

turning to RPO to upgrade sourcing and talent pipeline

in North America to compete for critical technical skills.

“By working with us to streamline our processes, expand our pipeline and achieve consistent performance improvement, Randstad Sourceright is helping our company directly address its most challenging talent needs for today and the future.”



filling difficult roles

the success

Randstad Sourceright successfully addressed long-standing aging vacancies and established an ongoing strategy for reducing time to fill for skills that have been consistently difficult to acquire, decreasing engineering TTF by 15% compared to local market average.

greater talent access
to software engineers

Recruitment marketing technology was implemented to help build and manage a 15,000 candidate software engineer pipeline, resulting in a highly intelligent and engaging program reaching thousands of candidates.

direct-sourced hires more than
double the national average

At 29%, direct-sourced hires at the client are consistently outpacing the national average of 12%, thanks in part to an improved talent pipeline and dedicated sourcing resources provided by Randstad Sourceright.

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the situation

This leading global supplier of technology and services employs roughly 375,000 associates worldwide, with nearly 29,000 associates in 100 locations across its North America operations. The company serves several sectors, with technology and services related to industrial operations, consumer products, energy, building technology, and notably, the automotive industry.

In its automotive supplier operations, the company depends on highly skilled IT and engineering talent. Engaging these talent types is a common challenge facing many companies as they compete outside their industries for critical technical skills. In particular, new research into driver assist and similar technology requires skill sets that are new to the automotive industry. To help address the changing skills demands and the overall competitive landscape for today's workforce, the client needed a talent partner to move its strategy forward.

In 2014, the company turned to Randstad Sourceright as a trusted [recruitment process outsourcing](#) (RPO) partner. Key challenges for the new RPO would be a need to expand the talent pipeline for key positions and to improve related sourcing capabilities.

the solution

- Applying a Kaizen event, part of a Six Sigma-related collaboration and improvement effort to review and improve existing approaches, the client and Randstad Sourceright eliminated steps and refocused participant roles to streamline the recruiting process.

- The end-to-end RPO provides comprehensive services, including sourcing, candidate care, hiring manager care, screening, interview management and offer and onboarding support. This enables hiring managers to focus on selecting the best candidates and helping successful ones to quickly onboard and contribute to the company as soon as possible.
- Recruitment resources are applied to three on-site locations with approximately 25 to 30 team members, half of whom are virtual. Some variations occur as the team scales to meet changing business needs. This arrangement provides the best balance of high-touch services with cost-effective off-site recruitment expertise.
- Specialized support includes sourcing through Randstad Sourceright's Talent Innovation Center. Key contributions include a highly effective recruiting strategy framework, supply and demand analytics, salary analysis, specialized training and supporting technology. The Talent Innovation Center also provides optional access to additional subject matter experts in areas such as employer branding, workforce diversity and additional talent technology.
- A recruitment marketing platform was implemented to manage candidate engagement and facilitate a robust pipeline for key positions. It provides results from all of the client's recruitment marketing channels and tactics with a single dashboard and gives hiring managers comprehensive insights.
- The execution of an intern hiring program yielded 200 intern positions per year and 150 positions annually for "co-op" engineering roles.
- Offshore sourcing resources include Randstad Sourceright partner organizations to provide research and potential candidates, allowing recruiters to focus on candidate and hiring manager care.