

HIGHLY SUCCESSFUL RPO PROJECT IN THE AUTOMOTIVE ENVIRONMENT

Company overview

INDUSTRY: **AUTOMOTIVE**

LOCATIONS: **40 WORLDWIDE**

NO. OF EMPLOYEES: **5.000 WORLDWIDE**

Our client is the luxury brand of a large, South Korean automotive group. The company is well positioned in Southeast Asia and North America and is now looking to grow in Europe as well.

Our client was planning to expand its business model to Germany and urgently needed support in the area of recruiting. Due to the start-up-like character, internal HR structures had to be established and developed further. There was no recruiting team in place yet and managers were entrusted with numerous recruiting tasks. In addition to attracting highly qualified talent for various operational and management levels in the IT and engineering areas, the focus was on setting up clearly defined HR structures and establishing a standardised recruiting process.

Together with the client, the following **project goals were defined**:

- Management and handling of the entire end-to-end recruiting process for the transferred positions
- Active Sourcing and a quick build-up of a candidate pool
- Implementation of an Applicant Tracking System and a fast and seamless project start
- A scalable RPO (Recruiting Process Outsourcing) solution to enable quick and flexible reactions to the individual customer requirements

The challenge

- ✓ No recruiting team and lack of structures and processes
- ✓ Lack of brand awareness of the company in Germany
- ✓ Complex candidate market, aggravated due to Corona
- ✓ Missing career site and Applicant Tracking System

The solution

- Development and establishment of a standardised recruiting process
- Very close cooperation with the client
- Support from our in-house Hays Active Sourcing specialist team
- Advice and support regarding campaigns and marketing measures as well as in the area of employer branding

The outcome

- ✓ Provision of a dedicated Hays client team including a Delivery Manager and Volume Sourcing Specialists
- ✓ Rapid project start and a seamless implementation
- ✓ Implementation of an Applicant Tracking System as well as multi-channel postings
- ✓ Establishment of a standardised and efficient recruiting process as well as creation and successful realisation of a tailor-made sourcing strategy
- ✓ Handling of the full end-to-end recruiting process from Active Sourcing to the follow-up of contract returns
- ✓ Complete project transparency through the provision of regular and informative reporting

FAST FACTS

Over 25 successfully filled vacancies within the first 6 months

The number of candidates presented for a successful hire was **reduced by up to 60%** during the project period

Significant **improvement** of the time to hire

Due to the **extremely high client satisfaction**, the project was extended by another 6 months

100% of open vacancies filled in a very challenging candidate market