



## CASE STUDY

### National Cold Storage Logistics Company

**Through our strategic MSP and VMS partnerships with Geometric Results and IQNavigator, we were able to quickly execute our processes and workflows to deliver this military veteran Talent Cloud solution to the customer.**

#### THE CHALLENGE

A large, nationwide cold storage logistics company was experiencing challenges in obtaining and retaining talent comfortable working long-term in harsh, cold conditions in a 24 hour operation.

#### HOW WE HELPED

Together with the customer, Genesys was able to identify key traits possessed by previously successful employees and establish a talent cloud strategy targeting that success profile. As a result,

Genesys identified veterans of the armed services as being a successful match to the positions based upon their adaptability and higher potential tolerance for work in harsher environments.

A veteran-focused talent cloud strategy was developed and deployed which included online marketing, text messaging campaigns, social media campaigns, and veteran partner organization participation to attract talent that matched the collaboratively developed profile. Through our strategic MSP and VMS partnerships with Geometric Results and IQNavigator, we were able to quickly execute our processes and workflows to deliver this veteran Talent Cloud solution to the customer.

#### WHAT IT MEANS FOR VETERANS

In a two month time frame, we have been able to help over 30 veterans find a home within the organization and created a civilian career path.

## OUR ONGOING PARTNERSHIP

The Genesys Talent Cloud successes quickly grabbed the attention of not only the contingent workforce program sponsors, but also the Human Resources and Talent Acquisition teams. As a result, Genesys is now a strategic partner for the customer in creating Talent Cloud strategies serving over 100 locations. In a relatively short period of time within our initial engagement with the customer, Genesys has evolved into a total talent acquisition partner for the organization.

## QUICK FACTS

- Rapidly placed veterans in hard to fill full-time roles in Fort Worth and Dallas facilities.
- Contingent positions filled in Dallas Area in under one month - with 50% being veterans from various military branches.
- Able to fill historically challenging roles in rural Wisconsin where resources are scarce in less than one month of initial engagement.
- Based on rapid initial successes, Genesys has been tasked with developing sub-clouds targeting maintenance technicians for their 100+ nationwide facilities.

