



distinctions

Employee Relations

Client Profile

A full-service automotive supplier and manufacturer, with capabilities ranging from stamping, plating, and painting to plastics capability, as well as assembly and sequencing services. This North American company has 7 facilities in Canada and the United States serving OEM customers such as General Motors, DaimlerChrysler, Ford, NUMMI, Isuzu and Saturn. The company has 30% of the Chrome Plated Bumper Business in North America. Distinctions, Incorporated was engaged after the United Automotive Workers local union petitioned the employees and filed with the Department of Labor the process of unionizing one specific facility located in Missouri.

Challenge

Specific policies and regulations govern what can and cannot occur from the time a petition has been filed up until the union election. The company headquarters was unaware and out of touch with this local plant and an intervention strategy needed to be immediately implemented to avoid unionization of this facility, and what could possible domino to their other facilities. The deadline was six weeks.

Solution

Distinctions, Incorporated developed an intervention strategy that included conducting informal focus groups with the employees, evaluating current employee policies and practices, and interviewing local management. Formal 'dialogues' were written and delivered by Distinctions and from the senior leadership of the company. A separate dialogue was also developed from a former UAW recruiting representative educating employees the 'truth' and revealing the 'facts' about unionization.

Result

Successfully averted UAW unionization, hired new management and developed ongoing programs that enhanced employee relations such that absenteeism was reduced by 17%, and quality and customer satisfaction measures increased by over 16%.