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TERRA Staffing Group Case Study

Staffing solutions provider finds new level of accuracy and service with Asurint background screening solutions.

EXECUTIVE SUMMARY



INDUSTRY
STAFFING



POSITIONS FILLED:

200-350

CANDIDATE INTERVIEWS PER DAY



WHAT CHANGED:
CUSTOMER SERVICE



RESULTS:

IMPROVED ACCURACY, ENHANCED CUSTOMER SERVICE AND FASTER TURNAROUND TIMES

OVERVIEW

TERRA Staffing Group is a “go to” provider of general labor staffing, accounting recruitment, office staffing, and industrial staffing solutions, with a current focus on Washington, Oregon, and Arizona. With a technical division plus eleven branches and counting, the company excels in linking employees who are seeking a rewarding opportunity with employers searching for talented individuals to help turn their business goals into reality.

With clients demanding fast turnaround, flawless vetting, and informed guidance on compliance issues, TERRA Staffing knew they needed a background search vendor ready to tailor a full-service capability to their needs. Ann Medalia, Vice President of Branch Operations and JoAnn Xydis, Vice President of HR and Administration, both oversee staffing operations at TERRA Staffing Group and were at the helm of the decision to switch to Asurint for their background screening solutions.

THE CHALLENGE

TERRA Staffing had enjoyed a positive relationship with a local pre-employment screening provider. When the vendor was acquired, however, the customer experience changed for the worse. Not only did problems with background search accuracy emerge, the level of customer service fell drastically. TERRA Staffing began to look for a new partner capable of enhancing background search quality and providing the personalized assistance their staffing specialists value. “Our account management changed quite a bit, and they weren’t giving us the attention we used to have. We were disappointed with the change, and so ultimately, it led us down the road to look for another background check provider,” said JoAnn Xydis.

LET ASURINT BE YOUR TRUSTED SCREEN TEAM

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ASURINT 
BACKGROUND SCREENING SOLUTIONS

THE SEARCH

An analysis of potential background screening providers quickly narrowed to two vendors most capable of meeting TERRA Staffing's needs and budget. Confident that a head-to-head comparison would elucidate the differences, the Asurint sales team empowered TERRA Staffing to run searches in its focus markets. Staffing specialists systematically compared the speed and accuracy of the two competitors and quickly found Asurint delivered "above and beyond better."

"[Asurint] has been great helping us find out what is important to us and creating packages that work. They've provided us great customer service and make us feel like we're not just a number but that we're a valued client."

THE IMPACT

Asurint's performance has lived up to expectations, with fast, accurate results delivered even in challenging markets like California. With a 17% volume increase year-over-year, TERRA Staffing has witnessed a 5% increase in orders completed in just 24 hours. TERRA Staffing has also been particularly impressed with the customer service. They report that Asurint was effective in addressing questions and challenges during set-up and onboarding,



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and access to a strategic account manager has, in their words, proven "absolutely phenomenal." According to Ann Medalia, "We don't expect everything to be perfect. But what I appreciate is when a problem arises, Asurint goes above and beyond to resolve



DID YOU KNOW?

The average customer service hold time for first pick-up is within 45 seconds!

any issues and challenges. It's all about how you handle it, and Asurint never points blame," added JoAnn. Background screening is a highly-regulated and misunderstood activity for both recruiters and their candidates. So it's no surprise that a final piece of the puzzle is compliance. TERRA Staffing takes seriously their responsibility for guiding clients through the legal complexities of background screening. TERRA Staffing recruiters cite Asurint's legal and compliance team as a key asset. Asurint stays compliance-focused to monitor the ever-evolving legal landscape to help keep both its clients and candidates safe and compliant.

A LOOK FORWARD

TERRA Staffing is considering an expansion to build on their regional strength, and Asurint stepped up to assist. We leveraged our Insights tool to examine background search volumes and turnaround times in markets TERRA Staffing is exploring. This insider's look at the pre-employment screening realities in different areas is helping TERRA Staffing steer their growth in the right directions.

Asurint is leading the background screening industry forward. Our powerful, customizable technology—backed by expert answers and personalized assistance—helps employers hire the right candidates every time, and faster than ever before.

Our clients leverage better background checks to reduce manual workloads, minimize compliance risk, promote a safer workplace, and drive insights to boost hiring and recruitment success.

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