

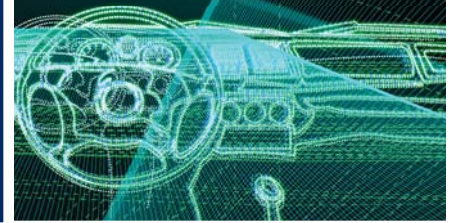


CASE STUDY

AUTOMAKER IMPLEMENTS NEW MODEL

NATIONAL REACH | MINORITY ENTERPRISE | SINCE 1973

EXTENDED WORKFORCE



PROBLEM/BACKGROUND

BMW Manufacturing Co. in Upstate South Carolina needed to balance changing production volumes based on customer demand and model changeovers while stabilizing the core competency of its full-time associates.

BMW Manufacturing first turned to a traditional outsourcing model to manage logistics with less than optimal results. So BMW Manufacturing searched for an alternative to handle non-core functions that would remain stable as production levels fluctuated. MAU was selected and quickly created its newest division, "Tier One Solution," to execute the day-to-day logistical operations through an innovation called *Extended Workforce*.

SOLUTIONS

An *Extended Workforce* model was achieved by combining components of the client's workforce and a third party workforce:

- **Competitive base wage.** To attract the best quality employees, an appealing wage rate comparable with the areas top employers was selected. The elevated pay rate in-turn allowed employees to invest in additional benefits.
- **Incentives to increase employee retention.** Similar to typical full-time positions, a five year tenure-based wage progression system was implemented along with a quality 401(k) program.
- **Comprehensive Benefits Package.** An expanded medical insurance plan was made available and affordable to all employees through employer contribution incentives. Time off was expanded to include thirteen paid holidays. Personal Protection Equipment (PPE), including footwear, prescription safety glasses and a uniform allowance were provided.
- **Full-Time employment model.** Equality, fairness, and team equity, amongst employees were promoted through a joint company effort, including onboarding, training, and new uniforms with the employee's name.

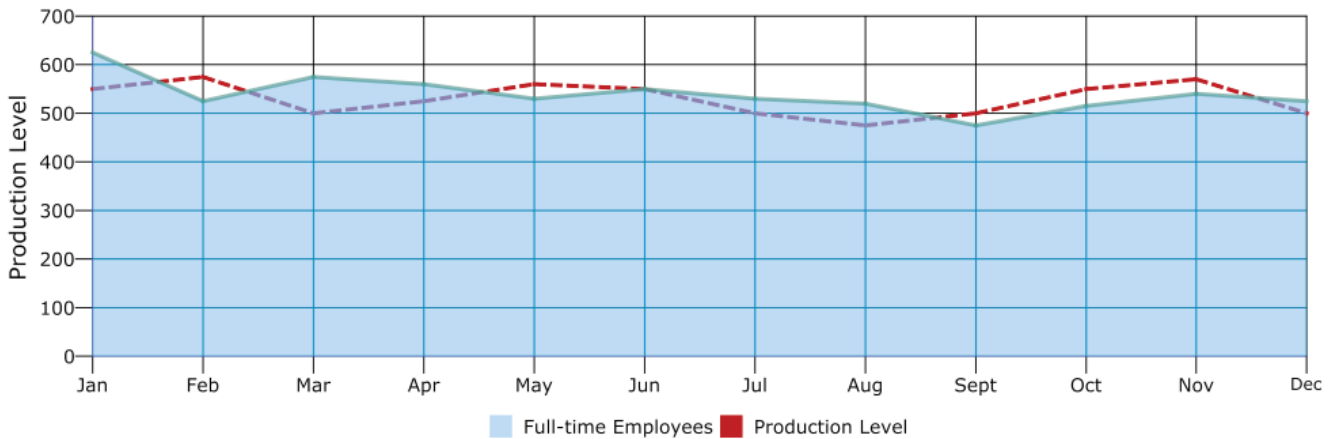
RESULTS

Results achieved for the mainline production improved during Phase One and are expected to improve with the expansion of the *Extended Workforce* in Phase Two.

