

Prepared for Peak Season

Competitive pay puts people in place and ready to go

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“
Because of ProLogistix our peak season was a success.
– Human Resources Leader, Warehouse and Logistics Facility, Columbus, Ohio

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The Rumble

Early in November, a client of ProLogistix was beginning its ramp-up holiday hiring. The Columbus, Ohio warehousing and logistics facility fills orders for the e-commerce division of a national brand of fashion-forward home furnishings. The client put in an order for 30 Associates to perform peak season picking and packing, drive forklifts, and ship product.

After two days of active recruiting, only one Associate had accepted a job at the client site. The client was concerned about being understaffed for more than financial reasons. Excessive overtime creates safety concerns due to increased accidents. With the holiday season ticking closer, the client asked ProLogistix for analysis and advice.



ProLogistix provided a Market Wage Report, Pay Rate Analysis, a customized Columbus Market Plan, as well as their industry experience and insight as to how other peak employers in the area were attracting workers. **Based on the data, ProLogistix recommended that the client offer a higher rate of pay to attract workers.**

The Ramp-Up

By mid-November the client addressed the core pay issue with admirable speed. This global importer encompasses over 1,000 stores in all 50 states and in Canada, as well as e-commerce and logistics infrastructure. Nevertheless, the company cares about each facility's success—there is a strong culture of teamwork and trust.

We will not allow the organization to fail.

– Human Resources Leader, Warehouse and Logistics Facility, Columbus, Ohio

As a real-life test, the client's home office E-Commerce Director ordered similar items from her own business and from competitors. The client's warehousing and logistics team nailed the test, delivering ahead of schedule—beating the competition by a week.

The client's facility was recognized by corporate leadership.

The client's corporate office accomplished a one-day turnaround for approval of the new rates. **Within one day of the rate change, 25 of the 30 job orders were filled.** The remaining 5 Associates started within three days, along with 20 more that the client added to the order.



Initial pay rates of \$10.50 for first shift and \$11.00 for second shift did not attract workers. Interest in the positions increased dramatically when the client offered a locally competitive \$14.50 base rate, and second shift at \$14.75.

Peak season went smoothly. Once they made it through the period between Black Friday and Cyber Monday with flying colors, the client knew the season was well under control.

Ready for Peak Season

The 2017 peak season is projected to exceed last year's. Retail sales projections are up, as are consumer confidence and spending. Retailers are taking note of record volumes of container ships arriving at ports on both the east and west coasts of the United States. Warehousing and logistics providers can expect a lively peak season: e-commerce was up almost 15% in the first quarter of 2017 over the prior year, as reported by Andrew Soergel in *U.S. News* online.

This client is prepared for the annual U.S. shopping spree. Demonstrating their commitment to their team of ProLogistix Associates, they made their 2016 peak season rates permanent. **This year the client is proactively positioned to leverage an attractive compensation package to fill peak season jobs.**

Pleased with 2016 results, the client asked ProLogistix to become a National Account, and supply contingency staffing services to six other locations. In addition, ProLogistix has provided the client with value-add services related to safety: a Mock OSHA Audit, OSHA 10 Hour, and invitations to its bi-monthly Rickenbacker Area Safety Committee meetings.

ProLogistix excels in analyzing local labor markets alongside clients' business needs for data-based decision-making. **Drilling down into data allows clients to set competitive rates to attract and retain workers, and to make the most of the holidays.**

ProLogistix, the leading logistics staffing firm in the country, is part of the Employbridge portfolio of innovative supply chain workforce solutions companies, including transportation (ProDrivers), manufacturing (ResourceMFG), and light industrial (Select).