

Major CE Brand Program Transition and Performance Improvement

OVERVIEW

The thought of transitioning a large existing field team, with fears of activity and performance loss, can be a barrier to a potential change. MarketSource recognizes this scenario and has developed a methodology to successfully transition incumbent teams, outsourced or insourced, with minimal disruption and loss of performance. A major consumer electronics company found itself in this scenario, with a complacent incumbent team lacking hunger and innovation, and came to MarketSource for a solution.

ACTIONS

Employing our VIP Red Carpet Onboarding Process incumbent employees were assigned a personal MarketSource recruiting concierge to escort them through the employment process minimizing the natural apprehensions that come with change.

Through the transition, MarketSource implemented a focus on ROI throughout the Program through use of technology, training and field management enabling a high-performance environment.

RESULTS

240 employees, which included 100% of the incumbent team were trained and deployed to retail positions within two months maintaining ongoing operations and minimizing disruption's to the business. Client recognizes MarketSource has met and surpassed the performance of the incumbent after 6 months running the program.

