



**CASE STUDY**

**PHH Arval Talent Strategy**



*“Fox students delivered over and above what we expected, providing us with a model that we can use for future location-based decision-making. They were professional and thorough consultants who brought new ideas and methodology to us.”*

*- Tom Keilty, COO & SVP,  
Customer and Vehicle Services*

**Client Profile**

PHH Arval (PHH) and its partners provide fleet management services to commercial clients across the globe. Mastering both the “art and science” of fleet management, PHH Arval strives to excel by providing outstanding customer service, along with the data and technology services required to manage large commercial fleets.

**The Project**

PHH Arval engaged Fox Management Consulting (Fox MC) at Temple University’s Fox School of Business to identify one or two locations where truck mechanic and certified collision adjuster talent could effectively be recruited, over the next five years.

**Recommendations**

The Fox MC team discovered that there are at least six prime locations PHH could choose to locate a contact center. Based on the labor pool and salary information, all six locations are viable for PHH to locate a contact center. The team

uncovered through employee interviews and competitive research that opportunities exist to enhance the recruiting process.

Based on these findings the Fox MC team recommended a city for a new contact center. This location emerged as the leader of six potential locations. It had the 2nd lowest total cost of operation, one of the largest pools of truck mechanics, and PHH could provide a competitive wage.

The team also proposed inclusion of the job’s value proposition in the current job postings online. The recommendation also included adding low levels of PHH advertising in current and future locations to achieve brand awareness among candidates.

Lastly the team proposed ongoing technical training for employees to increase engagement and improve to overall productivity of the call center.

**Potential Locations**

