



Suddath and TERRA Staffing Group



TERRA
STAFFING GROUP

Suddath Scales Their Business with Solid Staffing Support Provided by TERRA Staffing Group

Suddath is a \$600-million global transportation, relocation management and logistics company that provides not only household moves but also commercial services to the world's bestknown brands. Suddath is North America's largest commercial mover and they rely on TERRA to provide them with both on-going staffing support and flexible short-term staffing to meet the highly variable, short-notice demands of their clients. The roles that TERRA fills for the company include both general labor positions, to conduct the physical move, as well as technical support roles that are involved in the movement and set-up of technology tools. Given that Suddath's clients are primarily in the tech industry, quality standards are high and expectations of employee professionalism is higher than a typical general labor job.





The Challenge

As a company who is entrusted by companies to handle their company property as well as employees' personal property with great care, the quality of the workforce delivering this service is extremely important. When TERRA first engaged with Suddath, they had just won a sole source contract with one of the world's largest technology companies. They had been serving only a part of the business, but when the competitor who was servicing the other half of the company's needs closed their doors, they were suddenly in a position to take on all of the business.

As exciting as this opportunity was, Suddath had to move quickly, scale up rapidly and deliver a high quality of service or put the entire client relationship in jeopardy. The company was counting on the project team in Seattle to deliver on this opportunity in order to both retain this client as well as create a platform for winning more of this business.

Suddath had been working with a staffing supplier who specialized in labor staffing but they had become

increasingly concerned by the lack of results. They were often left short-handed, which drove up labor costs with overtime. Long hours led to burned-out staff and increased turnover as well as on-the-job accidents. Their staffing supplier didn't seem to have the same commitment to the project that Suddath had. Suddath attempted to work through the challenges with this supplier but only received promises that they would try harder, rather than a sustainable solution.

When TERRA was brought in to support Suddath, the initial need was for 70 people on short-notice who could meet the physical and technical requirements of the job as well as make it through the vetting process of Suddath's client. This large technology firm wanted to make sure that all employees on-premise, including contract and vendor staff, went through their screening process, which included enhanced background screening.

The Solution

TERRA worked quickly to understand the success profile needed for Suddath's roles and built recruiting and screening processes aligned to that profile. This required specialized recruiting, enhanced background-checking procedures as well as custom on-boarding and orientation procedures.

TERRA and Suddath also worked together to establish the key metrics and outcomes that would determine success in this partnership. For Suddath, having the right staffing solution would enable them to scale up or down quickly to meet customer demand, so fill-time was critical. Quality of placement was also a key metric as these employees were representing Suddath on-premise with a highly discerning client.

Safety had also been an area of concern so TERRA worked closely with Suddath supervisors to determine the root cause of these injuries. We made recommendations for improving work processes

and also adjusted our orientation to include safety-specific information about the work that the employees were performing.

As the trust and partnership between TERRA and Suddath has continued to grow, Suddath has relied more and more on TERRA to provide consultation compensation strategies as well as workforce engagement. Through our talent engagement program and on-going communication with assigned employees, we have been able to identify opportunities to improve morale and strengthen the culture.

Suddath also counts on TERRA to help them find the right compensation level where they are able to attract the right talent without exceeding their labor budget.





The Results

Suddath is thrilled with the results they have seen in their business. Our assignment success rate is at a stable and predictable rate of just under 80%, which allows for effective workforce planning. We've also been able to partner to move the needle on safety, cutting the injury ration in half in one year.

"I could talk about numbers and about improvements in productivity and profitability, but what matters to me is something that you can't capture with any single number. With TERRA, I feel like I have a true partner. I feel like you care about my business as much as I do. Because I have confidence in my ability to scale, I have confidence in making promises to our customers because I know we'll be able to keep them."

- [Kirk Manahan, Vice President, Suddath Relocation Systems](#)

TERRA Staffing Group took charge of Suddath's staffing and enabled them to build a sustainable, scalable system that has allowed Suddath to take on more and more high-profile clients in this highly-competitive space. On the staffing side, TERRA's Morgan Mason had the following to say about working with Suddath:

"The work we do with Suddath is what makes this job fun. With Kirk and his team, we have a partnership where they are open to feedback and suggestions that will help them get the outcomes they need in their business. It's not just about providing staffing. It's about providing a support structure and the talent supply they need to grow and thrive as a business. It's exciting to support that growth."

- Morgan Mason, Area Manager, TERRA Staffing Group.

Work with TERRA Staffing Group:

If you're looking for a true partner who can provide you with the support systems, structure and talent supply to grow your business, you owe it to yourself to see the difference TERRA Staffing Group can make. At TERRA Staffing Group, providing staff is just one part of the total solution.

[Watch this video interview](#) to learn more.

Contact TERRA to find out why 97.2% of our clients, in a recent third-party survey, said they are getting the outcomes they expect working with TERRA.

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