



## KODIAK Keeps Modular Construction Manufacturer at Full Production Capacity with a Combination of Local and Travel Crafts

### ABOUT KODIAK

Kodiak excels in optimizing the construction recruitment workflow, offering staffing solutions for both direct hire and contract-based trade professionals. Leveraging over a century of collective expertise in the fields of commercial, industrial, renewable, and modular construction, Kodiak empowers leading AEC, MEP, and other contractors as well as manufacturers to enhance workforce efficiency and elevate project profit margins.

**Industry:** Construction Recruitment & Craft Staffing

#### 1,500+ Craft Professionals Working

- Exceeded 2 Million Man-Hours in the Last 12 Months
- Exceeded 400,00 Man-Hours Specific to Modular

**Construction-Focused Service and Recruiting Staff:** 50+ Employees

**HQ Location:** Indianapolis, IN

**Online:** [www.KodiakLS.com](http://www.KodiakLS.com)

### OVERVIEW

Kodiak is strategically enhancing its client recruitment operations to mitigate the difficulties, time, and expenses associated with securing premier construction talent with remarkable precision. Distinct from conventional sales-driven methodologies, Kodiak's innovative strategy emphasizes recruitment. This focus enables the organization to sustain a reservoir of construction experts for immediate hiring and a repository of variable, on-demand crafts professionals, thereby ensuring extensive support.

### Challenge:

A leading offsite construction manufacturer, with a 750,000 square foot production area, faced a product backlog of over 8 months, leading to missed opportunities with mechanical clients and a potential customer needing piping systems delivered within 3-5 months. Additionally, the company struggled with employee burnout due to staff shortages, resulting in excessive overtime and weekend work, causing turnover among both craft and management staff.



### Solution:

KODIAK's sales consultants and recruiters analyzed the mid-sized Southeast market, identifying a significant demand for specialized tradespeople, such as welders and electricians, exceeding local supply within a 50-mile radius of their target facility. To tackle this, KODIAK introduced a strategic hybrid craft staffing model, comprising:

- 1 Local Recruitment:** Utilizing KODIAK's and the client's databases and digital campaigns on leading job boards to engage local talent.
- 2 Regional Recruitment:** Offering a per diem to workers within a 100-mile radius to work at the facility during the week and return home on weekends.
- 3 National Recruitment:** Expanding the search nationwide through KODIAK's network and online platforms, targeting experienced professionals open to travel for long-term projects with competitive pay.

### Outcomes:

- By adopting a comprehensive strategy, KODIAK successfully ensured the continuous availability of highly skilled labor throughout the project(s).
- Within a three-month timeframe, the modular construction manufacturer managed to decrease its backlog by 2.4 months, aligning with the client's product delivery specifications.
- Production capacity rose by 11% in the first month and 29% over four months.
- The strategy resulted in a 78% decrease in employee turnover, cutting down on recruitment and onboarding costs.

# 81

Craft Employees Delivered within 6 month period

# 31%

Reduction in Product Backlog

# 78%

Decrease in Employee Turnover