



Strategic Workforce Partnership Improves Seasonal Hiring Performance

TRC Talent Solutions has partnered with a leading consumer products manufacturer and distributor with operations in Georgia for over 5 years now. The company experiences significant seasonal fluctuations that require rapid workforce scaling across both manufacturing and distribution environments. As hiring demands increased, the organization needed a more strategic workforce solution that could provide flexibility, consistency, and a better candidate experience.

The Challenge: As a highly seasonal business, the client regularly needed to scale its workforce up and down based on production and distribution demands. In 2021, the company faced challenges securing qualified candidates quickly enough to meet operational needs.

To keep pace with hiring requirements, the organization relied on multiple staffing vendors, creating additional complexity for internal stakeholders. Managing numerous recruiting partners required significant coordination and made it difficult to maintain a consistent hiring experience and workforce strategy.

The client needed a solution that could improve hiring speed, simplify vendor management, and provide a stronger partnership focused on long-term workforce success.

The Solution: TRC took a consultative approach by building strong relationships with key stakeholders across the organization, including executive leadership, human resources, and operational supervisors. Through these conversations, TRC identified an opportunity to create a more streamlined workforce management strategy.

To address the client's challenges, TRC implemented a Managed Vendor Program (MVP), providing a single point of contact for the HR team while maintaining the flexibility to engage additional recruiting resources when demand required it.

Beyond recruiting, TRC embedded itself within the client's operations to better understand the company culture and employee experience. Our team:

- Conducted on-site support and employee coaching
- Assisted new hires during onboarding and first-day orientation
- Regularly engaged employees on the production floor to gather feedback and improve retention
- Created onboarding video resources to help candidates navigate their first day successfully
- Supported employee engagement initiatives to strengthen workplace culture

As the partnership matured and the client's workforce needs evolved, TRC expanded beyond light industrial staffing. What began as a seasonal hiring and workforce management solution grew into a broader talent partnership, with TRC supporting professional-level hiring through its Direct Hire model. This evolution allowed the client to leverage TRC's expertise across multiple areas of the business while maintaining the flexibility and support that had made the MVP program successful.



The Results: The MVP program helped simplify workforce management while improving hiring responsiveness during seasonal demand fluctuations.

As the partnership evolved, TRC leveraged its innovative recruiting technology, TRC Talent^{ai}, to further enhance sourcing efficiency and candidate delivery. The improved recruiting process allowed TRC to consistently meet hiring timelines without the continued need for the MVP structure.

Over time, the trust established through years of successful workforce support opened opportunities beyond manufacturing and distribution hiring. TRC expanded its services to include professional recruiting through its Direct Hire model, allowing the client to address a broader range of talent needs with a single trusted partner.

Key outcomes included:

- Faster access to qualified candidates during peak hiring periods
- Improved workforce scalability to support seasonal business demands
- A streamlined recruiting process with a dedicated point of contact
- Enhanced candidate onboarding and employee engagement experiences
- Expansion of the partnership from light industrial staffing to professional and corporate recruiting support
- Increased utilization of TRC Talent^{ai} to improve recruiting efficiency and hiring outcomes
- Stronger relationships across multiple departments and leadership teams

Key Takeaways: This partnership demonstrates the value of looking beyond traditional staffing models to solve workforce challenges. Rather than simply filling positions, TRC worked closely with the client to develop a customized workforce strategy that aligned with their operational needs and company culture.

By implementing an innovative Managed Vendor Program, providing hands-on support, and continuously adapting to the client's evolving needs, TRC established itself as a trusted workforce advisor rather than just a staffing provider.

The growth of the relationship from manufacturing and distribution hiring into corporate and professional recruiting highlights TRC's ability to listen, adapt, and deliver consultative talent solutions that create long-term business impact.



Whether you need high-volume staffing, professional recruiting, or a customized workforce solution, TRC can help.

How can we support your hiring goals?