

RPO case study: volume-hiring supports grocery service launch during the height of COVID-19.

industry: food retailer



challenges & goals

A grocery chain needed hundreds of delivery drivers to support their new white-glove delivery service. With a new brand name and logo, the organization had little to no recognition in the market, making it a challenge to recruit against larger, more well-known companies in need of the same talent. Adding to the challenge, when COVID hit, the need for drivers to support grocery deliveries during lockdowns rapidly expanded.



solution

As the client's recruitment process outsourcing (RPO) partner, Randstad Sourceright managed the end-to-end recruiting process using technology and communication channels most relevant to candidates' level of readiness.



key results

350 highly skilled, customer service-oriented delivery drivers were placed, with a 92% fill rate and an exceptionally low no-show rate, exceeding industry averages.

More importantly, with the help of RPO, the grocery chain was able to put a previously unknown brand and eCommerce service on the map and support shoppers during the height of pandemic lockdowns.



[> read the full case study](#)