

Success Story

RPO Allows HR Leaders to Focus on Business Strategy

Business Issue

A global distributor and manufacturer of chemicals operating a regional headquarters in Shanghai had a strong need for a centralized recruiting function and longer-range strategic planning for talent acquisition. The company's operations were spread out, with four technical centers near Shanghai and Nanjing, and an additional four sales offices, seven manufacturing facilities and subsidiaries across the country. The internal HR team needed to focus its limited resources on business strategy, so an external RPO partner with extensive experience recruiting in the chemicals industry in China was needed.

Solution

ManpowerGroup designed an end-to-end RPO model to recruit high-quality candidates for entry-level, professional, managerial positions within the chemical company as well as their subsidiary companies in China. ManpowerGroup deployed an onsite team at the company's regional headquarters as well as offsite recruiters and researchers. ManpowerGroup was able to track the sources of all candidates to provide insight into the most effective channels in addition to building a pipeline of future candidates. Top candidates were then selected to move on to an interview process led by the client's internal team.

To strengthen the client's internal communications and ensure immediate awareness of operational issues, ManpowerGroup designed a new-hire survey that was implemented by the on-site RPO team within the first three months of an employee's hire. The survey covered employees' perceptions of their work environment, facilities, co-worker relationships, etc. ManpowerGroup also developed an exit interview process to better understand the factors at play when an employee decides to leave the company.

Results

In just ten months, ManpowerGroup filled more than 80 positions, allowing the internal HR team to spend significantly less time reviewing resumes and pursuing mismatched candidates. A streamlined recruiting and hiring process has also generated a range of measurable results including:

- An average time-to-fill of 37 days that is 35 percent lower than the initial target
- A candidate-to-hire ratio of 1:4
- A 20 percent cost savings
- An attrition rate of less than 1 percent

