



Case study: Exceeding diversity expectations

The Client:

A \$1.8 billion consumer products company operating in the photographic and graphic imaging industries with more than 25,000 employees nationwide. With a commitment to diversity since 1989, the client is the recipient of numerous diversity awards.

The Challenge:

As a global player in the consumer products industry, the client recognizes the importance of a diverse and capable workforce as a key driver of success. With a diverse customer base, the client sought to engage with diverse suppliers and has a target 25% spend with minority business-owned (MBE) vendors.

Unable to find a minority-owned supplier who could provide diverse staffing at standard levels of performance, the client sought a new partner who could deliver recruitment services at a professional level.

Strategy/Solution:

After unsuccessfully searching for a new supplier, the client transitioned its diverse supplier management to Magic Workforce Solutions (MWS), which was recommended by Adecco, a current supplier. MWS was chosen to handle the diverse staffing projects because of the efficiencies it could leverage thanks to MWS' strategic alliance with Adecco. Also, MWS is a 100% minority-owned, operated and financially controlled staffing services supplier (founded by Magic Johnson) who is the founder of Magic Enterprises, the #1 urban brand in America, which strives for excellence at all of its companies.

Initially, the client transitioned 40 positions from existing diverse suppliers to Magic Workforce Solutions in the areas of office & clerical, light industrial and technical. Adecco also was asked to oversee a payrolling project that previous suppliers had not been able to complete in a timely manner and with quality issues.

Subsequently, the client asked Magic Workforce Solutions to supervise the client's summer intern program, resulting in the staffing of an additional 96 positions.

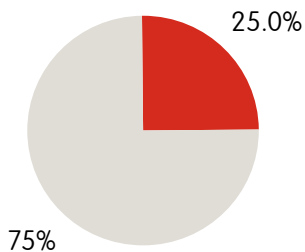
To improve communication with the client, Magic Workforce Solutions account managers regularly visited the company headquarters and updated the client on a daily basis on program activities.

"The U.S. Census Bureau projects that by midcentury the U.S. population will be 50 percent nonwhite. ...If you're looking for new clients or new young professionals to hire, it pays to be diverse."

--Workforce Management



Client's Diversity Spend Goal



Results/ROI:

The client's spend with Magic Workforce Solutions was \$6 million, or 25.05% of total spend with Adecco, which met the client's threshold for MBE-supplied services. The payroll project transition was 100% accurate with all invoicing, processing and distribution of payments handled appropriately and on time.

To partner effectively with the client, Magic Workforce Solutions' account management team as situated within the Adecco office, which allowed us to address any issues or concerns that may have arisen quickly and efficiently.

Additionally, the turnover rate for all positions supplied by Magic Workforce Solutions was less than 5% in locations across the United States, including Rochester, NY; Stamford, CT and Peabody, MA.