Attract & Retain

CASE STUDY



The Problem

Despite projects in over 30 states and a staff of approximately 900 prevailing wage employees including 175 foremen, ABC Contractor had a major problem. They were unable to bid new jobs, which they believe they would win, because they did not have enough foremen to manage the additional projects.

ABC thought they could dramatically grow their revenue if they could increase the number of foremen on staff, allowing them to bid additional projects. Although ABC provided a competitive wage and benefits package, their CFO stated "it's tough enough to keep the Foremen we have, let alone try to increase the count."

The Solution

Fringe Assist showed the CFO they had unspent fringe dollars that could be used to **attract and retain additional foremen** and also reduce their payroll burden.

With those unspent fringe dollars ABC was able to provide **$100,000 of guarantee issue Whole Life insurance for each of their foremen**. This elevated the value of their benefits package beyond what competitors could provide.

The Outcome

In the first year since implementing this plan, **ABC added 21 additional foremen** (a 12% increase). Not only did they reduce turnover among their existing foremen, but they were also much more successful at recruiting new candidates. ABC's enhanced benefit package now allows them to "poach" foremen from competitors.

In addition, ABC was able to provide a generous **Whole Life insurance benefit** to a select group of **25 administrative employees** funded entirely by the payroll burden savings associated with covering the foremen.

Because of the success of the program, ABC will **extend Whole Life coverage to all remaining prevailing wage employees and management**.