

CASE STUDY

Retailer Deploys Flexible RPO Solutions to Scale Hourly Hiring

The Company

Our client is a leading retailer of automotive products and services with over 1,500 locations globally.

The Situation

Faced with an underperforming RPO supplier in challenging retail markets, the client looked to transition away from its existing RPO provider to a high-touch, high-volume replacement. As Broadleaf was engaged with existing corporate assignments for the client concurrent with its search for a new RPO supplier, its company executives were interested in exploring our flexible RPO solution. We began a six-month pilot RPO program to augment the client's bench of talent, one that would steadily expand in both size and scope as time progressed. Pleased with our results at the end of the pilot, the client was eager to expand its agreement with Broadleaf to continue to reap the benefits of our RPO program.

The Challenge

Upon taking over from the incumbent RPO provider, Broadleaf immediately dove right into the client's high-volume hiring initiative.



Initial project difficulties arose upon assisting the client with its staffing needs for hundreds of hourly openings at once.



To keep pace with the vast number of openings that needed to be filled, the client asked our team to dedicate in-market recruiters to the program. These resources developed a deep understanding of the nuances that accompanied unique labor markets.

“We appreciate Broadleaf's continued dedication to our company and their work in promoting a positive candidate experience.”

— Head of Talent Acquisition

RESULTS SUMMARY

35,000
applicants reviewed

15,000
applicants phone and
video screened

2,200+
associates hired



The Solution

Prior to RPO implementation, Broadleaf assigned a dedicated program team to handle the client's recruiting needs. Actively involved in the account's day-to-day operations was a director of client delivery, project manager, team of market recruiters, and centralized team of sourcers. Our FlexRPO team provided end-to-end hiring support for 300+ retail locations across nine states along with supplemental sourcing support for corporate and distribution center roles. Our recruitment solution was designed and built to scale up and down to support each local market. This presented the client with unparalleled flexibility and a unique ability to quickly mobilize the team to meet local market workforce demands.

300+

retail locations
across nine states
supported by our
FlexRPO team

The Results

Broadleaf's value-driven RPO program has driven exceptional performance improvements and cost savings to the client. Our team has seamlessly managed the client's full-scale recruiting process while implementing innovative reporting metrics that improved operational efficiencies. Annually, we manage over 35,000 applicants and conduct more than 15,000 phone and video screens, resulting in the hiring of 2,200 hourly associates. Moreover, our efforts reduced the interview-to-hire ratio to 2:1 and time-to-fill to under 10 days.

To summarize, our flexible RPO solutions achieved the following results:

- Handled 35,000+ applicants
- Conducted 15,000+ phone screens
- Hired over 2,200 hourly associates
- Lessened the client's interview-to-hire ratio to 2:1

Upon the outbreak of COVID-19, Broadleaf downsized our team to properly align with the hiring needs of the company while requisition numbers slowed during the initial months of the pandemic. When demands began to escalate, however, we were able to appropriately scale our hiring team to address the client's growing needs. In August alone, Broadleaf made over 250 hires that bolstered their in-store talent.

>10
days
time-to-hire

246
hires in
one month



To learn more, visit broadleafresults.com or call 800.568.8310

