

Case Study: Contingent Workforce Management Supplier Diversity Management

Client Objective:

Bartech Workforce Management (BWM) manages the contingent workforce for a client in the services industry. This client provides program management and operations services to state and local governments, and was required to utilize certified Historically Under-Utilized Businesses (HUBs) for 35% of the spend on a particular customer project. Since the majority of the project spend is represented by contingent labor, our client asked BWM to utilize our supplier management expertise to help them to achieve their goal of obtaining a minimum 50% of contingent spend through certified HUBs.

Approach:

- BWM's Supply Base Management Organization identified over 50 HUB companies through our sourcing channels. Of these 50 companies, 15 were identified as staffing providers with capabilities to support call center operations throughout the state. Upon completing comprehensive due diligence, 10 of the 15 were qualified successfully and adopted into the BWM Managed Services Provider program.
- Requisition fulfillment was the most important priority. As a result, BWM customized the requisition distribution process where HUB suppliers would receive job postings during the first round broadcast giving them an advantage in submitting their qualified candidates. The job posting was then sent to the non-HUB suppliers to fill any remaining openings thereby ensuring all fulfillments goals were exceeded.
- In order to develop HUB suppliers and provide the same opportunity for success as their non-HUB counterparts, BWM developed a program to acclimate these new suppliers to the client by setting up site visits and supplier orientations. This allowed the HUB suppliers to meet with Client Supervisors, Hiring Managers, Human Capital and BWM representatives and provided the knowledge and information required to fill the call center positions.

Results:

- Utilizing the BWM solution the client was able to receive recognition from their customer for steering \$4 million in spend to HUB suppliers and will be able to aid them in obtaining contract renewals in the future.
- Our client was able to successfully win a new contract with a similar requirement for the use of disadvantaged businesses, in part due to the ability to communicate the effectiveness of the BWM-implemented HUB solution. BWM will apply the same program strategies in designing and implementing a program for disadvantaged businesses.
- Our client has become a customer of choice for historically underprivileged businesses and has gained key recognition as a corporate sponsor of disadvantaged companies.