

Aviation Services Leader Relies on FlexTek to Take Hiring to New Heights

About

- HQ: Houston, TX
- INDUSTRY: Aviation Services
- FLEXTEK SOLUTION: Outsourced Solutions

A private equity-owned aviation services company specializing in cargo operations faced a critical challenge to its business due to recruiting and hiring hurdles.

As a key logistics partner for a major online retailer, its ability to meet the retailer's stringent performance and staffing KPIs was jeopardized. Despite employing over 400 temporary workers at one site, the company struggled to fill demand and maintain operational quality.

The services company turned to FlexTek for an innovative and all-inclusive outsourced recruiting and hiring solution to meet their workforce needs and create a strong foundation for growth.

Challenges

The company's recruitment difficulties stemmed from a reliance on a temporary staffing model that proved unsustainable. High turnover rates left critical gaps in their workforce, while the lack of consistent recruiting metrics hindered their ability to monitor and optimize hiring efforts. The situation was further exacerbated by lower morale among temporary workers, leading to inconsistent performance, turnover, and operational inefficiencies.

The stakes were high, as the online retailer (the company's biggest client) demanded strict performance metrics and staffing accountability. The company's California location was under intense scrutiny, and without a scalable and efficient recruitment strategy, the company faced the possibility of losing this critical contract.

- **Staffing Shortages:** Because they relied on a temp agency, the company faced high turnover and insufficient workforce levels.
- **Quality Issues:** A temporary staffing model created poor morale and inconsistent performance.
- **Operational Inefficiencies:** Recruiting lacked metrics and processes were antiquated, leaving the company unable to provide their client with required reporting.
- **Risk of Contract Loss:** Relationship with its largest client in danger.

Results

- Expanded from 1 to 5 sites.
- Cut onboarding time by 60%, from 12 to 5 days.
- Filled 1,500+ positions during the holiday season.
- Centralized ad spend reduced costs and boosted effectiveness.
- Higher candidate volume and higher quality hires.

Solution

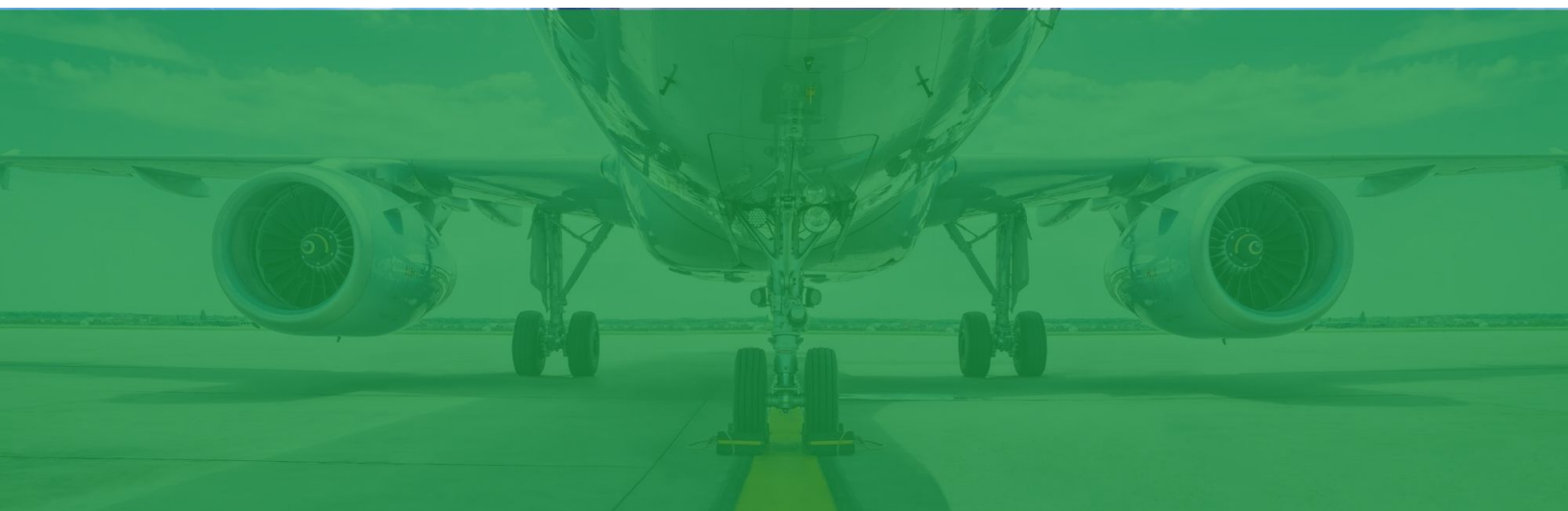
FlexTek entered the picture at this critical juncture, prepared to address these challenges with a strategic, data-driven approach to recruitment and hiring operations.

