



SUCCESS STORY

Challenge

A class leader in retail pricing, merchandising and product display solutions in Southern Africa, whose core competencies include cutting (saw, die-cut & cnc routing), UV flatbed digital print, gluing and heat bending, had casual staffing complications and no proper structures in place with regards to labour legislation, and were concerned that their company was at risk.

They required a reputable provider to provide them with quality staffing solutions and to ensure compliance within the company. They value their staff and believed that the correct processes needed to be followed. Finding a provider that was empathetic and understanding of their needs was the priority.

Approach

Drake aligned themselves with the company's beliefs – trust, empathy and compliance. They familiarised themselves with the culture of the company to get a better understanding of what the company required. Because Drake has a national footprint, a tailored service that would support the company's expansion plans could be provided through temporary, contract and permanent staffing for all their major plants across South Africa.

During peak season, Drake provide temporary staffing to satisfy increased demand. The screening process of all candidates is in-depth, so that when they are placed, their induction period is shorter, reducing or completely eliminating any unforeseen productivity or performance issues.

Solution

The company is highly satisfied with how Drake treats the staff members; with fairness and within the bounds of legislation. One of the company's policies include fair and humane treatment for all, and they truly believe that Drake supports this. Drake's management staff went as far as to personalise the environment for the temporary staff, creating a comfortable atmosphere to work in.

The company has expressed great confidence in Drake's services and are glad that the temporary workers have the opportunity to be placed at other company's during their quieter seasons so that they are not without work. The long-term relationship is valued, and a good understanding of each others' businesses has allowed for a successful partnership for more than 12 years.

KEY SUCCESSES



Shorter Induction Periods

In-depth screening process of all candidates reduced unforeseen productivity or performance issues.



Improved Legislative Compliance

Implemented formal and easy to follow legislative guidelines which significantly reduced risk.



People-Focused

Drake is aligned to the company's values that include fair and humane treatment for all, creating a happy and comfortable working environment.