

CASE STUDY

A leading Recruitment Agency generates **415% ROI** through Smart Candidate Sourcing



CLIENT

A leader in delivering staffing solution within transformation and technology markets.



Business challenges

The client was looking to expand their market reach and scale up their capacity while keeping the costs in check. Considering their long-term vision, they wanted to partner with an offshore RPO company which offered them flexible resourcing solutions and a robust, scalable model that would drive greater profitability for them.

Their expectations from the partner:

- > Improve ROI
- > Improve and restructure the current sourcing process
- > Condense time to hire
- > Deliver a healthier candidate experience with a high-touch approach
- > Leverage diverse sourcing channels and technology
- > Improve upon delivery of hard to fill positions
- > Increase the focus of in-house team towards bottom-line activities

Steps We Took:

A bespoke candidate sourcing strategy was recommended, which included an offshore workforce model with agility to scale operations up or down to combat market volatility, and elevate hiring quality, efficiency and speed.

- A dedicated team of 6 highly skilled sourcing experts (FTEs) was formed, operating as an offshore extension of the client's in-house recruitment team.
- The team was tasked to carry out active sourcing, screening and qualifying candidates for open job roles.
- A formal process review was carried out to gain an in-depth understanding of the roles to ensure the best and most relevant matches.
- Leveraged unique sourcing channels, techniques and smart tools to achieve:
 - ▶ Greater candidate engagement
 - ▶ A stronger talent pool
 - ▶ More successful hiring outcomes
 - ▶ Increased retention
- Sourcing channels used: Client ATS, CV database sites, Job boards, Social Media, Industry-specific platforms and forums
- Candidate communication medium used: Phone calls, Emails, SMS, Social Media messages
- Candidate experience was prioritised during talent engagement. Complete information regarding the roles, responsibility, and salary

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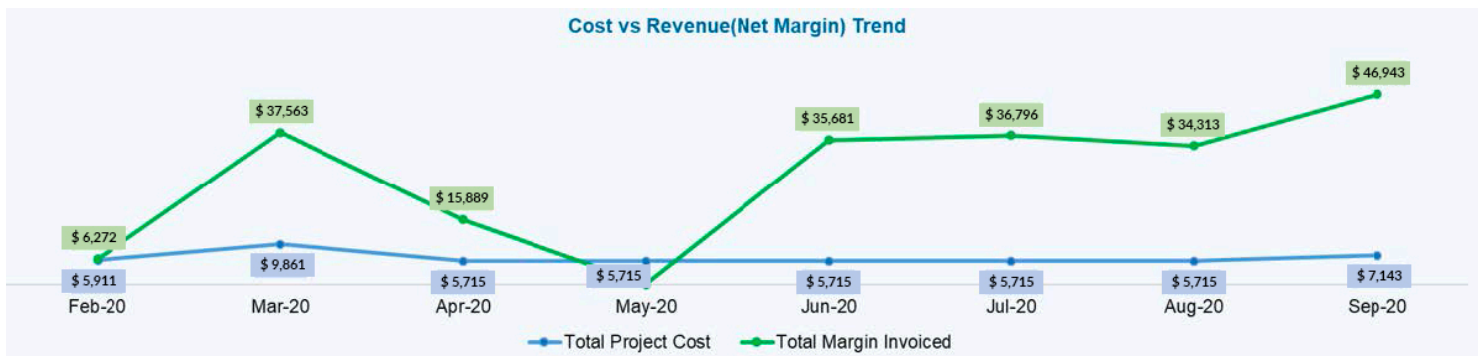
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was conveyed to the candidate, and high-touch communication was maintained throughout the process.

- Sourcing experts conformed to the requirement checklist provided by the client during the screening process.

- Strict pre-screening and compliance check were carried out before the candidate CV was sent to the client.

Resulting Business Impact:



- The client was able to scale up and down with ease to cope with the COVID crisis.
- 20 candidate-placements accomplished between Feb 2020 and Sept 2020.
- Revenue generated over the same period was \$213,458 at a total cost of \$51,488
- The client achieved an average Return on Investment of 415%.
- The client achieved Return on Investment of over 600% every month between Jun 2020 and Sept 2020.
- Our robust reporting activities facilitated client to make better strategic decisions, enabling them to understand the ratio between sourced, interviewed and hired candidates