

Strategic RPO Solution for Technology Hiring

The Company

A \$650-million Healthcare Services organization with over 3,000 employees and 30+ offices across the U.S. and India, they provide a broad range of health services, including analytics, benefit coordination, payment integrity, and population health management solutions.

The Situation

Our client sought a proven RPO partner with deep IT recruitment expertise to fill challenging positions—including security engineers, database engineers, enterprise and network architects, data scientists, and analysts. Without internal technical recruiting expertise and limited bandwidth, our client had a history of utilizing high-cost contingent search agencies where technology positions sat vacant for months. Because of our long-standing MSP partnership managing its contract labor program, the company looked to Broadleaf to quickly integrate our industry-leading RPO solution to significantly ramp up their IT hiring efforts.

The Challenge

Broadleaf faced an uphill battle in filling these highly skilled positions in hyper-competitive markets.



The need for consistent and timely feedback on candidate quality and interview performance.



Due to salary band limits, hiring managers were too conservative when constructing attractive compensation packages.



The high-caliber technical talent that the client sought required a very competitive base salary to attract passive talent.

RESULTS SUMMARY

\$150,000

cost savings compared to contingent search

2,200

IT candidates sourced

250

qualified submittals



The Solution

Leveraging our relationships with the client's key stakeholders—along with our understanding of their internal processes and company culture—Broadleaf went to work to fast-track our RPO solution and industry-leading CRM platform. Our team implemented a proven methodology to ensure key leaders were informed and engaged. Acting as an extension of the HR team, we assembled IT recruitment consultants and sourcers, along with a dedicated project delivery manager, to lead our client to successful hiring outcomes.

Broadleaf deployed a number of reporting tools to track and source data—including Microsoft Power BI—that worked in conjunction with the company's HR system to display recruiting activity metrics such as candidate pipeline volume by position, time-to-submit, and interview-to-hire ratios. We set an aggressive target KPI of five offers per month to ensure that our recruiters met appropriate deliverables.

The Results

Broadleaf not only quickly staffed the client's IT department with premier tech talent, but also delivered tremendous value and significant cost savings. Serving as a trusted advisor, we amplified the company's employment brand while improving the candidate experience and employment IT value proposition in key markets.

We advised the client on effective offer management strategies and appropriate salary structures by providing them with relevant labor market compensation data to increase the number of accepted offers.

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

- Generated over \$150,000 in cost savings
- Sourced over 2,200 passive IT candidates
- Submitted more than 250 qualified candidates
- Yielded the hiring of more than 20 IT professionals

At the conclusion of the project, Broadleaf generated over \$150,000 in cost savings for the client when comparing our pricing model to that of a search agency. We effectively sourced over 2,200 passive IT candidates and submitted more than 250 candidates, hitting a 70% interview conversion rate.

In total, our RPO team yielded the hiring and onboarding of more than 20 professionals, thereby providing a much-needed influx of high-quality tech talent to support the organization's growth. Despite facing a difficult task in filling skilled positions in hyper-competitive markets, our average time-to-fill of 50 days demonstrated our commitment to effective sourcing approaches and recruiting efforts.

70%
interview
conversion rate

50
days
average
time-to-fill



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