

How Hiring over 300 in a Pandemic changed Recruiting

The Challenge

A national retail company with an e-commerce facility in Plainfield was experiencing a high demand for labor, specifically recruiting and filling over 1,000 positions in March of 2020.

The onset of COVID-19 added to the challenge of recruiting and delivering people in a safe and timely manner.



The Solution

Morales Group quickly pivoted our entire recruitment model. We created, developed, and launched a comprehensive digital recruiting process that allows us to recruit, hire, and place teammates in as little as 48 hours.

Our digital recruiting process allowed us to provide the e-commerce facility with 400 people within a single week of launching our virtual recruitment process, setting new recruitment standards.



The Results

As we continue to optimize the virtual recruitment process, our teams have been able to consistently provide over **400 teammates each week**. Our optimization has allowed us to improve consistency in our hiring by lowering times to the client site and ensuring that our teammates are good matches to the environments in which they will work. A recruiting process that depends on individuals traveling to an office location leads to slower hiring, processing, and training.