

BENEFIT | CUSTOMER EXPERIENCE – SERVICE SATISFACTION LEVELS

Although they have no issue attracting candidates, the application process was poor in comparison to their leading competitors which resulted in a poor satisfaction from the hiring manager community.

Company overview

INDUSTRY: **TECHNOLOGY**

LOCATION: **UK + GLOBAL**

NO. OF EMPLOYEES: **8,500**

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A British semiconductor and software design company based in Cambridge, England. We had almost no supply into our client in the UK prior to being awarded the RPO, however were able to demonstrate through our Global Operating Model how we will deliver on the key problem statements identified by our client, coupled with our Global reach and understanding of the local and technical markets. The RPO service has now expanded into Early Career as a key strategic focus for gaining tech skills, and into MSP for their contingent recruitment to provide a Total Talent Management service for UK.

The challenge

Our client had no issue attracting candidates but strong need to enhance application / recruitment process. They were losing candidates to the likes of Apple who are known to have an excellent candidate journey and satisfaction levels. This had a huge impact on the HM satisfaction levels.

The solution

Hays worked with our client to improve the EVP as they were losing candidates to companies with excellent EVP and candidate engagement. Our Recruitment Partners focused on the relationships with Hiring Managers to improve processes and efficiencies.

We also utilised the marketing & analytic partners to provide a consultative approach. The Sourcing Partners focused on engaging with candidates to create talent pools and using the relationships the recruitment partners have established with the Hiring Managers, to decrease the time to hire which increased the satisfaction levels.

The outcome

Candidates and HM satisfaction levels significantly improved. Global TA Director commented that “it was the most seamless RPO implementation that he had ever seen”. Senior Global TA Director “Your service delivery is exception! You have got us to a place in terms of direct fill, time to offer and satisfaction that we have never been in”.

FAST FACTS

Reduced time to offer from 116 days down to 56 days for the last quarter

Direct fill is currently 99% globally – little reliance on other suppliers

Seen highest levels of satisfaction from candidates and hiring managers

Circa 1,000 experienced hires a year across the globe. Predominately tech

Service satisfaction levels improved dramatically to 95% CSAT scores

“It was the most seamless RPO implementation that he had ever seen”. Senior Global TA Director