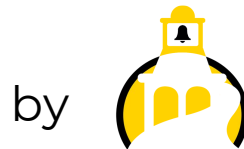




KELLY SERVICES

Keeping up with a fast
paced market



Stephens Consulting
GROUP



Stephens Consulting
G R O U P



Obinna Akparanta



Colby Corzine



Fresia Blanco



Jesus Salaverria



Jeremy Snyder



Julia Ou



Expertise:

- Project Management
- Business Communications
- Technology Development
- Process Improvement
- Supply Chain Management
- Program Management
- Change Management
- Resource Management
- Marketing
- Financial Services

01

STEPHENS CONSULTING GROUP

02

THE PROBLEM

03

RESEARCH & ANALYSIS

04

PROJECT OVERVIEW

05

RECOMMENDATIONS

Problem Statement

“Necessity to move at a rapid pace to keep up with the market – the staffing industry changes daily, as customers’ needs change quickly and the competition to fill positions is fierce. With all of the responsibilities of the internal team, they still have to be the first and the best, or they lose the business.”



Research Process



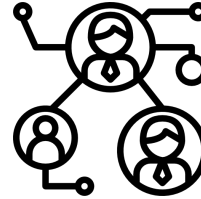
Document
Analysis



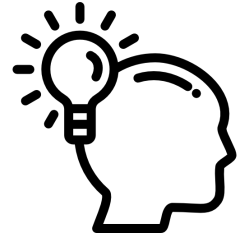
Industry
Analysis



Branch Manager
Interview



Company
Process
Analysis



Group
Recommendations

Issues to Address

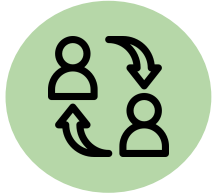
- High need for client retention in the staffing industry
- Underdeveloped engagement with Millennial market in the commercial industry
- Customer expectations are always increasing



