

Case Study



“Flexible schedules have allowed us to be more inclusive with our workforce. Forge has provided a means for us to utilize staff at the very times we need them the most.”
- Annette Danek-Akey, SVP Penguin Random House

Client Background

Industry

Fulfillment & Distribution

Primary Jobs

Warehouse Associate
Service Area Associate

Implemented Location

Westminster, MD

Population in Location

18,671

Unemployment Rate

3.8% (in Carroll County)

Impact of Forge

953.86 hours of additional work added each month on average using a flexible workforce

Penguin Random House operates the largest book distribution operation in the U.S. with over 2.5 million square feet of warehousing space. Their operations span two fulfillment centers located in Westminster, Maryland and Crawfordsville, Indiana.

Penguin Random House’s fulfillment centers are required to receive, store, pick, pack, and ship out more than 400 million books a year.

With less than 20,000 people in the towns of operation, access to and management of quality, reliable and productive employees was always a constant challenge and an important variable to their operational success.

Penguin Random House selected Forge Technologies, a mobile-first, flexible workforce management platform, to provide an application that offers flexible scheduling to locals looking for additional work hours.

The fulfillment center Managers hired locals who were looking for part-time, flexible hours and offered them flexible shifts through Forge. Once a week, Managers would post shift availability that is not covered from their core staff. The Forge application notified these part-time locals, who would then select shifts they wanted to work.

Finally, the Manager would be notified which individual would be arriving to work the shift.

After the contract was signed, implementation of the Forge platform took roughly 2 hours, split across one training session (1.5 hours) with fulfillment center Managers and one 30 minute session to set up the Penguin Random House account and on-board the part-time employees.

The Forge account management and customer success team then provided on-going support throughout the duration of the contract.

Penguin Random House was able to attract and hire local individuals who listed the flexibility to pick their own working hours as the number one reason for taking the part-time job.

With Forge, Penguin Random House was able to accomplish exactly what they set out to do: attract more quality employees through offering flexibility AND get all the necessary work completed in their fulfillment centers.

Penguin Random House was able to schedule an additional 953.86 hours of work, on average each month, during the first five months of utilizing Forge.

100% of shifts made available on Forge were filled by at least one employee.



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