



SUPPORTING SERVICE MEMBERS WITH CAREER COUNSELING FOR A MAJOR RETAIL CHAIN

A major multinational retail chain partnered with PeopleScout to support its counseling program for transitioning members of the military, veterans, military spouses, and National Guard and Reserves, looking to take the next step in their career.

SOLUTION HIGHLIGHTS

- **DEDICATED CAREER COACHES FOR ALL PROGRAM PARTICIPANTS**
- **CUSTOMIZABLE CAREER PATHS FOR PARTICIPANTS**
- **VIRTUAL INTAKE MEETINGS AND ONGOING CALLS**

Case Study: Recruitment Process Outsourcing

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SITUATION

This retailer has partnered with PeopleScout since 2013 to support its veteran hiring initiatives. In 2013 when the program launched, veteran unemployment was higher than civilian unemployment. PeopleScout supported the client with direct placement, helping veterans honorably discharged on or after Memorial Day 2013 to find jobs at the retailer. The spouse component was added in 2018.

In 2019, while the veteran unemployment rate had dropped to just under 3%, the retailer was aware of the challenges that military service members were still facing when transitioning to civilian employment. The client wanted to reinvent the program to put an emphasis on career coaching and counseling for all service members to help them apply their leadership skills and teamwork experience to new careers.

SOLUTION

The new program, which officially launched in May 2021, broadens the umbrella of the program to include veterans of any era and actively serving members of all branches of the military, military spouses, and National Guard and Reserves as well. It connects program participants to a plethora of resources from various organizations that have been vetted by the client.

When a new member registers for the program, PeopleScout assigns them a coach who helps facilitate the transition into civilian work. The PeopleScout coach schedules a virtual coaching session with the participant to perform an initial intake. This intake assesses skills, helps identify goals and determines the time commitment they can make to the program.

From there, participants confirm three paths: employment, education, or entrepreneurship.

EMPLOYMENT

PeopleScout career counselors help participants assess their strengths, build their resume and translate their military experience in a way that it applies to the civilian workplace. They also help service members and spouses find opportunities that match their career goals—whether that means employment with the retail client or another organization.

EDUCATION

PeopleScout coaches help participants get the educational foundation they need to reach their overall career goals.

ENTREPRENEURSHIP

PeopleScout helps connect participants with the right resources to start their own businesses.

This emphasis on career counseling allows the participant to drive the program at their own pace and use their coach as much or as little as they like. Service members and spouses can take what they want from the program as they build their future.

RESULTS

3,500+

registrants since program launch

