

integrated MSP case study: speed onboarding with market intelligence and a direct hire strategy.

industry: insurance



challenges & goals

A large insurance company needed to grow its contingent workforce quickly with high-quality talent, which required an optimized hiring strategy. The organization considered how taking a more holistic talent strategy could fill critical customer service roles faster, without sacrificing quality.



solution

Building upon an existing successful integrated managed services program (MSP) with Randstad Sourceright, the company moved to a fully integrated hiring strategy with a targeted direct-hire component. Using Randstad Market Insights, the MSP recognized many of the contingent hires eventually converted to permanent roles. As a result, the program expanded to source and hire licensed customer service reps directly through the integrated MSP.



key results

With the expanded program in place, the insurance company saw a 75% boost in staff over prior year, a 92% retention rate and significant cost savings. Using the direct hire strategy, the organization reduced onboarding time to just four weeks, compared to 12 weeks for contingent hires.



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