



CASE STUDY

UNITED STATES MARINE CORPS

CUSTOMER PROFILE

- 3116 active duty Marines
- 400 recruiting stations nationwide
- Six recruiting districts

Executive Summary

The USMC strategically plans and deploys recruiting resources for optimal results. Mapping analysis reveals target populations; district territorial boundaries; travel distances for recruiters; and, real estate mapping for USMC facilities. Each strategy and execution is designed so each recruiter may identify, attract and enlist the best and brightest of America's young men and women for tomorrow's Marine Corps.

The USMC team recognized that they needed to improve the recruiting program's efficiency when they reviewed the strict applicant qualification standards, shifts in population demographics and competition from other branches of the military.

They knew that mapping analytics would deliver key insights and implemented Pitney Bowes Business Insight's MapInfo Professional.

Business Challenge

The United States Marine Corps (USMC) serves as a branch of the U.S. military that operates under the U.S. Department of the Navy to provide a combined arms task force during a time of war, national emergency or contingency operations.

There are currently 3,116 active duty and reserve recruiters and a total of approximately 400 locations nationwide in six districts. USMC recruiters face the challenge of consistently locating target applicants within particular populations. Each month, the search is on to meet the contracting mission for new, qualified applicants who meet the USMC's high set of standards. For example, new recruits have to be a high school graduate or equivalent, within an acceptable range on the Armed Services Vocational Aptitude Battery (ASVAB) and be within the 17-24 age range.

The USMC strategically plans and deploys recruiting resources for optimal results. When selecting possible applicants to join their Corps, USMC recruiters analyze their performance competitively, and also determine additional geographic and demographic areas, which work well for other branches of the armed forces.

As a result of qualified applicant standards, shifting populations and competition, the USMC recognized that they needed to improve the recruiting program's efficiency with mapping analytics.

The United States Marine Corps enlist approximately 38,000 new recruits each year.

Solution

The USMC needed the ability to improve their recruiting decisions so they could locate and communicate with Marine candidates. Additionally they needed a solution that could help them accomplish multiple projects at once.

To identify appropriate recruiting zones, USMC experts pull population and education data to create a map which is analyzed for potential applicants. Target-rich zones are layered over maps of the recruiting districts. Territory lines are redrawn in real time to minimize travel time and maximize face-to-face interactions with potential recruits.

After considering all the technology options, the USMC integrated Pitney Bowes Business Insight's MapInfo Professional®. The mapping and geographic analysis desktop application allows users to easily visualize the correlation between data and geography. Using this solution, the USMC gains advanced insight into population trends with data-enriched maps that improved their spatial analysis.

Location intelligence helps the USMC see where new stations need to be built, which stations need to be merged and which should be closed down. At the same time, the USMC can review past recruiting data to better understand where their efforts have been successful and what types of recruiting stations worked in particular population zones.

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TECHNOLOGY USED

- Pitney Bowes Business Insight's MapInfo Professional.
- MapMarker

Results and Benefits

The recruiting program has seen consistently growth in recruiting qualified USMC candidates.

Ability to greatly improve each district's ability to meet recruiting goals with territory boundary redrawing and resizing.

Optimization of recruiting facilities real estate activities. With the mapping technology, the USMC determined which stations were necessary and closed the facilities that were no longer needed

The USMC Recruiting Command needed to continually advise their district leaders about where to deploy recruiters and determine the best type of stations to build in new recruiting zones.

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