

A 3PL Exceeds Peak Season Productivity Goals with A Unique Productivity Pay Workforce Model



THE CHALLENGE

FULLY STAFF A NEW ZIP SORTATION CENTER IN TIME FOR THE HOLIDAY RUSH

Starting up a zip sortation site for the last mile delivery for a major eCommerce company that required a minimum of 400 workers on day one of operations and during the peak of the holiday season required both flexibility and nimbleness to ensure it's success.

This site was to be the first site for the client localized centrally in the United States. The site was located in a major warehouse park full of businesses competing to fill warehouse and distribution jobs. Eclipse had to staff the site and ensure the workers were properly trained to offload trucks, work the conveyance sortation and load trucks for delivery.



THE SOLUTION

A TEAM-BASED PAY MODEL WITH RIGOROUS RECRUITMENT ACTIVITIES

To ensure that 400 reliable, quality workers were onsite at go-live, Eclipse strategically doubled the recruitment need, which meant finding, screening and making offers to a minimum of 800 candidates.

In addition to standard onsite recruiting, Eclipse was able to make 900 offers to qualified candidates through:

- Grassroots recruiting at high-traffic spots, like social events, supermarkets and apartment complexes.
- Print and digital ads with geo-fencing strategies to ensure the right areas were targeted.
- Candidates also received tours of the facility. This process resulted in a high retention rate, as the workers understood exactly the work they would be undertaking.

Training videos, which were created in multiple languages, were instrumental in getting this site up to speed quickly and efficiently. This process also resulted in a higher retention rate as the workers understood exactly the work they were undertaking.

“Productivity and accuracy in the zip sortation process is key, which is why we deployed a Team-Based Pay model at this site”,

...stated Cody McSwain, SVP of Client Strategy...

“Under the TBP model, pay is based on team production, focusing on what matters most: the volume of packages properly and efficiently sorted”





THE IMPACT

A FULLY STAFFED STARTUP EXCEEDING PRODUCTIVITY RATES

By working with Eclipse, the 3PL company was able to:

- Fully staffed the center with qualified candidates. During the one-month ramp-up period, Eclipse hired 30 qualified workers every day for 30 days, plus maintained an ongoing waitlist of potential applicants eager to join the team.
- Exceed productivity targets during peak season and beyond, utilizing the TBP model, onsite management and HR teams.
 - 1,425,000 packages on average processed monthly with 99.8% accuracy.
- Built a scalable-startup framework for this client that can be repeated successfully anywhere in the country.

“We are contractually obligated to increase or decrease production by 20% the day of operation, and with our size and quality of our applicant waitlist, which is primarily filled with referrals from existing workers, we are always prepared to meet this demand. People want to be a part of what’s going on here,”

...says Sean Crane, Eclipse General Manager...

“Our culture is strong, our pay is strategic and that goes a long way in retention.”



THE ECLIPSE IA ADVANTAGE

For companies that need to control costs and increase throughput, productivity pay delivers proven advantages. Our team of experts can guide you through the process, from exploration to implementation. We'll help you think through your particular situation and provide the answers you need to determine whether the productivity pay system makes sense for your warehouse.

CONTACT ECLIPSE: 856-807-0250

SALES@ECLIPSEADVANTAGE.COM • WWW.ECLIPSEADVANTAGE.COM