

A young woman with long dark hair, wearing an orange safety vest over a light blue and white striped shirt, is smiling and holding a black tablet. She is standing in a warehouse or industrial setting, with metal shelving and equipment visible in the background. The image is overlaid with a semi-transparent dark grey rectangle containing text.

Kemper Development and TERRA Staffing Group



TERRA
STAFFING GROUP

Kemper Development Keeps Core Infrastructure Roles Staffed and Improves Customer Experience through a Partnership with TERRA Staffing Group

Kemper Development is a commercial property development and property management firm with large, high-volume retail, entertainment and hospitality real estate holdings. The company has created a firstclass shopping environment and their brand is synonymous with quality and attention to every detail of the customer experience. The company relies on external staffing support throughout the year to staff critical functions as well as high-volume, peak season staffing to assist with parking, security and facilities maintenance during the holidays.





The Challenge

Parking, security and facilities maintenance are critical to the functioning of Kemper's business. These roles aren't high-profile until the role is either understaffed or staffed with the wrong person. When the right people are in the right roles in their business, these roles are invisible to the customer experience. The standards and expectations that Kemper has for their staff is high and the roles are traditionally higher turnover roles. Additionally, the peak revenue season for their enterprise is driven by the holiday shopping season. Their staffing needs balloon during the last two months of the year as well as during other special events at their properties. They needed a staffing supplier who could help them keep these roles staffed 7 days a week, across multiple shifts, with employees who represent the company well and are able to meet stringent screening requirements.

The Solution

A one-size-fits-all approach was not going to work to solve Kemper's needs. They needed a flexible, innovative staffing partner and they found one in TERRA.

Two different models were developed to address two different staffing challenges.

Peak Season Strategy:

For peak season, high-volume staffing, TERRA developed a custom program for Kemper. Core to that program was talent supply, custom screening and onboarding as well as a specific shift scheduling system to all positions and all shifts were covered 7 days a week, across multiple shifts.

In addition, because of the large number of people being assigned to work across multiple locations, TERRA implemented multiple on-site supervisors who helped with checking people in for shifts, distributing PPE, and delivering work instructions and real-time coaching as needed.

TERRA designed multiple shift arrangements that made it possible for people to work full or part-time, which also

opened up new options for possible applicants who were looking for alternative schedules or work arrangements. TERRA created a training and onboarding system that made it easy for employees to be successful, resulting in high assignment completion rates as well as high rates of referrals of other applicants. TERRA has staffed this seasonal project since 2010, continuing to innovate and adjust to changes in the market and customer expectations.

On-going Staffing Strategy:

For the on-going staffing needs, TERRA worked with Kemper to define the ideal candidate profile and created a staffing model that allows the company to bring the new hire on to their payroll directly without incurring a placement fee. Previously Kemper had tried a traditional temp-to-hire staffing model and experienced a high turnover rate. TERRA's "pay-as-you-go" staffing model allowed the flexibility of a traditional temp-to-hire but access to a higher caliber candidate by offering employees full-time employment immediately.





The Results

In the 2020 holiday season, TERRA had a 96.6% fill rate covering 707 out of 732 shifts. This is an especially impressive statistic considering that this was in the midst of the pandemic and an employee's availability could change at a moment's notice due to health concerns. The full-time staffing model is also working extremely well, reducing turnover in these key roles by more than four times.

"What I have valued most in this partnership is how TERRA is always right there with us making suggestions, looking for different ways to help us meet our goal. Some of those suggestions have come at a cost to TERRA, which shows me that they aren't just trying to build their profits, but build a true partnership."

- Sonal Collins, Director Human Resources

TERRA Staffing Group was able to leverage their expertise and combine that with their knowledge of the specific outcomes that mattered most to Kemper to help this 75-year-old company find new solutions to staffing challenges.

"Kemper has built a great company and a great brand based on having great people. We love partnering with companies who are heavily invested in their people and helping them find ways to attract and retain talent to drive the right outcomes for their business."

- Michelle Harbarcuk, VP Sales

Work with TERRA Staffing Group

If your unique staffing challenges aren't being well-served by a one-size-fits-all staffing approach, you should experience the difference TERRA Staffing Group can make. With TERRA Staffing Group you get the expertise and resources of a large, regional staffing firm, but a level of care and customization not typically found with big-box staffing companies.

[Watch this video interview](#) to learn more.

Contact TERRA Staffing Group today for a company that goes beyond supplying staff and actually owns the outcome.

[CONTACT US](#)

