



Consumer Discretionary
Products

Automotive

Founded 1980

BACKGROUND

As a large provider of leasing and financing solutions for the automotive industry, the company administers service contracts, dealer financing, and other related dealer services, including servicing loans and securitizing and selling loans into the secondary market.

CASE STUDY

Rapid ramp-up within a well-established client relationship background

CHALLENGE

Automobile sales and financing closely follow the health and stability of the economy. When the economy is strong, consumers purchase vehicles and require financing; when the economy is struggling, consumers will often delay purchasing a new automobile. To mitigate these rapid changes in business volume, the client relies on staffing agencies to conduct the recruiting, resume review, skills assessments, references, and onboarding of temporary workers. This structure allows the client to swiftly and effectively scale, making temporary labor an essential part of the organization's business strategy.

The client initially partnered with AppleOne in 2001. AppleOne provided skilled, flexible talent to fill roles for collectors, credit investigators, customer support, and funding. After successfully screening and presenting candidates who thrived in the client's unique culture, AppleOne quickly distinguished itself as a true, consultative partner. To accomplish this, the AppleOne team created an interview protocol that evaluated the prospective workforce for requisite skills and cultural fit. These interview strategies had a direct and positive impact on the job performance of new hires. This initiated the client's strategy for also utilizing AppleOne as a trusted source for hiring full-time employees, often after a long-term temporary assignment ended.

RESULTS

The hard work and innovative workforce solutions implemented by the AppleOne team have allowed the company to ramp up its workforce rapidly in response to the increased demand for automotive financing as the economy bounced back from COVID-19. Engaging temporary talent on this scale would not have been possible without the strong partnership between AppleOne and the client. Client leadership quickly engaged temporary employees because of AppleOne's ability to provide well-qualified talent in a compressed geography and timeline.

AppleOne's deep understanding of the company's job requirements and culture has resulted in an interview-to-hire ratio of over 65 percent. This has expedited the interview process, created positive candidate experiences, put the client on track to meet their challenging post-pandemic hiring goals, and ensured sustainability.

In 2020, AppleOne worked closely with the company to reduce headcount in response to COVID-19. As the economy recovered, the company needed to engage up to 80 qualified temporary employees in just a few months. This effort was further complicated by geographical constraints from a recent consolidation that reduced the company's footprint from nine regional locations to three. As a result, the company was able to leverage the AppleOne historical partnership to quickly acquire the talent required to stay ahead of a rapid increase in automotive purchases and financing.

SOLUTIONS

With offices across all of North America, AppleOne was able to strategically engage several key branches within a 15-mile radius of the client's locations to provide immediate access to the local talent pools. Localized market expertise and recruitment strategies provided AppleOne with the competitive advantage necessary to find qualified talent quickly.

To meet the company's aggressive hiring goals, creative sourcing practices were essential to successful delivery. The AppleOne team crafted a recruiting strategy that showcased the company's strong employment brand and opportunities for career growth. These messages were utilized to proactively reach out to local colleges and post on niche job boards. A system was put in place to ask every applicant – even those who did not become candidates themselves – for referrals to further widen the search.

As part of the screening process, each applicant provided professional references and completed a comprehensive skills assessment. From there, AppleOne meticulously prepared each candidate for their interview with client leadership. These additional steps ensured that each candidate was the right fit for the organization before the submittal and interview process. By thoroughly vetting and preparing each candidate, AppleOne was able to streamline the hiring process and meet the engagement goals set by client leadership.

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