

# RPO case study

industry: appliance manufacturing

## HR tech and talent analytics enhance recruiting.



challenge

As a large, global home appliance manufacturer, the company sought to eliminate silos, centralize talent acquisition, and create a cost-effective and unified talent acquisition strategy across its operations.



solution

Recruitment process outsourcing (RPO) — supported by video interviewing, chatbots, talent analytics and Candidate Connect — drives the assessment, interviewing, hiring and onboarding of qualified talent.



key results

With the RPO in place, the company has hired 700 employees with a time-to-offer rate of 44 days, well under the SLA of 55 days. Twelve-month employee retention is at 95%, and cost-of-hire is 21% below the target investment.

### Leading global manufacturer centralizes talent acquisition and boosts retention with recruitment process outsourcing.

#### lack of consistency leads to waste

For the world's leading global manufacturer of home appliances, it's critical to build teams of exceptionally talented people who feel empowered to do their best work. Yet, to advance this priority, the company recognized the opportunity to improve on several key areas of its hiring strategy.

Taking on a [more holistic view](#) of global operations, company leaders hoped to standardize its recruitment processes. They also sought to optimize use of the tools and HR tech used at each location. With hiring managers working in silos across the organization, they saw an opportunity to centralize hiring. This approach would bring insights to the business, and allow talent leaders to implement best practices company-wide. At the same time, leaders wanted to achieve overall cost savings around talent acquisition.

#### HR tech and talent analytics drive hiring results

Seeking a joint, scalable delivery model, the company now partners with Randstad Sourceright on an end-to-end [recruitment process outsourcing](#) (RPO) talent acquisition model. Under the global manufacturer's program, the same recruitment technologies are used across the board. Insights are easily accessed through talent analytics, and the company's hiring strategy can quickly respond to evolving market conditions and business imperatives.

Since implementing the RPO, the company's streamlined recruiting model has onboarded hundreds of new employees. These roles range from entry-level hires to engineers, managers and executives. Through collaboration and a consultative relationship, hiring managers get the support they need to hire the best talent. They also have more time to focus on strategic initiatives.

Key to the success of the RPO program is the company's [HR tech strategy](#). [TalentRadar](#), Randstad Sourceright's advanced analytics platform helps talent advisors accurately forecast hiring needs and report on recruitment performance. And Montage allows the employer to effectively screen hundreds of candidates using video interviews.

Candidates can even schedule interviews by answering a few basic questions. Together, these technologies help deliver a more consistent hiring process and more effective vetting of candidates earlier in the process.

Other tools, like assessments, help hiring managers find the best people by evaluating their fit for the position, as well as the company itself. And by focusing on behavioral characteristics that are predictive of success, the company is creating a more objective screening process.

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### lowering costs, exceeding expectations

Through these new strategies, the company is improving its entire recruiting process while bringing greater consistency across its operations. In the program's first year, the company hired nearly 700 employees. Time to offer averages at 44 days, well under the target of 55 days. At the same time, 12-month employee retention is high at 95%.

The company is also seeing significant improvements in its diversity and inclusion objectives. RPO has helped increase gender diversity and add hundreds of military veterans to the company's talent network. All of this was achieved with a cost-of-hire 21% below the target investment, meeting leadership's expectations.

Through a consultative recruiting model that is driven by technology, the company's talent teams are also creating a more consistent hiring process across the enterprise. The talent experience has been elevated, and talent leaders have gained the visibility needed to be a business partner to the organization.

ready to centralize recruiting at your organization?

Check out this one-stop resource for understanding the benefits of RPO, what you need to build a business case, and how other human capital leaders around the globe are making a business impact. Be sure to get your RPO Playbook while there to learn more about how HR tech and talent analytics can drive results.

start my journey