

CASE STUDY



A \$5 BILLION BUSINESS PROCESS OUTSOURCING CLIENT IMPLEMENTS SOURCING SERVICES TO OPTIMIZE THEIR HIGH-VOLUME RECRUITMENT STRATEGY

THE PROBLEM

A large Business Process Outsourcing client based in the United States was experiencing challenges associated with high volume hiring for customer service representatives across six challenging US markets. The industries included healthcare, insurance, cable, technology and retail.

They needed higher quality candidates and in greater volume. The client had aggressive performance goals and their no-show rate had surpassed the industry average of 67%.

Their internal team was stretched from the constant cycle of hiring and interviewing, so they looked to outsource the process to achieve greater efficiency.

THE RESULTS

Over a 12-month engagement, the TI team sourced 13,251 candidates and scheduled 3,852 interviews. Ultimately, 925 candidates were interviewed and 616 were hired.

The client goal was \$350 per hire and TI surpassed this goal by delivering \$249.29 per hire, saving the client \$62,000 on a \$200,000 spend

The no-show rate stayed consistent at 60%, outperforming the industry average of 67%. Of all candidates hired, 73% started, which surpassed the company average of 70%.

THE SOLUTION

The TI team implemented a high-volume recruiting strategy using optimized postings, streamlined processes and technology to schedule in person interviews.

The TI team crafted postings and ads on top job boards, which were optimized for format, keywords and cost-per-click rates, resulting in better candidate quality and show rate. TI developed a comprehensive multi-platform reminder system to ensure the no-show rate exceeded the client's goals.

This thorough process enabled the TI team to set themselves up to exceed KPI's and allow the client to reallocate resources to more critical work.

616

HIRES

\$249.29

PER HIRE

60%

NSR

