

Problem

This east coast Blue Cross Blue Shield organization leverages an MSP partner for an average of 300+ customer service representatives each year. In the past, the client has always used a multi-supplier approach to fill each monthly training class. They recently began experiencing challenges filling training classes and finding resources within their home state. Compounding the issue, they were also facing a high level of turnover. Since the customer service representative role is an entry point in their career paths, it created gaps for other departments that have subsequently not been able to promote from within.

Response

The client called on The Jacobson Group to see if we could help them overcome some of their challenges. We suggested the client broaden their search criteria to encompass candidates from other states where they can employ full-time employees. This allowed them to expand their talent pool, while still maintaining their established temp-to-hire approach. Jacobson also recommended the client streamline their supplier strategy by reducing the number of partner firms supporting their training class needs to two. This ensured more interaction with the talent partners, allowing for organic feedback and communication throughout the process.

Solution

Though our suggested adjustments were instituted right before the next training class, Jacobson was able to quickly source, submit and coordinate the requested 25 resources, recruiting from 5 states the client approved, including the home state. The client was extremely pleased with the result and will be using these strategies as additional training classes are needed.

Customer Service Representatives

Client Type:
Blue Cross Blue Shield
Organization with an MSP Partner

Project Scope:
Temp-to-Perm CSRs

Project Year:
Current