FlexTek's initial onsite evaluations identified inefficiencies in recruiting practices, such as disparate workflows and a lack of standardized metrics. These evaluations allowed FlexTek to pinpoint key areas for improvement, prioritize action items, and lay the groundwork for a streamlined recruitment strategy that addressed both short-term and long-term needs.

To improve morale and performance, FlexTek transitioned the company from a temp staffing model to a full-time workforce model. This cultural shift created greater employee engagement and reduced turnover. By implementing same-day onsite drug testing and even same-day offers, onboarding times were drastically reduced, ensuring that more qualified candidates made it through the process.

FlexTek introduced consistent practices across all sites with a centralized tracking system to monitor metrics like candidate flow and process retention rates all the way to # of starts. Weekly recruitment reports provide actionable insights.

Cost efficiency was another key component; FlexTek optimized recruiting spend, cutting unnecessary job post expenses and enhancing effectiveness of advertising dollars. Also, the outsourced recruiting model allows for adjustments to recruiter levels based on updated hiring models, adjusting to changing dynamics and saving costs when demand is lower.



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- Operations
Executive, Aviation
Services Company

Results

FlexTek’s partnership delivered remarkable results, ensuring the company’s ability to meet and exceed their client’s expectations. The most notable achievements included a significant reduction in onboarding times, improvements in workforce quality, and a stabilization of operations during critical peak seasons.

- **Contract Retention:** The company expanded its key retailer partnership from one site to five, including major locations such as Portland, St. Louis, and Houston.
- **Efficiency Gains:** Onboarding time reduced ~60%, from 12 days in 2020 to 5 days in 2023, improving responsiveness to fluctuating demands.
- **Peak Season Success:** During the 2024 holiday season, FlexTek filled over 1,500 positions, ensuring uninterrupted operations at cargo sites.
- **Improved Workforce Quality:** Higher candidate volume due to improved outreach and marketing allows recruiters to more carefully screen candidates, prioritizing higher-quality hires while still meeting hiring goals, resulting in better consistency.
- **Advertising Cost Savings:** Centralized and monitored advertising spend to significantly reduce recruitment costs while improving effectiveness.

These results highlight FlexTek’s ability to drive measurable improvements, ensuring the company’s long-term success in a highly demanding logistics environment.

The company’s leadership commended FlexTek’s transformative impact. One executive noted, “We can’t do this without FlexTek. Their ability to deliver volume, quality, and efficiency has exceeded our expectations and solidified our partnership with our clients.”

Conclusion

With three additional retailer cargo sites planned for 2025, the company looks to deepen its collaboration with FlexTek. Together, they aim to meet growing recruiting and hiring demands while continuing to improve efficiency.

FlexTek’s partnership highlights the value of strategic, data-driven recruitment and hiring operations. By addressing immediate challenges and laying the groundwork for long-term scalability, FlexTek helped the company secure critical contracts and achieve operational excellence. This collaboration demonstrates FlexTek’s role beyond a conventional staffing firm, but instead as a trusted partner in workforce management.