

Specialist manufacturing recruitment services and improved retention



THE ORGANISATION

Heatric, a division of Parker Meggitt, is a leading provider of compact printed circuit heat exchangers (PCHes), renowned for their efficiency, reliability and compact design. Operating from its headquarters in the United Kingdom, Heatric serves a global client base across industries such as energy, chemical processing, marine and power generation.

With a focus on innovation, energy efficiency and environmental sustainability, Heatric plays a vital role in supporting the energy transition and delivering cutting-edge thermal engineering solutions.



THE CHALLENGE

The Castle Bromwich manufacturing facility was encountering significant challenges in recruiting and retaining manufacturing operators.

Despite offering competitive pay rates and fostering a positive workplace culture, the facility experienced high attrition rates, with many new hires leaving within just 1-2 months of employment. This unexpected turnover created a pressing recruitment and retention issue that required immediate attention.



THE SOLUTION

Manpower supported Heatric by successfully hiring over 30 staff members for this role. Through candidate engagement and exit interviews, we identified that the existing weekly rotating shifts (morning, afternoon and night) were a key deterrent despite the attractive pay. The disruption to sleep patterns negatively affected work-life balance, leading to high turnover.

We shared these insights with Heatric and recommended adopting a 4-on-4-off shift pattern to ensure 24/7 manufacturing coverage while promoting better work-life balance and improving retention.



THE RESULT

Implementing the revised shift pattern reduced attrition rates by 76%, minimising backfilling needs and increasing workforce stability. Employees reported higher job satisfaction and productivity, with a more manageable fortnightly shift rotation replacing the disruptive weekly schedule and fostering a healthier work-life balance.

This change not only improved retention but also tripled candidate applications, enhancing the role's appeal and providing a stronger talent pipeline to meet business demands.



Using insights to improve attraction and retention

