

## A Florida Contact Center



Manpower®

# 545,000

new customer  
service representative  
jobs are expected to  
be added by 2016.

Bureau of Labor Statistics

*A Florida Contact Center  
Location: Florida  
Industry: Contact Center*

### Challenge

Nearly 2,000 agents now answer customer service calls for major technology firms at one Florida contact center. As the contact center grew, it struggled to recruit qualified customer service candidates and faced high turnover. Due to the nature of its clients, the company needed employees with a high aptitude in computer literacy and superior customer service skills - a difficult combination to find.

### Solution

Through its Workforce Development initiative, Manpower designed an innovative business services model. The solution leveraged Manpower's national business partnership with the U.S. Department of Labor in order to join resources with the public workforce system's local One-Stop Career Center.

The Career Center recruited job candidates and provided classroom facilities and an instructor. Manpower partnered with the Center on recruiting, and implemented customized assessments, realistic job previews, contact center-specific testing and computer training. Graduates of the program were employed at the contact center in an eight-week paid internship, working through Manpower on a contract-to-hire basis before they transitioned to the contact center's payroll.

### Results

Manpower quickly and effectively created a cost-efficient hiring solution, placing more than 350 unemployed individuals in contract-to-hire positions. Manpower's innovative program reduced turnover from 65% to 8% and delivered on the contact center's requirements for a diversified workforce.

Partnering with businesses, governments and nonprofits, Manpower's Workforce Development initiative connects the unemployed and underemployed with job opportunities in high-growth, well-paid, in-demand positions. Our customized programs provide assessment, training and certification to ensure that job candidates are well-equipped with the skills and competencies employers require.

Develop your workforce and your community, with Manpower.  
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