



CASE STUDY

A Good Problem Meets a Great Solution

How a manufacturer conquered a spike in sales with Bluecrew

The Workplace

GT Ventures is an e-commerce furniture manufacturing company specializing in bean bag furniture. The 50-employee company, founded in 2013, operates two plants, one in Henderson, Nevada, and another in the St. Louis area.



The Challenge

When COVID became a national health crisis in early 2020, GT Ventures anticipated a slowdown. Instead, they experienced a dramatic increase in business as consumers in lockdown focused on improving their living spaces. The company received 500,000 orders during the period of February 2020 to February 2021 — equivalent to the total number of orders filled during the previous four years.

The GT Ventures St. Louis plant needed to hire new employees for both production and janitorial staff positions in order to keep up with a spike in demand, avoid order fulfillment delays, and capture all potential revenue. Although they received a high volume of orders, GT Ventures needed to continue operating as a small company, “essentially a start-up” as Spencer Applebury, the company’s HR Manager, explains, with limited production space and equipment, and without a large HR staff to manage new hires.

The Solution + Results

GT Ventures has been working with Bluecrew for nearly a year to fill their fluctuating needs for hourly staff. For a company like GT Ventures, Bluecrew provides an ideal workforce solution.

Technology helps unlock workforce efficiency

Bluecrew’s technology helps Spencer post jobs quickly and easily handle the day-to-day of scheduling and workforce management with the Dashboard and Roster pages – even if he’s away from his desk. One of the most popular aspects of Bluecrew’s technology is simply how much it can do; as Spencer notes, “We use every feature that the

platform has, and take advantage of it nearly every day.”

With Bluecrew’s Job Post page, Spencer and the GT Ventures team are able to rapidly create a new shift, post role requirements, build a schedule, and watch as their jobs are dispatched out to Bluecrew’s universe of qualified, W-2 Crew Members. Being able to fill openings directly through the platform makes their operations eliminate the manual inefficiencies of traditional staffing providers; Spencer notes “I don’t have to worry about miscommunication with a brick-and-mortar staffing agency.”



Spencer also finds Bluecrew's interface easy to use, stating "Bluecrew's technology is pretty intuitive." For Spencer and other busy HR professionals, Bluecrew's technology eliminates the guesswork, paperwork, and hassle from hiring and workforce management.

Quickly Filling Workforce Needs to Meet Demand

By using the Bluecrew technology platform, Spencer can easily manage GT Ventures' fluctuating staffing needs. Spencer finds Bluecrew fast and reliable in providing hourly staff on an as-needed basis. "One time," he notes, "I think Bluecrew got 12 workers for us overnight."

By comparison, Spencer notes, other agencies take 2-3 days to fill demand for a small workforce. Managing new production hires internally would take even longer. "If I was going to try to hire nine people as soon as possible, that would take me two weeks probably just to get people on the phone."

"When we're talking about having the people on the floor to meet production demands, that's huge that we get that time-to-fill rate as close to one day as possible. That's a huge benefit that I get from Bluecrew."

Bottom Line Impact

Working with Bluecrew saves money for GT Ventures, compared both to the potential cost of internal hiring as well as other staffing solutions.

Looking back at 2020, Bluecrew provided an on-site workforce of an average 15 full-time employees. If everyone Bluecrew provided them with was sourced

“

With Bluecrew, I don't have to worry about miscommunication with a brick-and-mortar staffing agency.

”

and employed directly with the business, GT Ventures estimates they would have had to spend an additional \$75,000 in recruitment and employment costs.

"One of the huge reasons I stick with Bluecrew is the cost — it's significantly cheaper than a brick-and-mortar staffing agency." Spencer estimates that Bluecrew's services are 12-17% less expensive compared with other staffing providers GT Ventures has used.

"If I was going to just stop using agencies altogether, I would definitely need a full-time recruiter," Spencer points out. He estimates the cost of hiring a recruitment professional would range from \$50,000 – \$60,000 annually.

With significant bottom-line savings and a fast time-to-fill, Bluecrew has been able to help GT Ventures meet their surge in product demand and capture material revenue growth while continuing to operate as a flexible start-up.

By The Numbers



\$130,000+

**Workforce Savings
in 2020**



89%

**2020 Revenue
Growth Supported**



<24 Hours

Average Time-to-Fill



1

Centralized Platform