

automotive leader expands RPO program to overcome competition, increase diversity recruiting and veteran hiring.

industry: automotive



challenges & goals

- 75% of roles are for high-demand, low-supply positions in the technology space
- widen the talent pool and address increased demand for tech talent
- change perceptions of its employer brand from a manufacturer to a modern technology company to recruit the best candidates
- build an inclusive workforce that better represents its consumer-base



solution

Having already achieved success with recruitment process outsourcing (RPO), the company expanded its program with a greater focus on diversity and inclusion, military veteran hiring, employer branding, as well as campus recruiting.



key results

- exceeding diversity hiring targets by 10%, to date
- hiring manager satisfaction at 3.91 in 2018
- candidate submittal to interview rates at 89% (target is 70%)
- 700,000+ leads in the candidate database

[> read the full case study](#)

