, customer service, administrative, benefits consulting, pharmacy, and other positions.

Challenges

The client faced multiple talent acquisition obstacles that required a specialized approach:

- **Seasonal High-Volume Hiring:** The critical open enrollment period (August-December) required rapid identification, onboarding, and training of approximately 100 temporary staff within a compressed timeframe that could not be extended.
- **Limited Candidate Pool:** Finding qualified temporary workers willing to accept short-term assignments (some as brief as 12 weeks) proved challenging in a competitive market.
- **Diverse Role Requirements:** Recruiting needs ranged from professional and accounting positions to customer service, telesales, pharmacy interns, utilization review nurses, and HEIDS reviewers across multiple sites.
- **Speed and Responsiveness:** Quick turnaround times on open requisitions and streamlined processes were essential to meet operational demands.
- **Changing Needs:** Fluctuating requirements demanded flexibility and adaptability throughout the partnership.

Project overview



The Client is a regional health insurance provider with a range of coverage options.



After going out to bid in 2024, they selected Acara to manage their diverse staffing needs.



Acara successfully delivered high-quality temporary talent that met the client's demanding seasonal requirements while maintaining efficiency across year-round positions.

Solutions

Acara implemented a comprehensive recruitment strategy designed to address the client's unique challenges:

- **Strategic Recruitment Approach:** We deployed multiple dedicated recruiters with primary focus on the client's openings, ensuring consistent attention and rapid response times.
- **Multi-Channel Sourcing:** Our team leveraged various job boards and cultivated word-of-mouth referrals from past and present successful hires, creating a reliable talent pipeline.
- **Collaborative Partnership:** We engaged in open discussions with client stakeholders about realistic timelines and competitive compensation rates, ensuring alignment between expectations and market realities.
- **Rehire Program:** By maintaining strong relationships with previous temporary staff, we established an efficient rehire process that capitalized on pre-trained, familiar workers for seasonal needs.

Our consultative approach positioned Acara as a strategic partner, allowing us to continually evolve processes and maximize recruitment success across all business functions.

Program Results

302

Candidates Submitted

1.45:1

Submit to Offer Ratio

166

Hires

Results

**January 2024 - October 2025:
166 Total Hires**

- 271 open roles managed
- 568 candidates prescreened
- 302 submittals to client
- 260 interviews conducted
- 208 offers extended
- 166 hires completed
- 50% rehire rate annually, demonstrating quality & satisfaction

We have just completed our first year partnering with Shannon and her team to bring high quality temporary help to [our organization]. She made the transition seamless and we are exceptionally pleased with the service and relationship we have built.”

– Director of Learning & Development

Acara successfully delivered high-quality temporary talent that met the client's demanding seasonal requirements while maintaining efficiency across year-round positions. Our seamless transition from the previous vendor eliminated concerns about the learning curve, and we have built a sustainable recruitment model that supports both predictable seasonal surges and evolving organizational needs.

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