



How a Big Four supermarket scaled up their operations during COVID-19 with Syft's flexible staffing platform

The Background

Due to COVID-19, one of the Big Four supermarkets was hit with unprecedented demand from shoppers both online and in-store. Shelves were emptied faster than they could be replenished, and a huge increase in online deliveries presented yet more operational challenges for the team.

As a result, the national supermarket chain urgently needed to increase their workforce. They required a staffing solution that could help them meet the increase in demand, offering instant access to suitable candidates, whilst reducing time and effort spent on resourcing and supplier management. What's more, they needed a sophisticated reporting solution in order to make accurate and fast staffing investment decisions.

They turned to Syft to gain immediate access to reliable replenishment staff, online order staff, and delivery drivers.

The Challenges

The supermarket's specific requirements were:

- Implement the Syft platform and start hiring in under 2 weeks
- Integrate a solution that manages both external applicants and agency partners
- Outperform other industry leading agencies
- Maintain a high level of customer satisfaction, with 24/7 customer support
- Reduce the number of hours spent per week training new staff and maintain continuity of staff

The Solution

Syft's unique algorithm: Ensuring jobs only go out to available workers with compatible skill sets and experience.

Nationwide coverage: A managed service by Syft in processing applicants, giving access to Syfters and other agency staff in every UK postcode country.

The SyftForce dashboard: Able to gather shift fulfilment data in real time, across all stores nationally, enabling a holistic view on the fulfillment rate and staffing costs with the ability to identify last minute gaps in staffing.

Ongoing support: Each manager is provided training and support on our platform, ensuring a smooth transition and guaranteed efficiency. With 1-1 training sessions running throughout the initial setup phase we thoroughly prep each user for success.

“It's a refreshing experience compared to working with agency consultants. Tasks that used to take hours we can do in seconds with the Syft app. The support we have received has been excellent”
- Staffing Manager

We Only Employ The Best



Replenishment Staff

Experienced all-rounders with a friendly demeanour



Pickers / Packers

Strong awareness of physical safety and efficiency



Drivers

Full UK Driving Licence (less than 6 points)



DBS Check

Many sites and facilities may require basic or enhanced DBS checks for legal reasons and complete peace of mind.



Essential Knowledge in COSHH Risk Assessment

Syfters hold essential knowledge and understanding of the Control of Substances Hazardous to Health (COSHH).



We Take Compliance Seriously

Every potential Syfter undergoes a stringent vetting process with our onboarding team, where we verify and test their experience, skills and ensure they meet legal compliance.

Process

All Syfters follow comprehensive training and practical assessment which includes health & safety compliance checks.

Results

95%

95% shift fulfillment rate

Streamlined billing and procurement on one platform

50

Recruitment of 50 delivery drivers within 2 weeks

1,500

Cross verified and trained 1,500 hospitality staff to work in Industrial

500

Onboarded 500 workers from the supermarket's internal within 2 weeks