



# Full-time values for temporary staff

A South African staffing solutions company that works with contract and temporary staff had an established, discerning client base. However, management wanted to strengthen its overall market position and increase staff loyalty.

## The challenge

The company offered the employment market flexible staffing solutions. This meant that loyalty to the company was a challenge – long-term, experienced flexi-staff were in the minority.

## Our involvement

Achievement Awards Group designed a Recognition and Reward Program to increase the loyalty of short-term staff members by giving them a sense of belonging and rewarding high performance. In this way, the stigma of being “temporary” was reduced.

A customised program was implemented that included the following elements:

- An engaging theme, launch and communications to drive flexi-staff interest;
- A small-scale, intimate launch process: regional managers were given launch kits and program collateral, personally introducing the program to their temporary staff;
- Participating staff were evaluated monthly and feedback given – the higher their performance evaluation, the greater the rewards they earned;
- Rewards could be ordered from a customised catalogue full of high-end merchandise awards and exciting travel packages;
- Staff were told exactly what they needed to do in order to earn rewards – making the process accessible and attainable.

## Results

- The program was enormously effective.
- Attracted and retained quality temporary staff.
- Frequent feedback on performance as a program measure resulted in stronger relationship building and, therefore, retention of top performers.
- Established the company as a reliable placement organisation that practised what it preached – taking a real interest in the professional wellbeing of its staff.

## Vital statistics

**Product category:**  
Recognition &  
Reward Program



**Number of participants:**  
1 000 - 10 000

## The Science and Art of Business and People Performance

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