

CASE STUDY

Value-driven RPO Program Achieved Performance Improvements and Cost Savings

The Client

A global leader in market research and consulting, with 100+ offices around the world, our Client's 18,000+ employees use science and technology to deliver reliable information to their customers.

The Situation

Experiencing a high level of growth, the Client needed to ramp up its recruiting efforts. To supplement their talent acquisition team—across ten business units including channel performance, healthcare, innovation, and public affairs—the Client looked to Broadleaf to fill up to 50 of the following professional roles:

- Account Manager
- Senior Account Manager

The Broadleaf team seamlessly managed the Client's full-scale recruiting process while implementing customized reporting tailored to the Client's needs.

The Challenge

To successfully attract candidates—with strong customer relationship-building abilities and interpersonal communication skills—the Broadleaf team would need to overcome the following challenges:



Hard-to-fill niche positions were common at specific Client locations.



Hiring manager turnover was creating hiring process bottlenecks.



Adoption obstacles and resistance from the Client's executive sponsors.



The Client was not open to remote work options and attracting candidates willing to work in an office environment was difficult.



Experiencing high levels of attrition, the Client was not aware of how their organization was viewed as an employer by their current, former, and future employees.



Pay rates were not competitive with local markets and hindered the success of the Client's talent attraction efforts.

SOLUTION SUMMARY

6,320

candidates sourced

868

phone screens conducted

377

candidates presented to the client



The Solution

Before sourcing or recruiting candidates, our team orchestrated meetings with each Client business segment. Broadleaf then assigned a dedicated program team, consisting of the following resources, to handle the Client's recruiting needs:

- Four (4) recruiters
- An offshore team of sourcers

Broadleaf's solution included:

- Holding remote and onsite weekly meetings—with the Client's vice presidents, directors, and talent acquisition team—at each of the ten business units located throughout the United States.
- Building rapport with the Client's Executive Sponsors and Human Resources Managers to reduce program adoption and hiring process bottlenecks.
- Conducting a needs assessment to determine how the Client's brand was perceived in the marketplace.
- Implementing customized and innovative reporting metrics that improved operational efficiencies.

The Results

Broadleaf's value-driven RPO program achieved exceptional performance improvements and cost savings for our Client. Our team seamlessly managed the Client's full-scale recruiting process while implementing customized reporting tailored to the Client's needs.

Our flexible RPO solutions achieved the following results:

- 6,320 candidates sourced
- 868 phone screens conducted
- 377 candidates presented to the Client
- 291 candidates accepted by the Client
- 91 hiring manager interviews conducted
- 66 offers extended
- 43 hires

Supplementing the Client's talent acquisition team, we sourced, recruited, and filled niche positions to support our Client's high level of growth. The Broadleaf team demonstrated the value of our extensive recruiting resources and successfully attracted and hired several Director and Vice President candidates for our Client—in addition to the Manager and Senior Manager positions we were contracted to fill.



To learn more, visit broadleafresults.com or call 800.574.2171

©2022 Broadleaf Results

