

Case Study

“New labor models are inevitable in this industry. Forge is going to shake up our retail industry...in a very good way.”
- Al Sambar, Managing Partner, Accenture Retail

Client Background

Industry

Retail, Restaurant, Entertainment

Primary Jobs

Sales Associate, Stock Associate
Server, Prep, Cook, Host

Implemented Location

Honolulu, Hawaii

Population in Location

352,769

Unemployment Rate

1.8%

Impact of Forge

500+ employees in shared talent pool

\$27,750 worth of money and time saved
hiring/scheduling during first two months

In Honolulu, Hawaii, the unemployment rate is the lowest in the United States at 1.8%. Every business from big-box retailer to small mom and pop shops are increasingly finding it tough to find, attract, and retain quality talent.

For big-box retailers, “looking for more hours” is cited as one of the leading causes of employee turnover. Meanwhile, local or smaller businesses with little budget and no formal HR department often find themselves understaffed and looking to hire more part-time talent. With turnover rates exceeding 50% for most retailers in Hawaii and an average cost of \$3,328 to hire a new \$10/hr. employee, these companies knew solving this challenge would be integral to success.

Over 65 retailers and restaurants selected Forge Technologies, a mobile-first, flexible workforce management platform, to provide an application that offers Store Managers the ability to share quality talent within their shopping center.

Using the Forge application, the Store Managers posted available part-time jobs, and gave their existing part-time staff the ability to join the Forge labor pool. Store Managers whose employees participated in the labor pool were then able to search through resumes of employees working part-time for other participating companies and ask quality candidates to interview for a second part-time job at their store.

The Forge application notified these part-timers, who would then accept or decline their requests to interview based on their personal preferences. Once a week, Managers hosted interviews for new candidates from the Forge labor pool. Finally, Managers hired and trained the interviewees per their existing company policies and procedures.

Once the shopping center came to consensus on utilizing Forge’s technology, Forge sent two representatives to the shopping center for a total of 3 weeks.

In the first month, the 65 retailers created a labor pool of over 550 employees at the shopping center who were looking for additional work. Each retailer shared talent with an average of 3 other companies.

In just the first two months, clients saved an estimated \$27,750 worth of money and time* — filling over 15 jobs with qualified candidates from Forge.

*Estimated dollar amount calculated from metrics collected around Manager time and cash required to post jobs, review resumes, interview unqualified candidates and payout based on overtime hours granted to existing employees while the positions were not filled.



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