

Case Study »

Reemployment Services

Client Profile

The client is a building products manufacturer and employs 20,000 employees worldwide.

Challenge

The slow economy forced them to close a manufacturing plant, displacing employees in a rural area. Many were long term workers with no recent job search experience.

Solution

The company offered Reemployment Services to help their former employees find work faster than they could on their own.

Results

Because the separated employees found work faster, the company saved approximately \$130,000 in unemployment insurance premium charges, in addition to boosting morale and demonstrating effective employee relations.

Measuring Success of TALX Reemployment Services

Client

This client is a leading building products manufacturer that began as a small millwork plant with 15 employees. They are now a large building materials manufacturer and enjoy a reputation for producing reliable products.

This 50+ year old company is well respected, employs more than 20,000 employees worldwide and has operations in 22 countries. Their organizational purpose is to be a successful, unique, and progressive world-class company, which drove their desire to offer a reemployment solution to their displaced employees.

Challenge

Due to the downturn in the economy, the company faced employee layoffs in several operations in various rural parts of the country with higher than average unemployment rates. Many of those employees had never written a resume, had limited computer skills, and hadn't applied for a job in this digital age. Although the organization had not offered outplacement services in the past, their unyielding commitment to their employees led them to seek a reemployment solution that could assist and train the newly laid-off staff to write an effective resume, learn valuable computer skills, network, and most importantly – to find new employment quickly.

Solution

The company chose to engage NextJob, TALX's partner in delivering Reemployment Services. The process for helping job seekers find employment faster than if they sought a job on their own was presented to these employees who were invited to engage in the program. The services were tailored to the needs of each site, and generally offered 10 full weeks of one-on-one job coaching and a wealth of other resources to assist them in their search. Another feature of the solution included posting a comprehensive list of frequently updated open positions in the area related to the skill set of the laid-off workers.

“The employer experiences trauma in this type of separation as well, but to know that the valued employees are being taken care of takes a huge weight off his mind.”

- Phil, HR Manager

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Solution continued...

The company decided that the best method for assisting these particular employees based on their profiles and the economic climate in the area, was to host on-site job fairs. The employees were provided with an assortment of valuable materials including information on health insurance, unemployment benefits, services available to veterans, and information pertaining to training opportunities. Local manufacturing companies were brought on-site that had employment openings available corresponding with the workers' job skills. In addition, representatives from local staffing companies were present.

Results

A specific manufacturing plant that was directly affected was located in rural Wisconsin which operated with 78 employees, many of whom had been employed there for over 30 years. Of the 78 job seekers who were affected by the plant closing, 72 engaged themselves in reemployment services for a 92.3% engagement ratio – considerably higher than the outplacement industry average. The plant closure took place over a period of time. Of the first 50 former workers impacted, 24 gained employment in less than 10 weeks, which was well under the Wisconsin average for laid-off workers collecting unemployment insurance. Due to the accelerated rate at which former employees were finding reemployment, the building products manufacturer saved an estimated \$129,014 (451.1 weeks at a \$286 Wisconsin average of cost per week) in unemployment charges.

In addition to the tangible results, the company was able to boost the morale of its former employees by providing customized reemployment services. Many of the employers who were invited to the job fair also acknowledged the graciousness of the company to offer such extraordinary services to former employees.

The company was so satisfied with the reemployment services process from both the employer and the former employee perspective that they decided to continue using this service.

“The experience was very beneficial. By using both the Web site and my job coach, I was able to successfully start a new career. My job coach was a pleasure to work with and the Web site was both informative and easy to navigate.”

- Mary, Job Seeker

To learn more about TALX Reemployment Services, contact Sheila Gramann at 314-214-7387, or by e-mail at sgramann@talx.com.

TALX's experience, expertise, and proven results have been helping employers navigate the uncertainty of unemployment compensation for over 55 years. Visit our corporate blog at <http://blog.talx.com/> for additional proactive unemployment cost management techniques.

To learn more about how TALX can help your organization, contact us at **1-800-888-8277** or **moreinfo@talx.com**.