



**Jennifer Tracy**  
Director of Staffing and  
College Relations

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### **ARAMARK Increases Efficiencies in Hourly Hiring**

Maintaining a large hourly workforce can be a difficult task if a streamlined and efficient solution is not implemented to manage the process. Organizations whose businesses depend on the staffing of hourly and other worker types understand the importance of finding and deploying quality, “best fit” candidates quickly and efficiently. Just ask ARAMARK Corporation, whose human resources team has implemented a streamlined and effective process to manage a portion of its hourly workforce in an effort to deploy hourly workers to its internal customers.

ARAMARK Corporation ([www.aramark.com](http://www.aramark.com)), a leader in providing food and facilities management services to international and domestic corporations, health care institutions, schools and stadiums, as well as providing uniform and career apparel, employs a workforce of 200,000. Forty percent of ARAMARK’s workforce is comprised of hourly workers, totaling nearly 80,000 employees. Because of this high volume of hourly employees, having the right process to quickly hire and deploy staff is essential to ARAMARK’s business. The company, headquartered in Philadelphia, PA, provides services to customers in 18 countries.

In April 2002, ARAMARK successfully implemented Taleo’s staffing management solutions for its permanent workforce, and in order to streamline its staffing process even further, the team decided to deploy solutions to a select portion of its hourly workforce to begin to centralize the process for its decentralized hourly staffing operations. ARAMARK’s HR team was looking for online staffing solutions that would improve the hourly staffing process overall and better align staffing with the company’s business objectives, including administrative cost savings and increased productivity through faster and more effective employee placement. It was also important to ARAMARK that the process would better ensure hiring consistency and further address the needs of internal employees and external candidates.

ARAMARK Director of Staffing and College Relations Jennifer Tracy commented, “Two of our main objectives at ARAMARK are to provide unparalleled expertise in the management services industry and to be an organization where the best people want to work. It is important to us to attract quality hourly candidates who will share in this vision. Ultimately, we believe finding and assigning such a quality workforce, that shares our company culture, will translate to increased customer service and employee satisfaction.”

Tracy continued, “Having a highly skilled workforce in place requires a solid understanding of what employee and external candidate skills are available for various job assignments today as well as in the future. Working with Taleo’s structured staffing data and configurable workflow platform has been a very important part of ARAMARK’s hourly staffing strategy and success.”

### **Hourly Staffing Process: Tapping Into Regional Markets to Find the Right Candidates Quickly**

In an industry where staffing frequently occurs on a per-project or per-event basis, it is essential for ARAMARK to have skilled hourly workers available at a moment’s notice. Tracy and her team felt the company needed an easily accessible database of quality hourly employees and potential candidates to quickly staff upcoming projects appropriately. Tracy explained, “The ability to search and screen for candidates by skill sets, interests and

## TALEO CASE STUDY

### ARAMARK

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time availability for current customer jobs or other lines of business within ARAMARK was important to the success of the hourly implementation project.”

In order to best support its staffing needs, ARAMARK created five staffing centers in areas with regional ARAMARK offices along the East Coast. In an effort to tap into highly concentrated areas of skilled and available hourly workers, staffing centers were created in New York, Philadelphia, Atlanta, Baltimore, and Washington, DC, where ARAMARK partnered with Taleo to deploy a new staffing strategy for its hourly workforce.

*“We are seeing a greater number of quality candidates today and also have a solid pipeline of qualified candidates for the future. Having a solid pipeline of candidates allows us to meet our strategic business goals. At the same time, the solutions are designed to let candidates and internal employees indicate their skills and interests in current and future positions, which greatly helps our recruitment efforts and our employee satisfaction.”*

**Amanda McFeeley**  
ARAMARK Manager of Staffing Technologies

Tracy commented, “The creation of these staffing centers, coupled with our Taleo Hourly implementation, has greatly helped with the onboarding process of our hourly employees. Important employee and candidate information is captured in the solution at the staffing centers, ensuring a smooth onboarding process from both an HR and candidate perspective.”

Overall, by having a systematized and configurable staffing management solution in place, ARAMARK is able to staff, assign and re-assign hourly workers in a more manageable way. For example, if a line of business at ARAMARK has a large piece of upcoming business such as catering a local sporting event or university campus, the company has the ability to go into the Taleo solution and pull internal talent profiles, helping to successfully and quickly project plan the staffing of hourly workers.

Tracy noted, “By utilizing Taleo solutions through our regional staffing centers, we are able to quickly provide our customers with quality hourly workers, which, in turn, translates to quality service for our customers. We understand that the core and success of our business is our workforce, and with the help of Taleo, we are seeing the benefits that a higher quality process can have for our workforce and our business overall.”

#### **Benefits Achieved with Staffing Centers and Taleo**

In addition to the benefits that ARAMARK generated using Taleo for its permanent workforce, Tracy and her team have achieved increased efficiencies with Taleo Hourly such as high quality candidates for the onboarding of hourly positions, increased productivity and better performance. The company has also effectively centralized the process while operating in a decentralized environment.

Tracy explained, “By using Taleo for hourly staffing, we are able to configure repeatable processes across our organization that ensure consistent staffing practices. In addition, with the solutions, we are afforded the agility and control we need to make adjustments to our staffing processes at any time, onboard quickly and meet our evolving business requirements.”

Tracy continued, “With configurable and repeatable staffing processes, we are assured that candidate and employee information is appropriately captured in the Taleo solution and structured in the same way. This structured data provides us with important information for tracking and reporting purposes that will help streamline and improve our staffing processes overall.”

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## TALEO CASE STUDY ARAMARK

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ARAMARK's Manager of Staffing Technologies Amanda McFeeley stated, "Using Taleo solutions has significantly enhanced our recruitment and staffing efforts. We are seeing a greater number of quality candidates today and also have a solid pipeline of qualified candidates for the future. Having a solid pipeline of candidates allows us to meet our strategic business goals. At the same time, the solutions are designed to let candidates and internal employees indicate their skills and interests in current and future positions, which greatly helps our recruitment efforts and our employee satisfaction."

McFeeley continued, "Candidates welcome the opportunity to take a proactive approach in managing their careers, with the option to highlight certain skills and career preferences. It gives both candidates and employees the opportunity to take charge of their career and map its direction."

Tracy commented, "ARAMARK has clearly recognized that using Taleo's solutions at multiple levels has added value, including service benefits for our hiring managers serving our exempt staff as well as our non-exempt staff. The selection of hires that are the best fit for the position has a positive impact on turnover, productivity and our overall brand, and is important to how we do business. With Taleo, we are able to realize the benefits from a more consistent and quality staffing process."

When asked what is next for ARAMARK, Tracy concluded, "We are extremely pleased with the results we have seen to date with Taleo for both our permanent and hourly workforce and are currently looking to expand our relationship by evaluating its Contingent solution to manage the staffing and assignment of our temporary workforce. Taleo Contingent would be added to our staffing centers in an effort to continue to decrease staffing costs and further increase efficiencies in managing our temporary labor. We look forward to our ongoing partnership with Taleo."

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