

CASE STUDY

Strategic RPO Partnership in Hotel Management

The Client

One of the fastest-growing hospitality companies in the United States, our Client consists of 15 major brands and maintains a footprint of more than 1,200 hotels across the United States, Canada, Chile, Columbia, Ecuador, Egypt, Peru, and St. Maarten.

The Situation

After two key acquisitions significantly bolstered the size of its portfolio of hotels, our Client sought a proven RPO provider to fill a variety of corporate, management, and hotel roles. Our four-year strategic partnership has blossomed due to recent acquisitions as Broadleaf was engaged to fill hundreds of positions nationwide—all within an accelerated hiring timeline.

“Broadleaf is the best partner that I’ve ever worked with in my career.”

– VP of Human Resources

The Challenge

Because of our Client’s penchant for exploring acquisition opportunities—particularly during the COVID-19 pandemic—Broadleaf was tasked with keeping pace with an exceptionally high volume of requisitions. Their inefficient hiring processes proved challenging when trying to source, interview, and onboard candidates within tight hiring windows.



As the organization expanded its coast-to-coast presence, challenges ensued when filling roles in remote locations.



When recruiting and hiring full staffs of hotel workers, our team directly sourced for difficult and hard-to-fill roles such as maintenance technicians.



Our Client added a new shared services center that needed to be built from the ground up.

RESULTS SUMMARY

25,000+
prospects generated

6,200+
candidates phone screened

1,000+
interviews conducted



The Solution

To optimize our recruiting efforts, Broadleaf designed and implemented our customized RPO solution within a three-week timeframe. In the current iteration of our program, we leverage a team that consists of the following resources:

- Manager of Client Delivery
- 12 RPO Recruiters
- RPO Coordinator

With access to extensive recruiting resources, Broadleaf's flexibility and adaptability were critical in effectively supporting our Client's high volume of requisitions. We utilized several creative recruitment strategies—including video job descriptions and texting campaigns—to connect with a broader candidate audience. Our team also found success when utilizing campaigns through job boards like Indeed and LinkedIn to target additional job seekers. Moreover, we designed a real-time recruiting dashboard within Microsoft Power BI, which integrated data from Broadleaf's Avature CRM and our Client's Workday system.

The Results

Since kicking off this large-scale RPO project, Broadleaf has filled over 450 positions to support our Client's corporate and hotel roles. As our Client has continued purchasing additional properties nationwide, our program team has remained flexible and nimble to keep pace with hiring demands and adequately staff these hotel acquisitions.

Much of Broadleaf's program's success can be attributed to the sense of trust and transparency that was developed with our Client. By working hand-in-hand with many of the organization's primary TA and HR stakeholders, Broadleaf has been able to deliver results that are both efficient and cost-effective.

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

- Generated nearly 25,000 prospects
- Phone screened more than 6,200 candidates
- Conducted over 1,000 interviews
- Filled over 450 positions
- Lessened our Client's interview-to-offer ratio from 8:1 to 3:1
- Lessened our average time-to-fill of 35 days for hotel roles and 43 days for corporate roles
- Reduced the fill time by 25% for our Client



To learn more, visit broadleafresults.com or call 800.574.2171

