

CASE STUDY

THE PROOF IS IN THE PEOPLE

How KP recruiters warmed the heart of a Fort Worth cold warehouse

CLIENT PROFILE

INDUSTRY

Meat production, packing, and distribution

FACILITY TYPE

Cold warehouse held at 32°F – 36°F

POSITIONS FILLED

Pickers/packers
Meat packers
Production associates
Shipping and receiving
Housekeeping
Quality assurance

BACKGROUND

When KP Staffing started sourcing for a major meat production and distribution company in Fort Worth, Texas, the odds were not stacked in our favor.

Challenges:

- The starting pay was low, especially considering the cold environment.
- Historically, this warehouse saw a brutal turnover rate and little long-term retention.

But that didn't stop our team. Over the next two years, we became this client's most trusted agency.

What we did:

- Installed an on-site recruiter who learned the ins and outs of their warehouse operations.
- Tailored our recruiting process to find the best candidates for a cold environment.

KP Staffing has hired hundreds of associates for their warehouse, with more KP associates converted into full-time employees than any other agency.

Even when their dedicated on-site recruiter returned to a KP office, our relationship with this client didn't slip for a second.

Our team still attends check-ins and walk-throughs, and their HR reps know that KP is always working in their best interest.

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"I was able to offer comfort to applicants and let them know what they could expect and that if they worked hard they could grow with this company. "

Yasmin Delgado, KP Recruiter

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RESULTS

- **1000+ hires**
- **More conversions than any competitor**
- **#1 agency for staffing needs**



THE STRATEGY BEHIND THE STORY

Digital recruiting



Times have changed; gone are the days when a company could simply place a tent sign outside reading "JOBS JOBS JOBS" and fill all their openings. (But we've kept our tent signs handy, just in case).

Our recruiters know what it takes to bring in applicant traffic; trained by our marketing specialists, they create digital ads that target the jobs seekers they need. **That's how we reach over 100,000 people with our digital campaigns every month.** From mass texts to Facebook ads, we make sure we're ahead of the times – and our competitors.

In-depth client knowledge

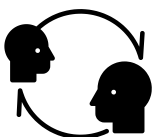


We make sure we spend time at each site because we want to understand your business like we understand our own. We prioritize having a holistic view of your processes and environment so when your new hires arrive, they're ready to get started.

That's part of why this client was able to cut ties with 4 other staffing agencies after they began partnering with us.



Candidate relationships



The candidates KP works with trust us so much that when our on-site went back into a KP office, they sent their referrals straight to that branch. Our recruiters embody the core values of KP, and our candidates know we have their back.

We emphasize building teams of recruiters who lead with integrity and compassion. **Maybe that's why we had 43,000 candidates walk through our doors in 2022.**