



LOCAL INTERNATIONAL  
MARKETPLACE LEVERAGES  
HYER TO SCALE  
WORKFORCE, ADDRESS  
HIRING STRUGGLES



## COMPANY

Nino Salvaggio  
International Marketplace

## INDUSTRY

Grocery / Retail

## CONTACT

[www.ninosalvaggio.com](http://www.ninosalvaggio.com)

## ABOUT

Nino Salvaggio International Marketplace is a family-owned specialty grocery store chain that has been serving Southeast Michigan since 1978. With four locations and more than 800 employees statewide, Nino Salvaggio works tirelessly to meet customer demands for quality, high-value foods, freshness, and shelf life while striving to uplift their local communities.

## THE CHALLENGE

Prior to the pandemic, Nino Salvaggio's was thriving and increasing its foothold in the Michigan market. However, once the pandemic hit, Nino's began to lose a significant number of employees due to availability as well as health and safety concerns.

With the busy holiday season approaching, Nino's looked for staffing agencies to help with immediate labor needs, but the results they were getting couldn't fill their gaps fast enough.

According to Sarah Hiller, Human Resources Manager at Nino Salvaggio, "When using traditional staffing firms, we would request 15 temps and maybe get two—and it was taking up to a week. Something that just didn't work for us," she said.

Experiencing little success with staffing agencies, Sarah said they partnered with Hyer with one goal in mind: "to get us through Christmas."

## THE SOLUTION

To start combating the labor shortage while meeting seasonal demand, Hyer Field Operations Director, Megan Zumbach, worked quickly to set them up and familiarize them with the app.

Soon they were ready to put Hyer to the test—and began posting tasks. Building a steady pool of on-demand labor, Sarah said they started getting the help they needed to support their business. “With Hyer we could post tasks and request Taskers one day, then have them here the next!”

Along the way, they found that Hyer was a great tool to help them meet the day-to-day fluctuations they had always faced—turnover, absenteeism, product availability and more.

## THE BENEFITS

Using Hyer, Sarah said they were not only able to meet demand throughout the busy holiday season, but they were also able to find some “diamonds in the rough” and hire on full-time employees.

“We’ve had better success using Hyer than we did with traditional staffing agencies,” Sarah said. “Not only have we found reliable Taskers—but they helped us fill an immediate gap and got us through a hard situation.”

As time has passed, Nino Salvaggio now relies heavily on Hyer—especially in locations where they’ve only been able to meet a 50% staffing level.



Not only have we started posting more tasks at more locations—we’ve created more task types—because at the end of the day we can’t sell empty shelf space.”

Sarah added that, “Using Taskers we’ve been able to get more product on the floor and boost sales when we otherwise couldn’t. And the Taskers come here wanting to help—even taking time to get to know our stores and help customers.”

Using Hyer, Nino Salvaggio has been able to deliver on their promise to customers—delivering quality, high-value foods, freshness, and shelf life.

To top things off, Sarah said the support that they receive from the Hyer team—the communication and responsiveness—have really added to their overall experience, making it a successful one.”

**“With Hyer can post tasks and request Taskers one day, then have them here the next. Because of them, we’ve been able to get more product on the floor and boost sales when we otherwise couldn’t. And the Taskers come here wanting to help—even taking the time to get to know our stores and help customers.”**

Sarah Hiller, Human Resources Manager at Nino Salvaggio



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