

How **BCT** used our
24x7 service to meet
an overnight order
for merchandisers
nationwide

When British Ceramic Tiles (BCT) were let down by their staff supplier on the Wednesday before Easter, they came to Manpower at 5.30pm needing merchandisers for 32 DIY stores the next morning – as far afield as Aberdeen and Newport Pagnell. By co-ordinating supply through their 24-hour On-Call service, and working all night, Manpower had the first staff on-site at 8am the next morning.

Manpower's response ensured:

- New tile ranges were on display for Easter weekend buyers
- Relationships between BCT and the retailer were preserved
- Every store had excellent staff on-site, able to follow instructions and set up displays unsupervised

I CAN

...and I have

Meeting the **challenge**

The **challenge**

BCT manufacture ceramic wall tiles. They were launching a new range over Easter – one of the peak DIY periods – and needed merchandisers to set up displays in 32 branches of Focus Do-It-All throughout the UK.

At the last minute, their regular staff supplier let them down but deliveries could not be stopped. The first tiles were due to arrive at the stores at 8am the next day, and merchandisers had to be there to unload pallets, load shelves correctly and put the new tiles on show.

BCT had never used Manpower. Now they contacted their nearest branch, in Torquay, at 5.30pm, and asked if they could help.

The **solution**

The Torquay branch immediately mobilised Manpower's 24-hour On-Call service. This has up-to-the-minute information on the availability of staff across Manpower's entire national branch network. It identified suitable staff from the branches nearest to the Focus Do-It-All stores,

and set about ensuring they would be on-site the following day. Different-sized stores needed different numbers and there was the added complication of travel arrangements for out of town locations.

After working through the night, briefing staff and keeping the client updated almost minute by minute, Manpower were able to supply the 47 merchandisers requested by BCT, and the first people were in-store at 8am.

The **benefits**

Stocks of the new tiles were ready for peak buying over the Easter weekend, after staff worked on the Thursday and Good Friday to unload the pallets and set up displays according to style books supplied.

In some instances, where there were smaller stores near to each other, the same team worked at one store in the morning and another in the afternoon. "We were very impressed with this flexibility, as well as with the overall quality of the Manpower people," a spokesperson for BCT said.

The relationship between BCT and the retailer was also maintained by Manpower's prompt response and On-Call capability. "Their 'can-do' attitude, resources and professionalism saved the day."

Manpower PLC, International House
66 Chiltern Street, London W1M 1PR
Tel: 020 7224 6688

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