

GAME

abacus »»
employment services

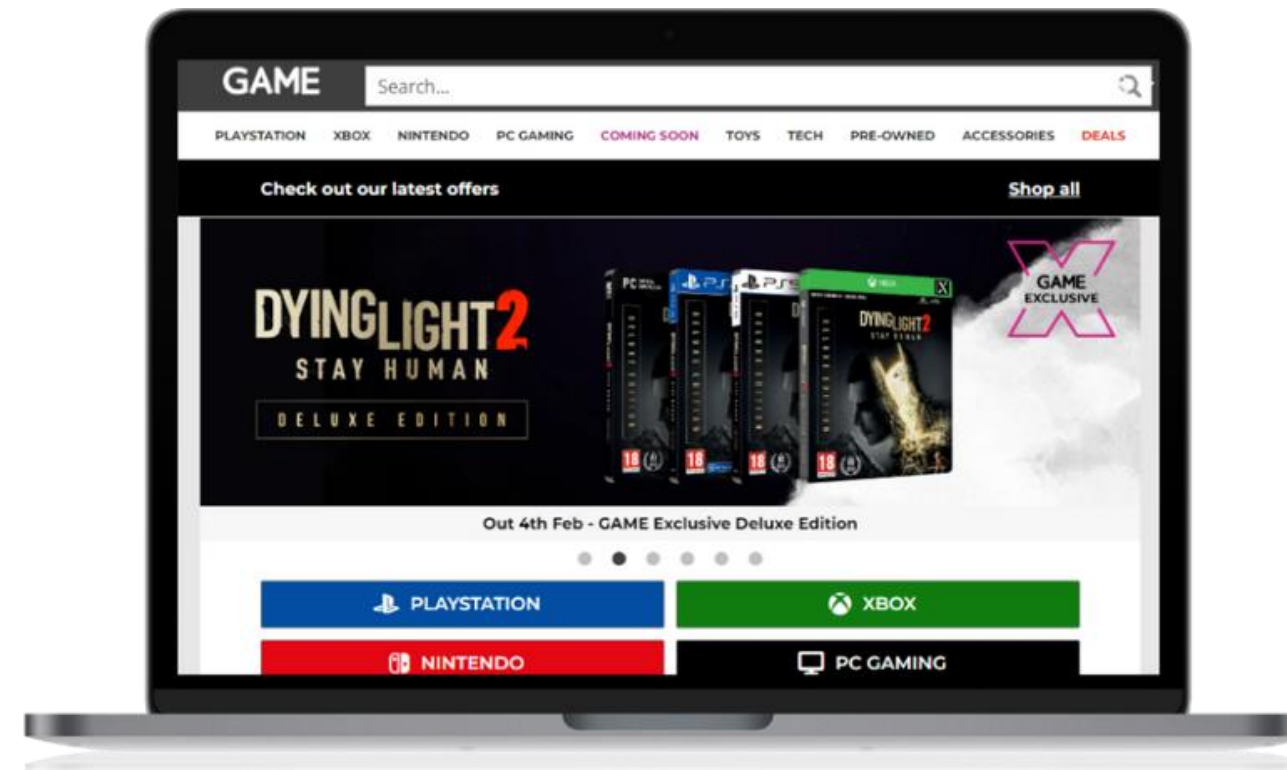


GAME

Case study

Company Overview

GAME



Founded in 1992, GAME is now the UK's leading gaming specialist. With over 250 stores and an expansive website, they have expert knowledge on a wide range of games, consoles, accessories, and more. They are passionate about gaming, and devoted to building the most valuable community for gamers in the UK. The gaming community is at the forefront of its vision, providing products and services to help unlock players' full potential.

Brief



- Game is a very seasonal retailer with pick for their c300 stores growing from a low of 85k units a week to c300k in its peak week. Its online operation is even more spiky going from 8k to 60k units a week.
- Demand is also very dependent on new games titles being released and was further complicated this peak by the intermittent availability of the new PlayStation and Microsoft consoles which drove further spikes in daily output demand.
- On top of this like most other retailers it has experienced significant growth in its online channel.
- As a result of this at peak its needs to more than double its headcount from 100 to 200 fte.
- The employment situation in Basingstoke is very good with headline unemployment of less than 2% making the recruitment/retention of staff very challenging.

