



CASE STUDY

Resale warehouse meets unexpected workforce challenge thanks to Bluecrew

Bluecrew helped TROVE solve their workforce challenges while COVID closet clean-outs resulted in increased stock for the re-commerce facility.

TROVE

The Client

TROVE builds technology that allows brands to take control of their resale marketplaces, deepening customer loyalty and generating new profits. The company provides white-label technology and end-to-end operations that power circular shopping for premium and luxury brands such as Levi's, Patagonia, Lululemon, REI, Eileen Fisher, and Arc'teryx.

TROVE enables brands to take back items from customers' closets while maintaining control of their brand equity and owning their customer experience, data and relationships. The nine-year-old company helps clients become more sustainable by participating in the fast-growing re-commerce segment of retailing. At TROVE's primary warehouse outside San Francisco, hundreds of hourly employees sort through massive shipments to identify clothing items that are eligible for resale.

The Challenge

The arrival of items to their production facility can be unpredictable. As shipments arrive, TROVE may need to double its production facility workforce on short notice, and when demand subsides, they need to dial back their workforce.

Jacob Schultz, TROVE's VP of People, notes the pandemic "provided a silver lining... it's helped propel a significant growth spurt." He explains that the lockdown drove both an increase in people cleaning out their closets and an increase in consumers seeking more sustainable options. This resulted in "a significant increase of previously-owned items to process and shoppers seeking to purchase them."

TROVE seeks high-quality hourly workers who want to work with them over the long term as learning to separate the valuable products from the rest requires skill and in-depth training. To keep up with the increase in business, TROVE needed a way to scale their hourly workforce to capitalize on this unexpected revenue opportunity



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The Solution + Benefits

A decade ago, TROVE's need to double their crew of hourly employees on short notice might have seemed like an unreasonable demand. However, Bluecrew makes what might seem like a human resources pipe dream a reality.

The high-quality, skilled workers TROVE needs

Roshelle Duckett, TROVE's Talent Attraction Manager for Operations, values the fact that Bluecrew sends TROVE Crew Members with "solid warehouse environment experience." Bluecrew's onboarding process, Jacob notes, results in "really strong candidates, and we can get five to eight people at a time that are going to stick with us, which is really valuable to us."

Jacob also stated that "TROVE can rely on Bluecrew to make sure that workers who have experience in a warehouse environment generally understand what we do and what the role is ... that's led to a big change in the last year and a half in our retention of new workers."

A partnership that simplifies hiring and recruitment of an hourly workforce

Jacob notes that the strength of TROVE's relationship with Bluecrew extends beyond the obvious monetary savings. "To be able to have a partner that can crank it up for us goes beyond the

cost to recruit and employ people. With as much quality and with the volume of hiring that we've needed to do, a partnership with Bluecrew is the way to go."

Roshelle appreciates that Bluecrew does more than provide a transactional service of delivering Crew Members. "Bluecrew is able to ebb and flow with our business," she recalls. She values Bluecrew's flexibility and responsiveness, noting that Bluecrew is always "poised and ready to go." "It helps me do my job, to know that Bluecrew is always ready," she says.

Significant bottom-line impact

Unplanned, non-cyclical fluctuations in resale stock mean the crew size needed for TROVE's warehouse can vary widely. Managing new hires using in-house human resources professionals would be expensive and unwieldy. TROVE saves money by not paying full-time salaries for professionals whose services would only be needed part of the year. "If we did have four full-time people working on talent attraction," Jacob states, "then those folks would be twiddling their thumbs right now."

Plus, Bluecrew's ability to get TROVE the workforce they need as soon as they need it made 2020 a success for the business. As Jacob notes, "doubling our business was dependent on having those individuals in our facility, working those items and getting those items made ready for sale. So, it's hard to quantify, but that speed was really essential for us last year."

By The Numbers



\$180,000+

Saved in 2020 by outsourcing recruitment and employment to Bluecrew



189

Total Open Roles Filled in 2020



2x

Revenue Increase using Bluecrew's Elastic Hourly Workforce in 2020



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Centralized Platform