

## **In Dallas, Teamwork Strengthens Client Relationship**

**Dallas, Texas** – Ben E. Keith, a beverage distributor in Dallas, Texas, has been a Kelly customer for nearly 12 years. Just recently, Kelly expanded its business with the company while winning praise from a new end user.

For years, Branch Manager Jennifer Cox and her team had staffed Ben E. Keith's repacking department with about five temporary employees. Jennifer had been trying to expand Kelly's business with the customer, and recently got her opportunity thanks to her colleague and a new Ben E. Keith manager.

The manager, Greg Haught, was included as a lead in a Marketo campaign organized by District Manager Amy Brewer in Amarillo, Texas. When Greg called Amy to discuss his company's needs, Amy immediately included Jennifer in the conversation.

Greg told Amy and Jennifer that he needed to recruit shipping and receiving candidates, but was having difficulty filling the positions, which require long hours and physical labor. Jennifer and her team – Senior Staffing Supervisor Jennifer Jackson and Staffing Supervisor Crystal Hoffman – decided to take a different approach to recruiting. They targeted a number of diverse groups and met with great success.

Now, Ben E. Keith has 13 Kelly temporary employees working in shipping and receiving and has converted many of them to full time. Greg was so pleased with these candidates that he took the time to express his gratitude in writing. "The experience that I had with Kelly was awesome," he said. "You were very attentive to my needs and Jennifer (Jackson) was there when I needed her. As far as service goes, it was 'five-star.' You are at the top of my list when I need help again."

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