

# RETAIL

Few situations can cause more sleepless nights than when HR professionals are asked to inform employees that, by no fault of their own, they will be let go. Imagine the sleepless nights that follow when, after delivering the news to others, HR professionals receive news of their own severance.

## COMPANY INFORMATION

Industry: Retail  
 Contact: Senior Director of HR  
 Ownership: Private  
 HQ: Texas  
 Founded: 1986  
 Worldwide Company Size: 800+

*"I loved my coach! She really made the process easy and relieved my feelings of stress and anxiety. Her guidance and suggestions for improving my LinkedIn profile and developing a professional value proposition have been invaluable!"*

– Senior Director of HR

## CHALLENGES

The decision to reduce their workforce was particularly difficult for one large mattress retailer because, in their 30 years, they had become known for investing in their employees and honoring their noble corporate values that emphasize integrity, service, and passion. The company, well aware of the adverse effects of sleep deprivation on one's health, wanted to ensure that none of their employees lost sleep during the process of finding another job. The challenge was compounded when the HR professional conducting the layoff was also impacted by the reduction.

## SOLUTIONS

As a demonstration of putting values into action, the company provided their impacted employees with a generous severance package and the most results-oriented career transition assistance in the country through RiseSmart. The expertise, partnership, and support that the HR team received from RiseSmart as well as the secure access to contemporary outplacement technology, made all the difference. RiseSmart provided a knowledgeable Strategic Relationship Manager to support the HR team through the layoff process, which helped HR to be more effective while smoothing the notification process for impacted employees — all of which allowed the company to continue to support their core values through this otherwise difficult process. Through RiseSmart, the HR professional also received her own team of three career transition experts — a coach, resume writer, and job concierge — who guided her through her transition and helped her to land a new senior position in about six weeks.

# SATISFACTION SCORES

