

## HIGHER PERFORMING RECRUITING MODEL

A major telecom provider faced multiple recruiting challenges as a result of its decentralized and fragmented recruitment processes. PeopleScout partnered with this provider to implement a first-generation RPO program to migrate from a decentralized pre-RPO state to a higher-performing recruiting model. The implementation was a great success and established the foundation for an RPO program that supported more than 1,400 stores and nearly 13,000 hires for retail positions in 2018 and improved the average time-to-clear from 11 days to eight days.

### SOLUTION HIGHLIGHTS

- **CENTRALIZATION AND STANDARDIZATION OF THE RECRUITMENT PROCESS**
- **SCALABLE RECRUITMENT MODEL TO ADDRESS CHANGES IN HIRING NEEDS**
- **TARGETED AND INNOVATIVE GRASSROOTS AND DIGITAL SOURCING STRATEGY**

## HIGHER PERFORMING RECRUITING MODEL

### SCOPE & SCALE

In 2017, PeopleScout was hired by a major telecommunications carrier to implement a first-generation RPO at more than one thousand stores. The implementation established the foundation for an RPO program that today supports more than 1,400 stores and nearly 13,000 hires.

### SITUATION

The telecom provider wanted to reduce store-to-store inconsistencies and migrate from a highly decentralized pre-RPO state into a high-performing model. The provider wanted to improve response times to seasonal demands and decrease poor candidate quality and below-average customer experiences.

### SOLUTION

#### INNOVATIVE, TARGETED SOURCING

PeopleScout implemented a consistent workflow for the company's businesses and initiated digital interviewing with additional screening. Adding additional screening reduced the hiring manager's overall involvement in the process and created efficiencies. PeopleScout also facilitated "same day interview, next day offer" practices to qualified candidates.

#### BRANDING PARTNERSHIP

The telecom provider provided a library of images for use in digital and advertising campaigns that greatly enhanced recruitment marketing. PeopleScout and the telecom talent acquisition partner collaborated closely to make sure outbound marketing was appropriate and of interest.

### RESULTS

#### STRATEGIC PARTNERSHIP

A targeted and innovative sourcing strategy and a solid branding partnership were influential in the program's evolution. In 2018, PeopleScout hired nearly 13,000 employees for this telecom provider and improved average time-to-clear from 11 days to eight days. The scope of work also expanded into a strategic partnership with one of the world's largest pharmacies where the telecom provider's products could be sold at additional retail locations.

