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Case study: Fair Park, Dallas Texas US

How Fair Park reached a **90% fulfillment rate** across their multi-venue, 277-acre event space

The background

Fair Park has a wide range of cultural, historical, and entertainment venues; playing host to visitors from around the world every day of the year. Having a platform that gives them the necessary visibility and control over their temp workers was essential.

“The main benefit of switching to Flex was the visibility and control over what we were spending our money on”

– Matt Murphy Operations Manager at Fair Park



93% repeat worker rate



90% shift fulfillment rate

The challenges

- Not having enough visibility over agency spend
- Lack of control over which workers were being sent to work
- Finding workers up to the standards they require

The solution

Smart matching to quality workers

Fair Park has instant access to a local marketplace of verified, high-quality, committed Flexers. Our smart matching technology helps them to get their jobs filled by the most qualified and experienced workers.

“We greatly benefit from the ability to control the narrative and choose the workers.”

Control and choice

To give Fair Park the visibility and control they need, they can browse dedicated worker profiles to find the right worker to support them. The platform also delivers live shift data at the click of a button to help them make more strategic staffing decisions for each event.

“Having control and choice has had a big positive impact. With other companies, you would just get whoever they send. With Indeed Flex, we are able to be in control and also maintain the quality of what we need”

Ratings and worker pools

Fair Park has built trusted relationships with their best workers through the Indeed Flex rating and feedback features. This keeps workers engaged, and the top-rated Flexers are put into a worker pool for the first priority of shifts.

“Familiarity is a positive when it comes to having individuals come back knowing what to expect with the 277-acre property knowing the different style of events, we were able to build that pool of workers who are excited to come to these events and get an opportunity to experience new and different, events and culture. I know that I have a core group of people that I can count on”

Results

- 90% Shift fulfillment rate
- 93 % Repeat worker rate
- 5/5 stars Average worker rating

