



Staffing a New Customer Care Operation in a Competitive Market

TRC Talent Solutions partnered with a **national insurance provider** to support the launch of a new hybrid customer care location in South Portland, Maine. The project focused on helping the organization quickly establish a strong local **talent pipeline** and successfully staff key roles for the new operation. Working closely with the client's leadership and project team, TRC provided **strategic recruiting** support from the early stages of the hiring initiative through the completion of the project.

The Challenge

As the client prepared to open the new location, they needed to quickly build a strong team in the South Portland market while increasing awareness of a brand-new opportunity. Traditional sourcing methods were not generating enough visibility, and the initial compensation structure was slightly below typical market expectations for the area.

TRC also received the roles in September with an initial start date of November 10th, creating a tight hiring timeline and increasing the need for rapid candidate exposure.

Key challenges included:

- Staffing a **brand-new location** from the ground up
- **Limited candidate visibility** through traditional recruiting channels
- **Compensation** that was initially below market expectations for the region
- The need to rapidly **increase awareness** of the opportunity within the local talent market
- A compressed **hiring timeline** leading up to the location's launch

The Solution

TRC implemented a **data-informed recruitment strategy** designed to improve candidate alignment, increase engagement, and accelerate hiring momentum in the local market. Rather than relying solely on traditional sourcing tactics, the team leveraged **market insights** and targeted outreach campaigns to expand visibility and strengthen the candidate pipeline.





The strategy included:

- Reviewing the client's **compensation structure** and analyzing additional regional pay data
- Providing **market insights** around competitive pay expectations in the area
- Developing **screening questions** to better align candidate expectations with the role
- Executing campaign-driven outreach to **increase candidate awareness** and engagement

TRC also launched high-impact announcement-style **recruitment campaigns** and conducted targeted data pulls to expand the local candidate pool. Real-time recruiting data helped identify candidate drop-off points and refine outreach strategies, while consistent communication with the client ensured alignment and momentum throughout the project.

The Results

The project delivered strong hiring outcomes and helped the client successfully launch their new location with a qualified team in place.

Key results included:

- **19 of 21** Customer Care roles filled by TRC
- **11 of 18** Leave Case Manager roles filled by TRC, with the remaining roles filled internally
- **10 fully assisted recruitment campaigns** executed in a month and a half
- **8,010 candidates engaged** through targeted campaign outreach
- TRC met or exceeded the expectation of **eight candidate submittals per week** throughout the project

Beyond the hiring metrics, the partnership strengthened significantly. After the project concluded, the client hosted an in-person luncheon with the TRC team to review the outcomes and discuss future hiring initiatives. Even after the contract ended, the client **continued hiring candidates** from the pipeline TRC developed. In January 2026, the client notified TRC that another previously submitted candidate had been hired from that pool.

Key Takeaways

This project highlights how a consultative recruiting approach and data-driven strategy can accelerate hiring even under tight timelines and market constraints.

- **Consistent communication** is critical. Regular touchpoints ensured alignment between TRC and the client throughout the project.
- Setting **clear expectations** early improves efficiency and transparency.
- Open and honest partnership enables **productive conversations** around market realities, including compensation adjustments.
- Leveraging **recruiting data** and analytics helps guide strategy and improve candidate engagement.
- Campaign-driven outreach can significantly **increase candidate visibility** and pipeline strength in new markets.

Planning to launch a new location or scale hiring in a competitive market?

Connect with TRC Talent Solutions to learn how a strategic recruiting partnership can help you build a strong pipeline and hire with confidence.