



## CASE STUDY

### A FRESH, FLEXIBLE APPROACH TO FINDING WORKERS

## THE CHALLENGE: RECRUITING & RETAINING TALENT

Balls Foods, like many other businesses in the grocery and retail sector, has encountered a multitude of labor challenges in the wake of the COVID-19 pandemic. Despite being a prominent employer across 27 supermarkets in the greater Kansas City area, the company has faced increasing difficulties in recruiting and retaining talent. The shifting priorities of the modern workforce, which prioritize work-life balance and flexibility, have posed obstacles when it comes to staffing.

Kathy Walters, Human Resources Manager at Balls Foods, acknowledged the significant changes in hiring practices, stating, "In recent years, hiring has drastically changed for most companies—including ours. From a hiring perspective pre-COVID, we'd be able to hire upwards of 300 people in one month. Today, we are faced with new challenges that have made it hard for us to hire the help we need."

Consequently, hiring challenges have placed additional strain on existing employees, leading to increased workloads and pressure on operational efficiency. "Our team has gotten stretched. We have employees working continual overtime-reaching the point where there's a significant backlog of PTO," said Gregg Frost, Chief Teammate Officer at Balls Foods.

## balls food stores

Committed to providing its customers with friendly service, quality products and value pricing, Balls Foods has proudly served Kansas City and surrounding markets for 100 years. Operating 25 supermarkets under the Hen House Market, Price Chopper, Sun Fresh and Payless Discount Foods banners, Balls Foods strives to satisfy the needs of their teammates, customers and communities.



*We needed a simple, convenient option that was easy to use. Once I downloaded the app and started playing with it, I couldn't see it getting any easier than that. I knew it was something we had to try.*

**Kathy Walters**

Human Resources Manager

## THE SOLUTION:

### A FRESH, FLEXIBLE APPROACH TO FINDING WORKERS

Recognizing the need for a fresh approach to staffing, Balls Foods partnered with Hyer, leveraging their pre-vetted and flexible workforce in hopes of specifically targeting staffing needs in departments that historically struggled.

"When we started using Hyer, we had a critical need for deli workers as it's a difficult department to staff. After trying different approaches to recruiting and retaining talent, we were still coming up short. We needed a simple, convenient option that was easy to use. Once I downloaded the app and started playing with it, I couldn't see it getting any easier than that. I knew it was something we had to try. And from a pricing standpoint, we needed an option that was reasonable for the stores. Hyer checked both of those boxes for us," said Walters.



**"Overall, the Hyer team has delivered on everything we have asked. Your reaction and responsiveness to our needs is amazing. If I had to rank my experience with Hyer from one to five, you're a five across the board."**

Gregg Frost, Chief Teammate Officer

### BENEFITS: A SIMPLE, FAST & AFFORDABLE WAY TO STAFF

By utilizing Hyer, the Balls Foods team has been able to leverage the app across multiple locations to quickly get the Taskers they need to ensure smooth store operations, particularly during peak times. Something they struggled with prior to their partnership with Hyer.

Frost said, "We've been able to offer the stores a new avenue to turn to when they're struggling to get the help they need. In certain instances, we've been able to use Hyer to staff shifts that are hard for us to fill. We have found a reliable pool of Taskers for our afternoon and evening shifts, which has really helped us remain consistent from an operational standpoint."

An added benefit that Hyer has brought to the table is the boost in company morale. Now that we have a fast and easy way of staffing up, employees have been able to take a breather, take a vacation, and not live at the store," Walters said.

Throughout their journey with Hyer, Balls Foods has achieved improved staffing and service levels—allowing them to focus on delivering friendly service, quality local products, and competitive pricing.

Frost summed up their experience by saying, "Overall, the Hyer team has delivered on everything we have asked. Any time we have wanted to make adjustments or new additions, you're not a "no we can't organization" you're a "sure-let's do it!" The ease of working with you to make things happen sits at the top of my list. Your reaction and responsiveness to our needs is amazing. If I had to rank my experience with Hyer from one to five, you're a five across the board."

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