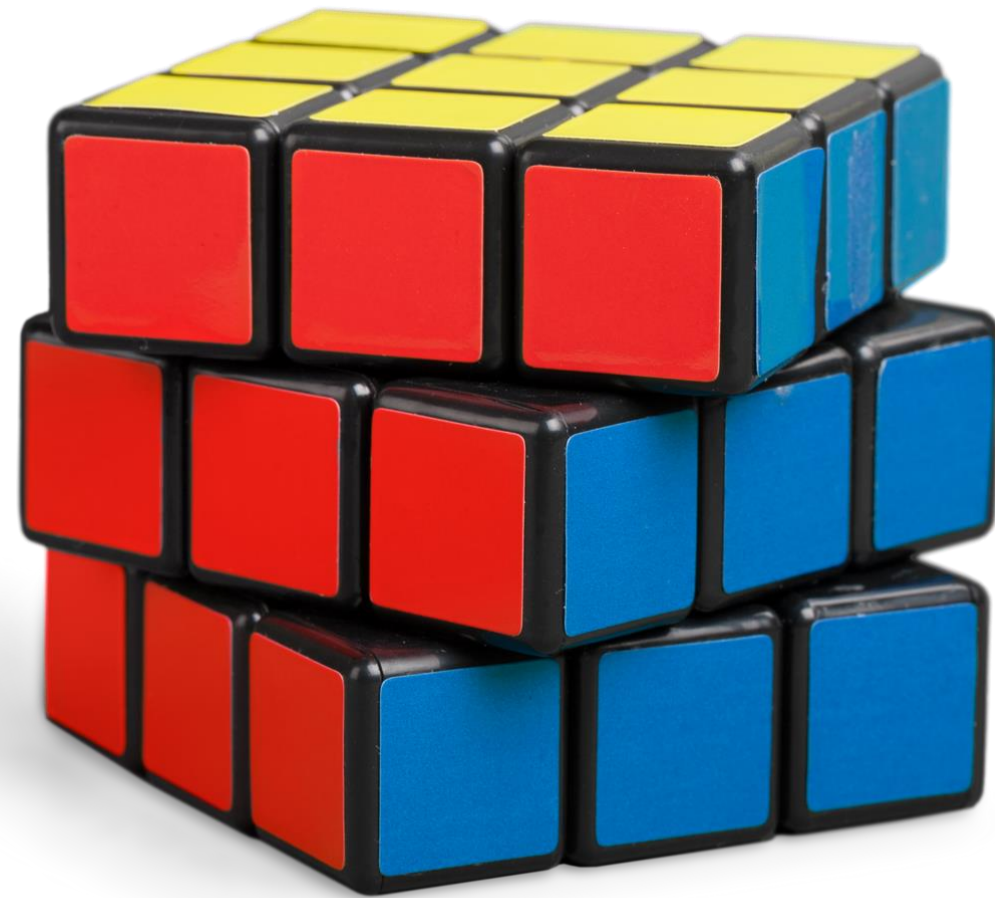
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Abacus were responsive to short term changes in labour demand helping us to fulfil our orders at peak seasonal times.

Iain Hyland DC Manager

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Solution



- Abacus worked with Game to create a recruitment plan which gradually phased in staff rather than relied entirely on bringing in workers just when they were needed.
- Multiple small inductions were held each week so that staff could be properly trained and assessed by the client.
- We created new start and finish times and shift lengths enabling us to tap into different potential employment markets.
- We reduced overall full time head requirements by offering 42.5 hours contracts across peak rather than the standard 37.5 hour contract.
- Abacus arranged fortnightly on-site reviews with site management team to assess forecasted volumes and performance.

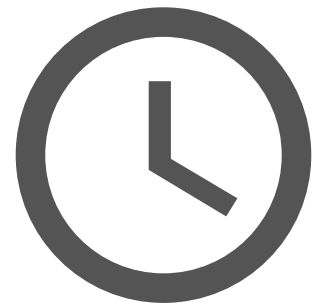
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Abacus were creative in looking at how to attract and recruit temporary staff in an area of low labour availability.

