

WHAT IS THE VALUE OF A RECRUITMENT PARTNER? WHAT ARE THE RPO RETURNS & BENEFITS ON INVESTMENT & EXPERIENCE

By Joe Mascia, NoblePlans

- The Big 4 “E-Points” significant points for outsourcing recruitment
 - EFFICIENT PROCESS – QUICKER & PROFICIENT> more timely, systematic approach, maximizing and optimizing internal resources, maintaining compliance, reducing burn-out
 - improve time to hire
 - consolidate and strengthen recruitment process activities
 - leverage best in class technology providing Access to advanced and integrated technology not otherwise known
 - improved recruiter quality
 - flexible, customized, and scalable solutions
 - realign staff to core competencies and mission critical functions
 - reduce third party vendor roles
 - reduce risk and liability by improving compliance
 - reengineering and reenergizing the process
 - provide partnership through collaboration
 - Consistent, standardized best practices approach within the process
 - *HR liberation*: HR recruitment and administration can become enslaved to ineffective and inefficient recruitment, from 25% - 75% of job.
 - Front and back office A&G support released for more strategic assignment
 - Hiring managers who don’t have time to screen, hire, recruit due to workload, scheduling > more focused on their day to day management
 - EFFECTIVE SOLUTIONS – BETTER QUALITY & IMPROVED PROCESS> quality services, better quality talent throughout reservoir and pipelines, employer messaging
 - increase candidate volume
 - reduce bad hires
 - Improved turnover ratios
 - integrate multiple sourcing methods
 - improve quality of candidates
 - Improved quality of hire for *better workforce fit* – increases worker probability for success
 - enhanced employer branding strategies
 - produce transformation in talent acquisition
 - provide partnership through collaboration
 - improve hiring manager satisfaction
 - improve/maintain a competitive market position/advantage
 - Desired outcomes are mission-centered for all business, especially non-profit
 - EXPENSE CONTROLLED – RESOURCE EFFECTIVE>affordable, cheaper, within budget, allows for reallocation of existing resources or personnel

- control or lower the costs of recruitment
 - Cost effective practice – not considered cheap but can certainly be less expensive
 - structured and fixed budget costs
 - scalable service to cost
 - provide partnership through collaboration
 - improve management of increasing recruitment fluctuations and staffing demands
 - optimized resources through improved workflow
- EXPERIENCE DRIVEN – COLLABORATION & PARTNERHIP> Stakeholder and Hiring Manager satisfaction, Candidate satisfaction
 - provide partnership through collaboration
 - customer care and relationship management at the center of the partnership – your successful outcomes is our success
 - event, project, and program based recruitment
 - release HR staff and resources to a more strategic and proactive purpose
 - adopt or provide better talent acquisition and management strategy
 - Global Recruitment Industry competitive advantages not otherwise realized without the RPO provider
 - Executives trust in the process, ROI/ROE, mission oriented best practice
 - Valued and trusted advisor in strategic recruitment staffing
- Improved workflow impact – time consuming, costly, and frustrating
 - Front and back office A&G support released for more strategic assignment
 - Hiring managers who don't have time to screen, hire, recruit due to workload, scheduling > more focused on their day to day management
 - HR recruitment and administration can become enslaved to ineffective and inefficient recruitment, from 25% - 75% of job.
HR liberation:
 - Can be more proactive and less reactive with talent management
 - Increased consideration to enhancement practices including staff appreciation and retention
 - More focus on talent management integration
 - Can be more strategic, analyzing metrics and making recommendations
 - Less crisis conscious
 - More productive exposure to skill building and current trends
 - Can spend more quality time with all staff (including key staff) > effective talent management
 - Can attend to staff feedback, coaching, and counseling
 - Can attend more effectively to performance management
 - Can attend more to career-pathing for employees
 - Can attend more to employee training and development

- Can attend more to benefit management and communication
 - Can attend more to leadership development, succession planning
 - Can attend more to strategic workforce planning initiatives
 - Increase attention to company branding, website, and promotion – ensuring that candidates are familiar and engaged with the company brand> improves quality of hire> new recruits have more clear expectations, more engaged:
 - Candidates know who the company is and isn't – therefore knowing more so what can be expected
 - What is expected from the candidate
- RPO talent pools allows senior management to release non-performers and wrong fit workers promptly, before dispiriting the workforce and deflating team spirit for the right people/workers
 - Recruitment is often not the primary responsibility of the individuals performing the function. Some HR administrators, generalists, and managers are not good recruiters – frustrations with the process, limited time/resources escalate dysfunction
 - Recruiters must be good salespeople – the more successful salespeople have experienced far more setbacks than their counterparts.
- We want our clients' to enjoy the benefits of Hiring Managers spending more time with better qualified candidates – so we work hard to maintain a primed Talent Reservoir leading to a better Talent Pipeline
 - Deliver clients out from the gap trap causes companies to remain trapped in failures instead of seeking out solutions> forward thinking companies seek out solutions to the trap cycle
 - Is Recruitment a Strategic Business Function or just another assignment of the HR department?
 - Is your current recruitment strategy adequate to meet your company needs, consistent with organization's mission, and maintaining pace in today's war for quality talent?
 - Does your company currently have a recruitment strategy? Where are you going?
 - Quality talent does exist?
 - Branding and Marketing Campaign – is your company providing a clear, understood, and recognizable message. Stats show that less than 17% of the time job seekers read a job posting word for word – so we have less than 2-seconds to capture the seeker> WE MUST SPEAK THEIR LANGUAGE. No longer is the "classifieds" sufficient for this source.
 - Is your Hiring Process... Consistent or Intermittent? Pressures to hire quickly especially when in crisis will usually result in poor judgments, less selective screening, and bad hires.
- *"The best people don't just walk in and ask for a job - usually because they are already working. If you want the best, you have to know what you need, where to look, and how to recruit them."...Mel Kleiman, CSP*

- *"With staff turnover rates ranging from 25% to 125% and increasing at alarming rates, without question the most important decision an employer will make about an employee is the decision to hire." Steven Hunt, PhD – Industrial Psychologist and author of "Hiring Success"*
- *It was only a few years ago that end-to-end RPO services first started showing up in HR organizations in the U.S. and Europe. Today, the market is more vibrant than ever, bolstered by widespread adoption by large and mid-size employers who are outsourcing both projects as well as their entire recruitment function. In a number of instances, organizations are treating external RPO vendors as an extension of their HR functions; others simply turn to RPO when they need to scale up quickly or find qualified candidates for hard-to-fill jobs. Andy Teng, Editor-in-Chief of HRO Today and HRO Europe magazines*