



LaSalle Network Streamlines Permanent Hiring and Fuels Growth



Frozen Food Company



Contract Placements



Supply Chain

A global leader in frozen potato products that has been a household name for over 65 years. They are renowned for their delicious French fries, but also offer a wide variety of appetizers and potato specialties. Operating in over 160 countries, this organization is dedicated to providing tasty and convenient food solutions for families around the world.

CHALLENGES

- The organization recently underwent a transformation that required an elevation in their customer service approach
- They needed to hire Customer Solutions Specialists with problem-solving skills and supply chain knowledge, moving beyond traditional customer service roles
- This warranted an elevation of talent, and a trusted staffing partner to recruit for these roles

SOLUTIONS

- LaSalle Network identified and recruited high-caliber candidates with strong supply chain backgrounds, problem-solving abilities, and relevant technical skills (e.g., Excel) to fulfill the new Customer Solutions role
- This targeted hiring approach elevated the overall skill set of the customer service team, enabling them to provide more comprehensive support to clients
- The initial placements started as contracts, allowing the client to assess candidate performance before potential conversion to permanent roles

13

Placements

2.5wks

Avg. time to fill

55%

Conversion rate

LaSalle's strategic approach facilitated the successful transformation of the business's customer service function, aligning it with their evolving business model. The success of the customer solutions project opened doors for additional supply chain placements, including Demand Planners, Logistics Coordinators, and Trade Compliance Specialists.