CONSULTING CASE STUDY

Scalable Hiring Metrics and Daily Operational Discipline for an Aviation Services Client

Customer: National Aviation Services Company

Date: September 2020

Challenge

The client, supporting a major e-commerce operation, was struggling to meet hiring demands for their **cargo and logistics teams** at key airports. There were no established performance metrics to **track hiring activity**, nor any structured process to **communicate progress or setbacks** to their customer. This lack of visibility weakened customer trust and internal accountability.

Approach

1. **Rapid Consultation:** Initiated immediate discussions to uncover root issues within their sourcing and onboarding operations.
2. **On-Site Deep Dive:** Traveled to Ontario, CA, over Labor Day weekend 2020 to meet directly with the general manager and stakeholders.
3. **Collaborative Discovery:** Conducted a comprehensive review involving representatives across multiple departments, examining every stage of the hiring funnel.
4. **36-Hour Assessment:** Spent over 36 hours evaluating current practices, identifying breakdowns, and building a blueprint for improved reporting and process alignment.
5. **Metrics + Action Plan:** Delivered a customized, metric-driven hiring report designed not only to inform their customer, but also to be embedded into daily internal operations.
6. **Daily Process Integration:** Established a rhythm for reviewing data each morning and driving daily corrective actions across sourcing, hiring, and onboarding.

Outcome

1. **Customer Confidence Restored:** The report immediately enhanced transparency with the e-commerce client and rebuilt confidence in the provider's capabilities.
2. **Expansion of Opportunity:** The newfound operational clarity and data discipline led to additional airport site awards from the customer.
3. **Lasting Impact:** As of October 2025, the same report format is still in daily use, supporting consistency and long-term performance improvement.
4. **New Doors Opened:** The success of this project led to FlexTek being invited to lead additional initiatives, including a full outsourced hiring team and direct placement of professionals into key leadership roles.

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