

CASE STUDY

# Strategic RPO Hiring for an eCommerce Business

## The Client

A Fortune 100 multinational retail corporation, our Client is known as the largest private employer in the world (nearly 2.2 million employees). The organization maintains over 10,000 stores in 26 countries.

## The Situation

Due to the acquisition of a prominent eCommerce company, our Client needed to ramp up its recruiting efforts and execute on its CEO's strategy to transform the company's online experience. Ultimately, company executives were intent on expanding its product inventory and integrating digital assets across retail product categories by hiring the following roles:

- eCommerce Category Specialists
- Category Managers
- IT Specialists
- Digital Marketing Specialists

## The Challenge

Our Client's recent acquisition threw a wrinkle in its overall hiring processes.



As the acquired company was incorporated into our Client's organization, process changes were constant.



Our team had to manage two separate hiring processes and recruiting systems while building real-time recruiting dashboards for both functions.

“We deployed our proven FlexRPO model within three weeks by designing virtual and onsite working sessions to yield a minimum viable product (MVP) solution.”

## RESULTS SUMMARY

**92,000+**

qualified prospects sourced

**10,000+**

candidates phone screened

**3,000+**

interviews conducted



## The Solution

Per a request from our Client's executive team, Broadleaf began its recruiting efforts by sourcing top talent from the top 40 universities in the United States. Our focus was primarily centered on two locations: San Bruno, CA and Hoboken, NJ.

We deployed our proven FlexRPO model within three weeks by designing virtual and onsite working sessions to yield a minimum viable product (MVP) solution—one that maximized candidate quality and program flexibility. Moreover, we coordinated interview days to reduce time commitments from our Client's eCommerce hiring managers and leadership team.



“The success of our RPO solution was based in part on a commitment to data and analytics.”

## The Results

Our team leveraged advanced reporting capabilities that evaluated the types of messages that resonated with candidates, which yielded a stronger slate of candidates. We also leveraged data on recruiting trends to effectively attract pools of first-rate college graduates.

Upon conclusion of our two-year RPO project, Broadleaf's FlexRPO team generated the following results:

- Sourced over 92,000 qualified prospects
- Phone screened more than 10,000 candidates
- Conducted nearly 3,000 interviews
- Made more than 500 hires



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