Core Competencies



Future of Commercial Staffing



Generational Shifts



Communication Methods



Artificial Intelligence & RaaS



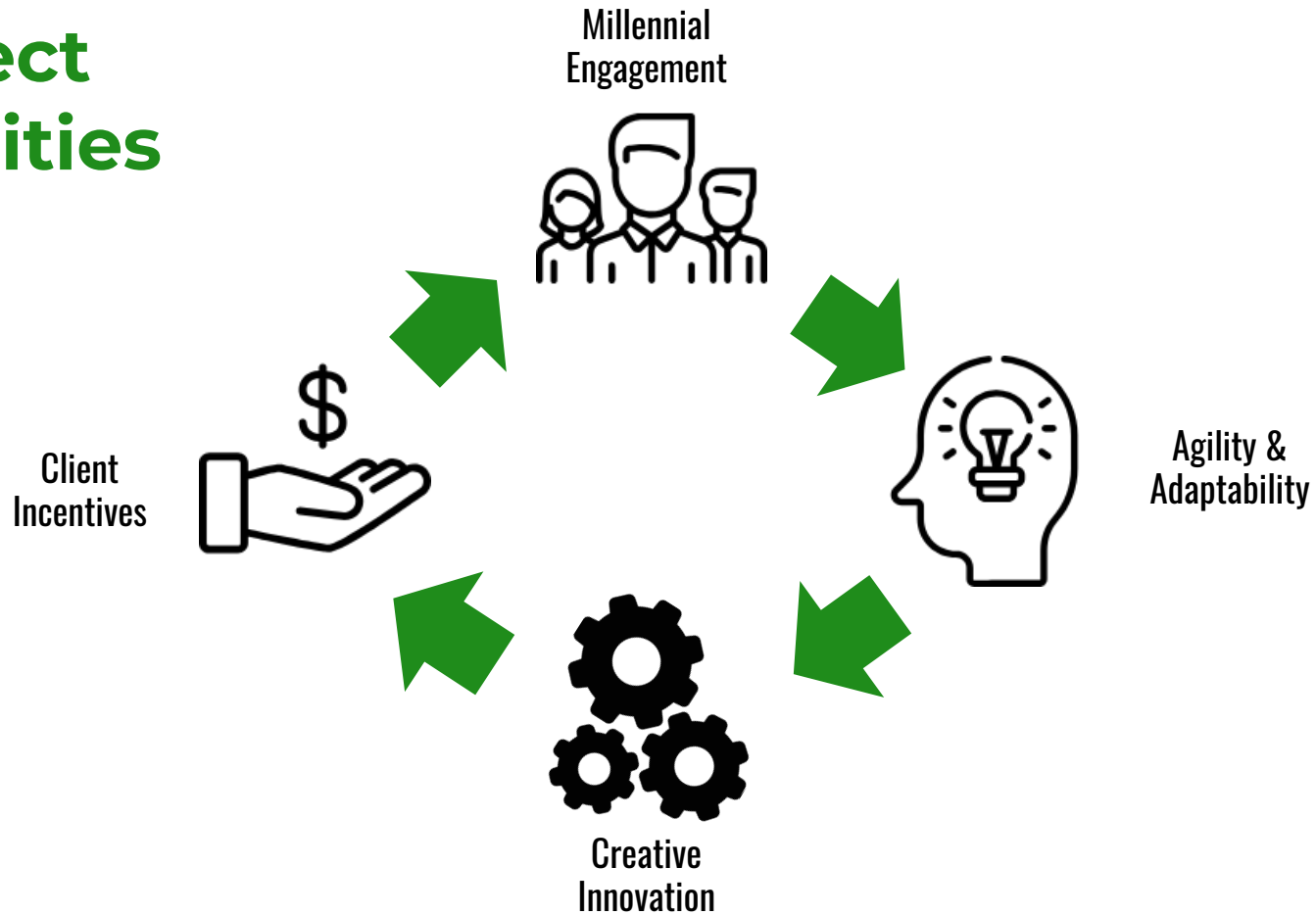
KELLY
SERVICES

PROJECT
360X

Revamping the **360** Degree Client **Experience**

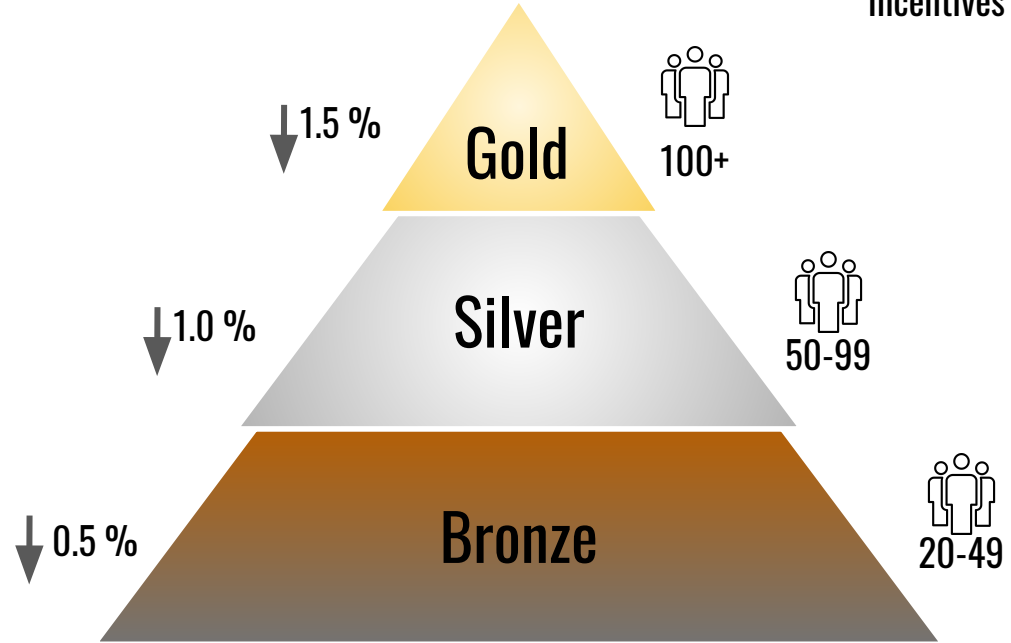


Project Priorities



Client Incentive Structure

The structure describes how the more temp employees a specific client places, the more money the client would save!

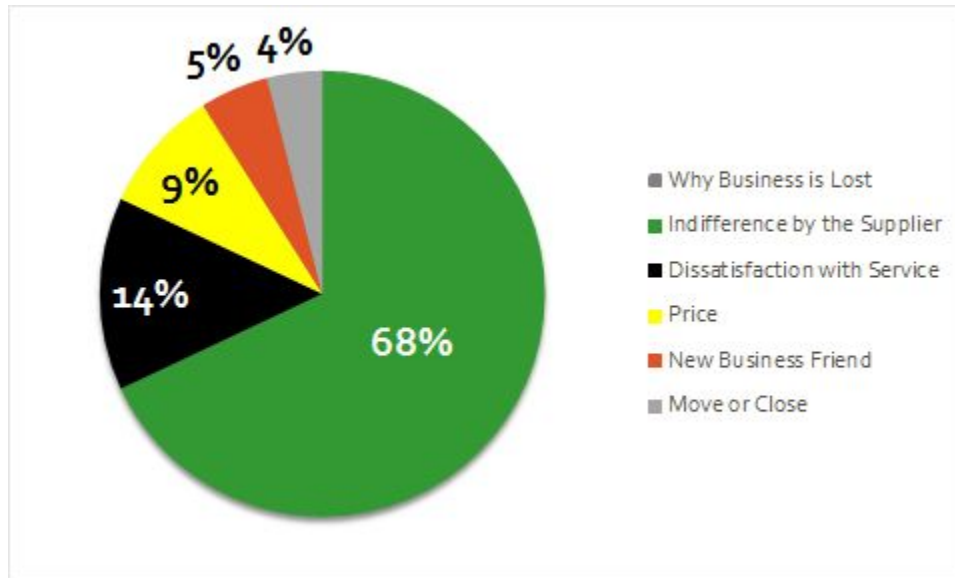


Client Incentives

Client Incentive Structure

- Average hourly earnings (all workers) = \$26.75 in February
- Average temp assignment = 11.5 weeks or 58 days
- Nothing similar in the industry!!!

