

## The Challenge

**Leading company of omnichannel commerce technologies and operations services was experiencing a continual shortage of candidates for openings in their Louisville facility. The company was also struggling with fulfilling their overtime needs.**

- Desired to diversify their candidate pools but needed to adapt to be ESL-friendly
- Company goals encompassed being more inclusive and building support structures to take advantage of the abundant ESL workforce in Louisville, but lacked knowledge on the best strategies for reaching out to these local communities and adapting the work environment to meet their needs
- Lacked bandwidth to dedicate current team manpower to making bilingual integration their sole focus; as a result, these adaptations were continually delayed



## The Solution

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Morales Group Staffing specializes in accessing talent pools from **underserved** or **underemployed communities**. For this company, the strong partnerships we had cultivated with local outreach organizations allowed us to tap into the main Congolese, Somali, and Cuban communities in Louisville.

- Our partners helped identify bilingual candidates who were also natural-born leaders and who find resources for those communities. We developed those individuals with the client company as bilingual leads.
- Bilingual leads brought in more candidates they recommended from prominent ESL communities who needed jobs.
- Team leads provided interpretation skills and acted as a bridge to a much-needed new talent pool.

## The Results

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By bringing in Morales Group Staffing, the company was able to leverage our connections and expertise for bilingual integration while freeing their own team to work their core functions. In the midst of a pandemic, Morales Group Staffing was able to structure the client company's bilingual integration and build a pipeline of qualified, diverse candidates to fill their workforce and overtime needs.

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### Great attendance rates from new talent pools

- ▶ Over 2 months, our attendance was consistently **above 90%** each week vs. **below 70%** for the 4 other staffing agencies
- ▶ Turnover rate during that 6-week period with the Congolese community teammates was **less than 5%**



- 2** Overtime participation was **over 90%** vs. **less than 50%** from other 4 staffing agencies
- 3** 1 team lead per 10 lower English proficiency teammates
- 4** With our knowledgeable bilingual team leads, company was able to hire more ESL workers.  
▶ **From 0 headcount** in mid-April, we were able to scale up to *nearly 80 teammates*, 50% from the Congolese Community
- 5** When company began committing to integrating bilingual team leads and an ESL-friendly workforce strategy, they adapted to the needs and cultures of their new teammates in other ways too - such as shifting schedules for cultural religious services, etc., creating a reciprocal partnership between the company and their new workforce.