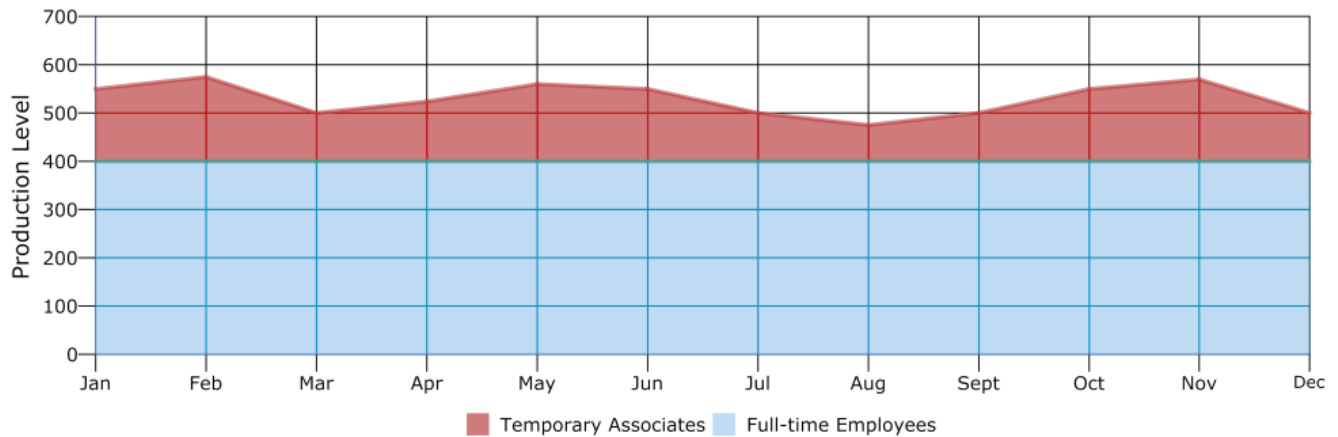
- **Workforce stabilization increased.** Turnover improved by 6.4% year-over-year. Monthly turnover consistently improved month-over-month.
- **Employee Quality was improved.** Less than 30% of unplanned turnover was a result of poor attendance or unacceptable performance. An 80% average was achieved during employee performance reviews.
- **Employee Satisfaction rose.** A survey of associates revealed that on average 74% of employees would recommend working under the new model to a friend.
- **Team environment improved safety.** A 12.1% reduction in recordable accidents was realized year-over-year.

WORKFORCE & PRODUCTION LEVELS

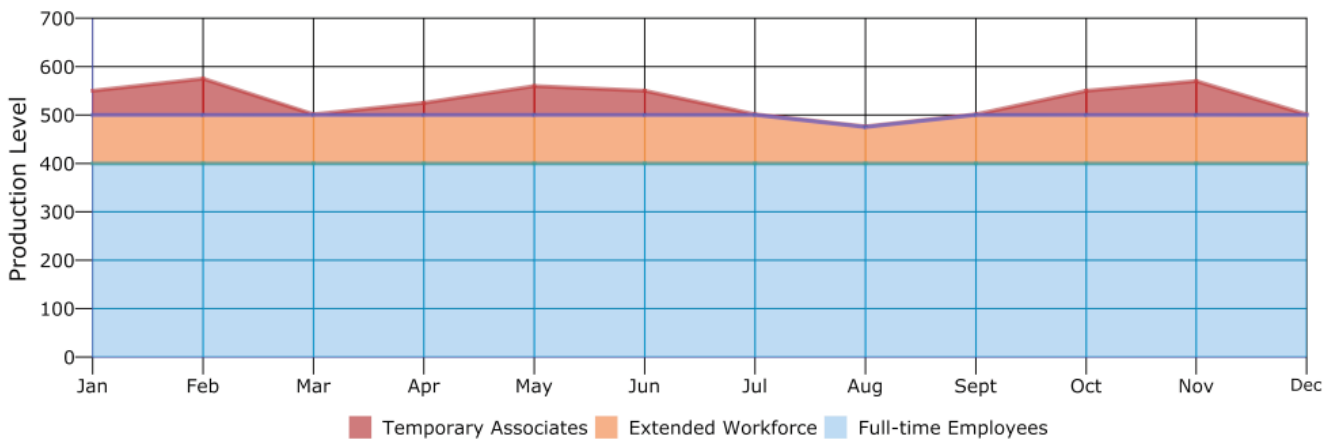
PATRIARCHAL MODEL



STAFFING MODEL



EXTENDED WORKFORCE MODEL



MAU (MANAGEMENT, ANALYSIS AND UTILIZATION, INC.) is a multi-faceted staffing, recruiting, outsourcing and human resource provider with an international customer base and a presence in over 45 states and 22 countries. Founded in 1973, MAU is a certified, minority-owned business with an experienced staff that offers a comprehensive range of services.