Why Business is Lost?



Optimizing Millennial Engagement



Agility &
Adaptability



Millennial
Engagement



PROJECT
360X

#1 MOTIVATION

65% - believe personal development is the most important factor in their careers

(UNC Kenan-Flagler)

#2 COST-EFFECTIVE

30% prioritize meaningful work

28% high pay

25% sense of accomplishment

(UNC Kenan-Flagler)

#3 INNOVATIVE THINKING

35

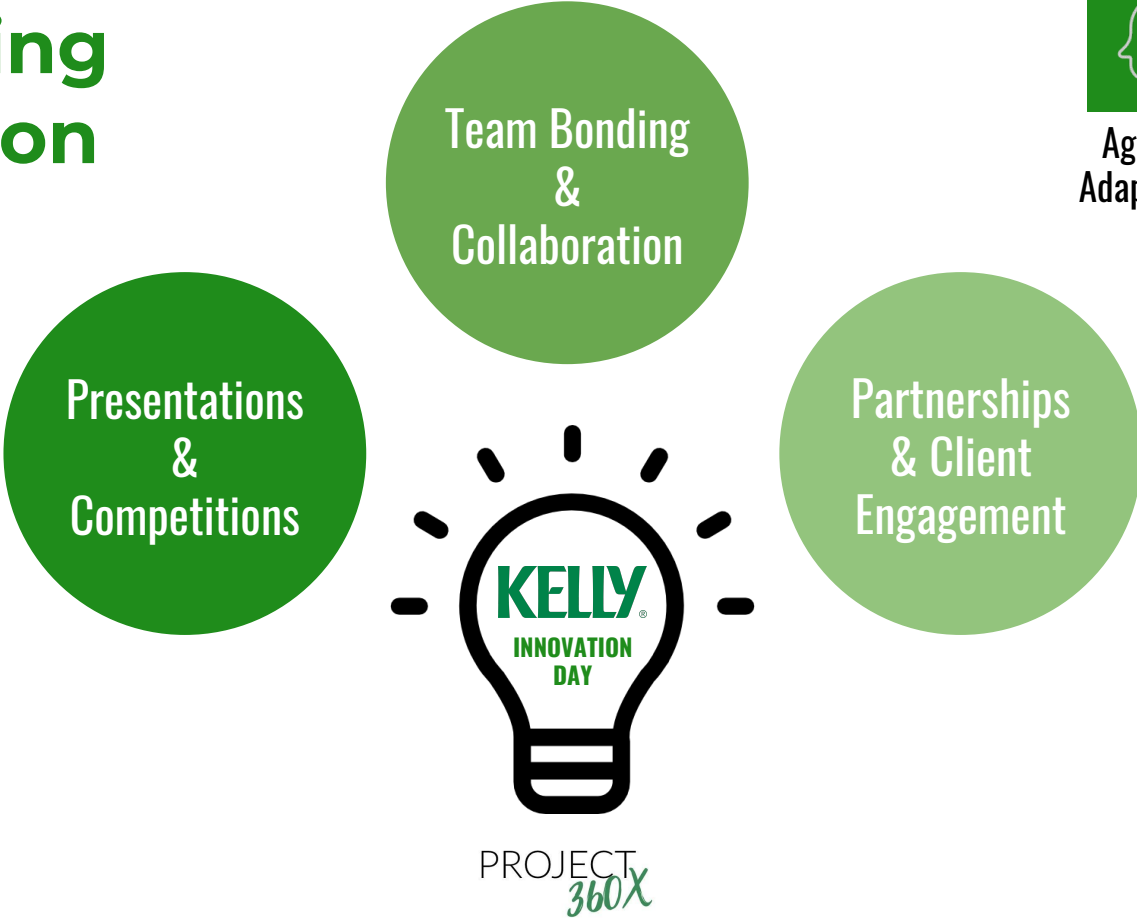
BABY BOOMERS

27

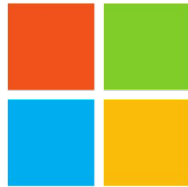
MILLENNIALS

(Pepperdine University)

Cultivating Innovation



Cultivating Innovation



Action Plan

- Appointing Innovation Day Committee
- Planning & Logistics
- Selecting a Venue
- Topic Selection
- Budget the selections



KELLY
SERVICES

PROJECT
360X

Revamped **360** Degree Client **Experience**

