

## MARTIN BROS. DISTRIBUTING

How one distribution company implemented an employee text messaging system alongside their existing HRIS solution for quick and easy communication with staff and applicants.



### AT A GLANCE

#### Challenges

- Keeping high turnover roles fully-staffed
- Clunky online application limiting application volume
- Reaching qualified applicants to schedule interviews
- Communicating timely information to drivers & warehouse staff

#### Outcomes

- Increase in application volume
- 25% improvement in response rate from applicants
- Established process and platform for instant messaging with drivers & warehouse staff



*"We don't use Team Engine as our primary HR platform, but it's been an incredible supplement to that because we didn't have a good way to connect with applicants. I was initially looking for an employee communication platform, but once I tried Team Engine for a week, I realized it has much more potential on the hiring side than I thought it did initially. It's saved me so much time in the communication process, both with applicants and with current employees."*

#### Ellen Heuer

HR Business Partner – Operations  
Martin Bros. Distributing

### OBJECTIVES

With 600+ employees scattered over 24 locations in eight states, Ellen (Hiring Coordinator at Martin Bros.) was looking for a fast and easy way to keep in touch with her deskless workforce. With a high volume recruiting strategy already in place, Ellen was also looking to diversify her approach to communicating with applicants, get more interviews scheduled, and make more hires.

### SOLUTIONS

#### SUPPLEMENTING HRIS SOFTWARE

Ellen found her HRIS software's employee texting features to be difficult and cumbersome to setup, especially when compared to the out-of-the-box functionality she saw in her Team Engine demo. She still uses their HRIS software to distribute job postings, but now funnels all candidate communication and tracks all applicants through Team Engine.

#### TEXTING EMPLOYEES

Email and word-of-mouth was an ineffective and inconsistent way of passing on critical information to delivery drivers and warehouse pickers. Now, with Team Engine's blue-collar texting software, all 600+ employees are organized by location, so they only receive information pertinent to their warehouse depot.

Ellen can also use Team Engine to send company-wide text message announcements to all employees at once, or to have one-on-one conversations with just one employee. Best of all, no matter how the message goes out, all replies back from staff come in as private, individual messages seen only by HR.

#### TEXTING APPLICANTS

Ellen says she's seen a dramatic improvement in the response rate from applicants (25%) by switching her approach to applicant outreach from calling to texting. "I don't even start with a phone call anymore. I start by texting them, introducing myself, and asking when would be a good time to call...because they'll answer a call if they're *expecting* a call."

### MOST-LOVED FEATURE

#### Text Message Surveys

When the pandemic hit in March of 2020, Martin Bros. continued operations as essential employees, but had to institute a short daily questionnaire about exposure to the virus. Team Engine's text message survey feature helped them automate the tedious and time-consuming admin activity so that it runs quietly in the background while keeping Martin Bros. in compliance with all safety requirements.