



DIVERSITY IN CONSUMER GOODS



Consumer Goods
10,000+ Employees
3 Corporate Centers/
13 Manufacturing Locations
Beverages
Founded 1855

BACKGROUND

This prominent US brewer produces craft beers and distributes import beers to customers around the world.

WORKFORCE CHALLENGES

With a strong, corporate commitment to diversity, this leading US brewer wanted to improve their rate of female workers to meet their goal of 30 percent female, 20 percent person of color, and 10 percent veteran employees. The manufacturing industry is traditionally male-driven, which made finding females with the experience and willingness to work on a beer line a challenge. Leadership was focused on increasing diversity hires for hourly positions such as production workers, brewery workers, mechanics, electricians, etc. The company began their relationship with AgileOne in 2003 with a managed services program (MSP) to oversee their large, complex contingent workforce. The success of the MSP program paved the way for AgileOne to provide recruitment process outsourcing (RPO) services for all the company's full-time, non-exempt workers in 2006.

CASE STUDY

SOLUTION

To meet their aggressive diversity goals, the company once again turned to their trusted workforce partner to implement a recruiting effort focused on increasing diversity hires. AgileOne's recruiters worked with workforce agencies, diversity organizations, women's groups, technical schools, local colleges and universities to raise awareness of the employment opportunities and career growth available within the brewing company. Regular contact was an important part of building these relationships, and AgileOne's recruiters reached out weekly, attending job fairs and/or hosting events to stay connected. Outreach through skill-related LinkedIn groups and military transition programs plus attendance at outplacement job fairs were another important step toward improving the diversity rate. In addition, AgileOne's recruiters engaged directly with manufacturers who had announced plant closures to discover female talent hidden within these organizations.

RESULTS

Since these efforts have been in place, diversity at the company has increased each quarter. Engagement of female workers has increased from 15 percent to 26 percent, and time to fill decreased from 91 days to 54 days. Customer satisfaction is also strong with a score of 93 out of 100 and continues to hover in the 90+ range.

About AgileOne

AgileOne's consultative approach solves workforce challenges by combining innovative talent procurement technologies and programs, with experienced industry professionals to deliver a suite of total workforce solutions. We maximize the value of our customers' workforce, decreasing liability and overhead associated with human capital management.

