CASE STUDY ⓣ

A MULTI-BILLION-DOLLAR LOGISTICS & TRANSPORTATION CLIENT UNDERGOING DIGITAL TRANSFORMATION OVERHAULS JOB DESCRIPTIONS TO MATCH MARKET TRENDS TRENDS

THE PROBLEM

A large logistics & transportation client based in North America had recently completed updating their digital capabilities across the entire organization. This included an increase in their business intelligence and data analytics efficiency, specifically, their AI & machine learning, Salesforce and RPA teams.

These changes created new divisions and roles, which were left unfilled as the business struggled to craft accurate and appealing job postings. While the executive team had created the organizational strategy & design, the HR, recruitment and business groups struggled to find and hire the right talent post digital transformation.

To modernize their workforce, the client's talent acquisition processes needed an update, including their job descriptions and postings. They were not aligned internally nor were they competitive in attracting the caliber of talent they so needed.

THE SOLUTION

The Talent Intelligence Innovation team recommended and implemented the Job Description methodology for this client's pain points. This solution included a two-pronged approach.

The first portion was an internal analysis that involved subject matter experts from across the client organization. These SME's were employees who had a deep understanding of the open role, such as executives and managers. They participated in surveys, focus groups and content review & refinement.

The second portion of the TI approach included an external analysis, where the team conducted a competitive intelligence deep dive into the market. From both internal and external data, the TI team was able to update the structure, content and aesthetic of the client's job descriptions to appeal to the target talent market.

THE RESULTS

The TI Innovation team wrote over 100 unique, data-driven job descriptions and spoke with 30 subject matter experts across the client's IT department. By rewriting all the job descriptions during a succinct 3-month period, TI created much-needed consistency and cohesion across the client's IT department.

The job description rewrites provided a fundamental framework for numerous client HR initiatives such as performance management, training, development and career pathing. The TI team created clear role profile distinctions, allowing for the recruitment of higher quality candidates. With this solid foundation, the client was also able to set new recruitment KPI's around time to hire, quality of hire and turnover reduction.

The long-term results will eventuate over a 6 to 12 month period as additional talent attraction and retention initiatives are developed in this collaborative, ongoing partnership.