

# customer success story



# consumer products company.

## background

In 2014, the world's largest stand-alone pet food company was born when a large consumer food business sold its consumer products division, which included the branch that sold pet food and snacks. Featuring iconic brands, the new company represents a major player in the \$37 billion pet food industry in the United States.<sup>1</sup>

## company information

headquarters: san francisco, ca

ownership: private

founded: 2014

company size: 1,001-5,000

This company is a producer, distributor and marketer of premium quality, branded pet products for the US retail market.

## challenge

During the transition from its former corporate entity, the newly formed company had to let go of employees whose positions were being eliminated as a result of the sale. The consumer food business had previously relied on two other outplacement providers. To preserve employee relations and well-being, the pet food company sought another option as a comparison to make certain it was providing the most engaging and effective outplacement solutions to transitioning employees.

## solution

The company presented its employees with the option to use one of the two previous outplacement providers or Randstad RiseSmart. The majority chose RiseSmart because of the innovative blend of virtual delivery, integrated technology and world-class services. The response from employees who worked with RiseSmart's dedicated career transition teams was overwhelmingly positive. With high job landing and satisfaction rates as a measure of success, the company made its own transition to using RiseSmart as its exclusive outplacement services provider.

## key results

- ▶ **time to land**  
86 days 63% faster than the national average<sup>2</sup>
- ▶ **estimated tax savings**  
\$1,485<sup>3</sup> per employee over competition<sup>4</sup>
- ▶ **landing rate**  
71% for participants
- ▶ **coaching satisfaction**  
9.1 out of 10
- ▶ **reduced outplacement spend by more than**  
25% first outplacement provider  
50% second outplacement provider

<sup>1</sup> Industry size in 2019.

<sup>2</sup> According to the BLS, the average duration of unemployment is 231 days (Nov 2014).

<sup>3</sup> Based on the Journal of State Taxation, the average unemployment claim costs a company approximately \$4500 per person.

<sup>4</sup> Estimate based on 33% faster time-to-land with RiseSmart over competition.