

MSP case study: direct sourcing and talent marketing deliver rapid access to contingent talent.

industry: financial services



challenges & goals

With a sizable contingent worker population across EMEA., the U.S., and APAC, this financial services firm sought to gain greater agility by bringing contingent talent onboard more quickly. Ensuring compliance and governance are also key due to the industry's highly regulated nature.



solution

The company partnered with Randstad Sourceright on a managed services program (MSP). The MSP built a direct sourcing strategy that combines talent pooling and programmatic advertising strategies that use the client's brand. Video interviewing speeds up the screening process, while chatbot technology provides answers to commonly asked questions, enhancing the candidate experience.



key results

- Since implementation in July 2020, 100% of roles in EMEA have been delivered by direct sourcing.
- Time to offer in EMEA is 11 days on average.
- Contingent candidate experience is rated at 4.1 out of 5 on average, while 79% of hiring managers score the experience at 8 or higher.



[> read the full case study](#)