To: Intel Corporation, Head of Marketing

From: Kelly Services

Date: June 1, 2014

Subject: Staffing Solutions for Tomorrow’s Workplace

Through its innovations and forward-thinking, Intel has pioneered the rapidly growing tech industry. This has earned Intel a well-respected and trusted reputation when it comes to the manufacture of computing and communications products. The ‘Services’ in Kelly Services Inc. is what could help differentiate Intel from the rest of its competitors. Manufacturing reliable hardware is of course the basis of any successful tech company; excelling at providing high quality support and service in addition to these great products is what propels a company up the Fortune 500 ladder. In order to add to its 105,000 current employees (Intel Corporation SWOT Analysis, 2014) and help achieve the climb up this ladder, Intel should strongly consider partnering with Kelly Services.

Intel is already the largest and highest valued semiconductor chip maker in the world. Through partnership with Kelly Services, Intel could further increase that value and set itself as the clear frontrunner in micro-processing technologies. Kelly Services is a provider of world-class staffing solutions, and just last year the company provided employment to over 540,000 employees and had revenues exceeding $5.4 billion (Kelly Services, 2014). In addition to staffing provided through temporary, temporary-to-hire, and direct-hire basis, Kelly Services also provides outsourcing and consulting services and have recently even explored avenues for access to virtual employees (Kelly Services, 2014). Kelly was also one of the first staffing companies to enact a diversity program (Kelly Services, 2013), which could bode well with recent news of Intel’s plans to collaborate with Chinese company Shenzhen in the near future (Intel 2014).

Communications has always been an integral part of any successful business. In our world today, and specifically in the world of business, computing has emerged as the go-to method to conduct these communications. The fact that Intel excels in providing products and services that cater to both of these platforms puts the company in a prime position to capitalize on the dependence our tech-centered world now possess for “instant” solutions to all aspects of business.

Kelly Services provides its partners with the most qualified individuals for the positions needed to be filled. In this day and age finding qualified applicants for becomes a grueling and time consuming process. Kelly Services prides itself on providing professional employees for a wide array of jobs. When provided with a position to fill, Kelly arduously goes over each and every resume of the applicants in order to find the right person for the position. Intel is at the cutting edge of providing advanced tech solutions to its customers. Luckily, we here at Kelly are doing the same to provide innovative ways to fulfill client needs.

Over the past few years the presence of virtual employees in the workplace has been consistently rising. Kelly has adapted to this increased need for virtual employees by recently forging a partnership with global online workplace provider oDesk to offer our clients access to virtual employees (Welch, S., 2013). Benefits of turning toward virtual employees include the ability to reduce office space and real estate expenses, provide greater flexibility for workers, create a greener work environment, as well as position employees at the forefront of customer and business partner interaction. In order to enter the virtual workplace, a company needs the correct technology and skillset. In addition, virtual employees need to be comfortable with technology and virtual teams; they must be able to set their own schedules and remain accountable for their work and actions. Virtual employees must be self-starters requiring little or no direct supervision (Aon One, 2011).

The screening and interviewing of applicants up front is crucial. This is where Kelly Services can be beneficial to Intel. Kelly Services will do the work in order to find the best candidates for employment. All prospective hires are interviewed by our Staffing Agents. All resume qualifications are validated through tests verifying the applicant’s abilities. When you direct hire through our agency, you are guaranteed quality employees.

With Kelly founding the temporary staffing industry in 1946 (Kelly Services, 2014) and Intel beginning work in 1968, our combined century of experience would be extremely formidable. With our companies’ combined efforts we will be able to offer support in world class fashion, with employees available to every area of attention our customers require. Kelly Services is committed to offering and building a strong, tight-knit community of employees. We know that as a successful corporation it is essential to have good relationships in the workplace. Our values are reflected through the employees that we staff and we personally maintain responsibility for all of these employees, as doing so defines and shapes who we are as a company, and highlights the services we are committed to providing.

Intel has been named in the top 100 of the best companies to work for by Fortune.com many years in a row (Fortune, 2014). Just imagine the level of cohesion, service, and commitment we can achieve by jointly working together to bolster what Intel is able to provide to both its customers and employees. Perhaps one of the most overlooked, but most valuable traits of a truly successful and respected company is the goodwill that is received when that company has a respect and loyalty on the behalf of its employees. Happy employees have a significant impact in the success or failure of a company. Through partnership with Kelly Services, we can ensure that Intel continues to be the epitome of what makes a great company.

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