

How **OKI UK** coped
with new business
demand with a
flexible workforce

In response to a new business direction, Oki UK Ltd, an organisation that produces printers, fax machines and automotive engineering products, needed to develop a large team of temporary staff. Now, working with Manpower, Oki continues to find temporary staff as well as new permanent recruits.

The **challenge**

Traditionally Oki UK Ltd, based in Cumbernauld, used temporary staff only to fill in for absences and peak periods of production demand.

But after conducting a strategic evaluation of the business, the decision was made to build up a larger temporary workforce. This would give the company much greater flexibility – which is one of the company's core values – and provide a level of security during demand fluctuations. First, Oki needed to find a partner which could meet its stringent levels of service.

I CAN

...and I have

Meeting the challenge

The solution

Oki had no hesitations about selecting Manpower to fulfil its needs. "Manpower was the biggest recruitment company in the area with the 'best pedigree'," says David Ennis, Oki Senior Director.

After discussions with Manpower, Oki decided on a 75/25% split between its own employees and Manpower temporary staff, who are all fully employed by Manpower with 'contracts of employment'. Once the 25% is exceeded, Manpower staff are often offered permanent contracts within the company, thus helping Oki to expand its permanent team.

"In terms of assessment criteria for new recruits, there's no distinction between permanent and temporary employees," says David. "So the Manpower staff are perfectly suitable to join the company."

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The benefits

In line with another of Oki's core values, continual improvement, Manpower's staff management has gone from strength to strength.

Some of Manpower's successes include:

- Manpower has exceeded its staff turnover targets, which significantly reduces the amount of time Oki must spend training new staff.
- A weekly absence average of 1.6% has been attained (compared with a 3.5% target), helping to maintain good productivity levels.
- There is a 100% record of matching every requirement.
- Staff performance surveys reveal that Oki is highly positive about Manpower employees (with the vast majority rated either good or outstanding).

Oki currently has over 200 Manpower staff, with more continually needed as existing staff are awarded permanent contracts.

Oki now has the flexibility to increase or

decrease its temporary workforce in direct accordance with production needs.

Says David: "Our requirement has grown considerably, as has our relationship with Manpower. We always get a first-rate service from Manpower and they are very attentive to our needs."

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