

# FINDING TALENT IN A SKILL- SHORT MARKET

HOW HAYS TALENT SOLUTIONS FOUND NEW SOURCING OPPORTUNITIES WHERE NONE EXISTED

## Company overview

INDUSTRY: **MANUFACTURING**

LOCATION: **USA & CANADA**

NO. OF  
EMPLOYEES: **2,000**

**Mining services company providing unique, and productive solutions in the Construction, Forestry, Road & Aggregate, and Mining industries. Functioning in 50 locations spread across the United States and Canada.**

Our client operates in a highly competitive talent market with skill-shortage for many key roles. There are more role vacancies than candidates available. On top of this, most roles are also geographically dispersed and therefore often more challenging to source.

## THE CHALLENGE

Prior to the commencement of our Recruitment Process Outsourcing (RPO) service, recruitment was managed by their Human Resources team which caused challenges and gaps in service as they could not dedicate as much time as they would have wanted, due to their other responsibilities. They were being pulled in too many directions.

In addition, there was a lack of a streamlined process and specialist expertise within the organization when it came to recruiting talent. Time-to-fill was lagging which hurt productivity.

## THE OUTCOME

At contract commencement, the scope of service included one specific skill category on a trial basis for one year. However, based on early successes, and after only eight months, the contract was extended to a three-year term. Our client was also able to reduce the number of external suppliers in other categories as they transferred all non-permanent hiring to Hays Talent Solutions. We now source all hires in all regions of their business. Our client saw a drastic decrease in time-to-fill and time-to-hire. The HR team can focus on their core HR responsibilities without the burden of recruiting. Sourced talent is now more qualified and tailored to the needs of the roles they are filling while talent pools have become available to pull from. Remote roles have also become easier to match due to marketing efforts that continuously contribute to targeted talent benches.

## THE SOLUTION

We implemented our RPO service and sourcing model based on our “Find and Engage” methodology to standardize processes and open channels not previously available. A thorough understanding of the client’s culture combined with our expertise and resources enabled us to introduce best-in-class processes with a focus on sourcing talent directly and in advance of demand. Our team set out to improve in the fit and quality of hires as well as the implementation of increased talent pools and benches ready to meet their needs quicker and with better talent than they had before.

Client stakeholders were trained in new processes while our team worked to provide proactive promotion for available roles by leveraging their brand, and ours.

## FAST FACTS

Delivered around 250 hires annually using One Touch & Ulti Pro

Roles hired: Corporate, Head of Legal, IT, Finance, Administration, Skilled Trade, General Labor

Average time-to-fill reduced from **72 business days to 49** after just five months

Time-to-start decreased from **94 business days to 66 business days**

Targeted nurture campaigns received an average of **74% click-rate.**

