



MarketSource Optimizes Scheduling Part-Time Staff at Retail Client Sites

MarketSource deploys a team of 9,000 part-time representatives to work in the electronics and technology sales departments of more than 30,000 unique retail stores in the U.S. Its workforce typically includes Gen Z members and millennials, who prefer mobile technology and view the gig economy as the future of work.

Employees: 9,000 part time
Industry: Retail

Top Challenge

MarketSource has two distinct part-time employee jobs and used disparate scheduling solutions that hampered the company in cross-scheduling. To improve scheduling and the employee experience, MarketSource brought together leading solution providers, including UKG (Ultimate Kronos Group), to create a multifaceted platform.

Solutions

The integration of multiple technologies creates a single platform that supports scheduling and communicating with remote part-time staff.

Part-time employees can be scheduled for multiple shifts and different job types to best utilize these representatives and their skills.

Reports show reps' experiences with customers and customers' product feedback.

Results

Training part-time employees on multiple jobs and products builds their skill sets and increases their scheduling opportunities.

With greater scheduling options, part-time employees can pick up more shifts, improving their satisfaction.

Optimized scheduling of part-time staff reduces recruitment needs during peak seasons.



Key benefits

- Elevate the part-time employee experience to meet employee needs for flexible work schedules and additional shifts
- Optimize scheduling of part-time staff to better meet client needs, decrease operational costs, and increase staff engagement and retention
- Provide training about sales, products, services, and retail store policies to reps via mobile devices to expand their skills, certifications, work opportunities, and effectiveness

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Steve Wilson, Executive Director, Solution Practice – Retail

Products

UKG Dimensions

Challenges

MarketSource focuses on attracting and retaining high-caliber talent to meet the electronic and technology sales needs of its large retail clients. The company deploys two employee types, event/shift-based reps and traveling brand advocates/trainers, to customer sites.

The disparate scheduling solutions used by these two employee groups made scheduling employees working both job types incredibly complex. Unable to pick up extra shifts through MarketSource, 53% of part-time employees took a second part-time job to supplement their income.

During the holiday season, employee numbers increased upwards of 30%, but the company had to refuse business during short peak seasons because it wasn't able to easily schedule existing employees to work both job types to meet demand.

Solutions

MarketSource brought together leading solution providers to create a representative engagement platform (REP). Phobio, the front end of the integrated solutions, provides a business social networking app that integrates with the UKG Dimensions™ suite for scheduling and management of shift-based employees.

Passport is used to schedule route-based employees. Integrating this scheduling tool with UKG Dimensions on a single platform enables MarketSource to better utilize its workforce and schedule employees for multiple shifts and different job types.

“UKG Dimensions provides a platform that is open and flexible and has the ability to integrate multiple technologies to create a full end-to-end solution for workforce management,” says Steve Wilson, MarketSource executive director, Solution Practices – Retail. “This was key to the success of this project. With UKG Dimensions, UKG pulls the ecosystem together and gives us the flexibility to thrive in the fast-paced retail environment.”

World App rounds out the REP platform and provides reports on customer preferences, number of customers seen, and trainings delivered at retail locations.

Results

Utilizing its integrated REP solution, MarketSource and its employees are driving greater sales and revenue for the company's retail clients.

The solution enables MarketSource to train employees on multiple jobs and products. A survey of part-time employees revealed they wanted training across sales, products, and services. Training is delivered on a mobile app through the company's training portal.

With the integrated REP platform, MarketSource can easily schedule part-time employees for more shifts, giving them more hours so they don't need a second job. By more fully leveraging existing employees, the company needs to recruit fewer people.

MarketSource also can meet staffing needs for short peak seasons without hiring additional staff. In satisfying its retail clients' increased need for part-time staff before graduation season, Father's Day, and back-to-school time and for the release of new electronic devices, the company can increase current employees' shifts to meet this demand.

During the holiday peak season, MarketSource anticipates it will need to increase its part-time employee numbers by no more than 20% because it can better utilize its existing talent, creating potential cost savings.

Using their mobile devices, managers can see where employees are assigned each shift and can schedule and move them as needed. With retailer approval, employees also can swap shifts in the app without manager intervention.

Since beginning its use of the seamlessly integrated REP solution, MarketSource has been able to decrease operational costs, reduce employee turnover, retain talent, and increase employee availability to meet retail clients' staffing needs.