

Kelly Services, Inc.

The Problem – Create a WOW experience for Kelly Services® customers and candidates

Recent research has revealed that 80% of companies believe they deliver a superior customer experience — **but only 8% of their customers agree!*** That's a big gap in perception, and more costly now than ever, since a company's profitability is closely linked to customer engagement and loyalty.

With thousands of unique staffing firms in the U.S., differentiating your organization can be a daunting task. As a global workforce solutions company with over 8,000 full time employees and 480,000 contract employees, Kelly® needed a global platform to generate ideas on improving the experience of their key stakeholders: customers, candidates, temporary employees and workforce suppliers.

Although Kelly customer satisfaction scores had reached best-in-class status as measured by their Net Promoter Score (NPS) program, Kelly saw an opportunity to differentiate itself in the marketplace. Over 2.5 million Americans are put to work by staffing companies each year. In order to win the war on talent, creating a WOW experience for candidates and temporary employees is critical to securing a qualified workforce for Kelly customers.

Kelly could prove a direct correlation between temporary employee engagement, customer loyalty and profitability. Employees were seen as a key contributor to the Kelly service excellence journey. But the challenge remained as how to best capture the voice of the employee.

The Solution – Engage employees in driving service excellence ideas

Kelly invested in an on-line ideas and innovation management technology and benchmarked other companies for best practices in managing collaboration. Executive sponsors were enlisted to review and prioritize ideas in five key areas: customer experience, candidate experience, supplier experience, employee experience and cost savings. Named IdeaHub, the platform was launched on the company's global intranet in December 2008. Kelly executives also inserted their own ideas to generate conversation and drive adoption. A team of moderators monitored and escalated ideas that generated over 100 votes and kept the company apprised of ideas that were being implemented. Executive messages also frequently included a link to IdeaHub so that the employees could immediately react by posting their ideas.

The Results – The Journey Continues

The Kelly employee community collected over 440 ideas, 1,400 comments and 28,500 votes with their community-based idea and innovation website. In 2009, they also generated over \$1.4 million in cost savings ideas. The innovation program was also one of the reasons cited when Kelly achieved the International Service Excellence Award from the Customer Service Institute of America (CSIA).

The Kelly service excellence journey continues with plans to introduce IdeaHub to other communities, including candidates who may have some ideas of their own for making Kelly the employer of choice in their marketplace.

* Bain and Company

Region
Global

Sector
Staffing

IdeaJam™ Awards
Lotus CTO Innovation Award 2009
Lotus Breakout Technology Award 2009
Finalist Best of Lotusphere Showcase 2009
IBM Beacon Award for Innovative Software Solution 2009
Finalist Best TOTAL Lotus Collaboration Solution 2010
Finalist Best End-User Solution 2010

Elguji Software, LLC

Established in 2007, Elguji Software creates and sells social networking software. Elguji is a symbol of innovation in software development and has become a market leader with their IdeaJam, IQJam and LinkJam products.

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