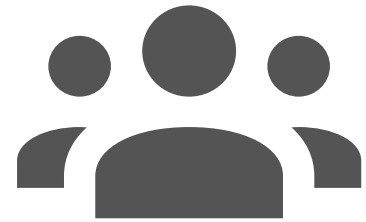
Iain Hyland DC Manager

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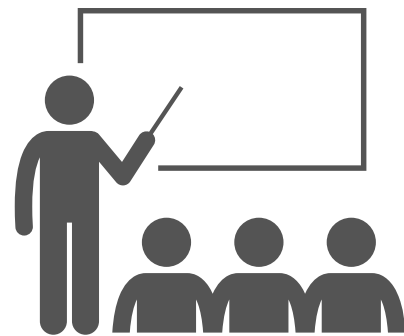
Results



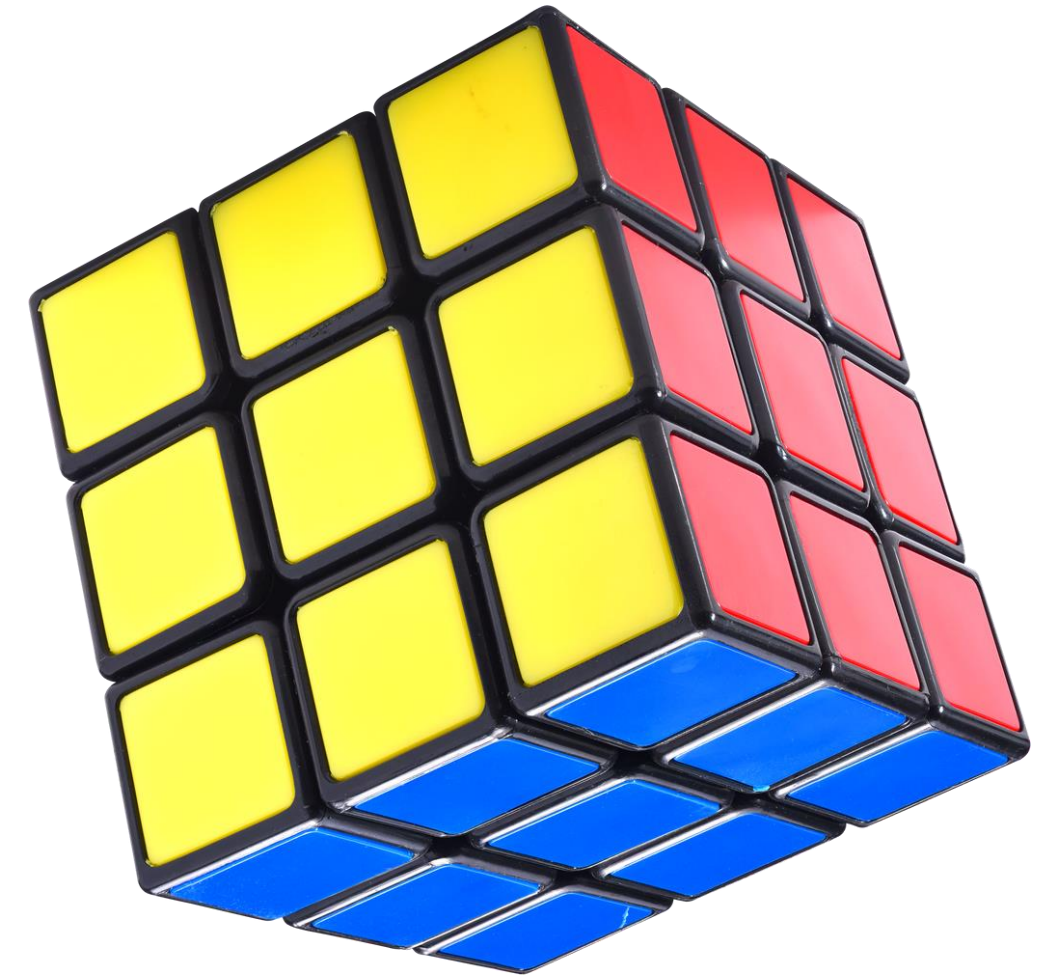
32,000 hours worked



120 staff supplied



20 inductions



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Abacus are good at dealing with challenging situations, we can trust them to amicably solve any issues we may have.

Iain Hyland DC Manager

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Contact us for help with all your recruitment needs

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