



talent works

Recruitment Process Outsourcing

Understanding RPO

What do you need to consider when choosing a partner?

Change how you hire. Everywhere. In every way.

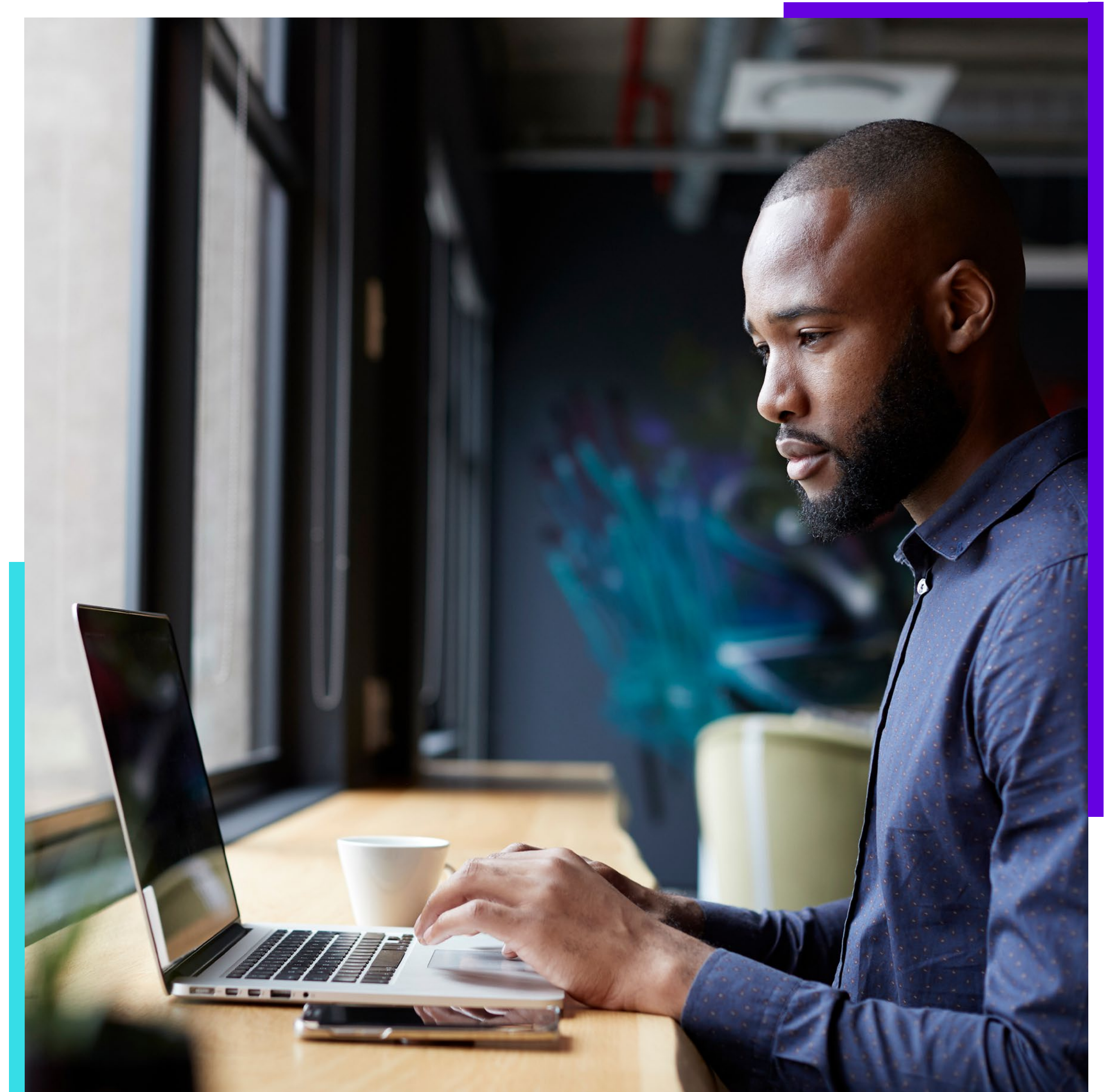




Introduction

Not all RPOs are strategic. In fact, a lot of providers just focus on the numbers. Instead of adapting their services to deliver more value, basic RPOs will offer a static package; they'll channel their efforts on the number of vacancies and applications you need, as well as your cost-per-hire and time-per-hire. This framework might have worked in the past, but it doesn't cut it in today's markets. To attract and recruit the best talent, a more nuanced approach is needed.

So, what should you consider when selecting an RPO?





New challenges

In the current landscape, RPOs have their work cut out. Thanks to uncertain economies and fluctuating job markets, organisations are demanding more from their RPOs than ever before; not only more support and drive, but strategic planning and candidate-centric solutions too.

This means RPOs need to work harder to:

- » Find the right people at the right time
- » Address skills shortages
- » Contribute to D&I efforts
- » Create better candidate experiences
- » Build stronger, more engaged talent communities

Not every provider will be up to the task. While the demand for strategic recruitment solutions continues to grow, many RPOs will get caught out by the changing tides.



The global RPO market size was valued at **USD 5.5 billion in 2020** and is expected to grow at a compound annual growth rate (CAGR) of **17.4% from 2020 to 2027.**

Grand View Research





RPOs for the future workforce

But it's not just about dealing with the challenges of the here and now. Strategic RPOs will have their eyes fixed on what's to come.

Remote working. Hybrid work patterns. Skills shortages. The demand for flexibility and automation. All of this will become even more significant in the future.

Technology

The best RPO providers understand how technology will play its part in this. While the use of AI isn't new within the realm of recruitment, its capabilities are continuing to soar. We're seeing technology carry out tasks beyond screening CVs; AI is now leveraging data to improve decision-making, predict hiring trends, and enhance employer branding. These advancements inevitably pave the way for more sophisticated artificial intelligence, automation and even robotics – meaning traditional RPOs will struggle to compete.

Workforce demands

Candidate expectations are evolving almost as rapidly as technology. As the shift towards flexible work and healthy work-life balance continues, contingent worker numbers are rising steadily. With this in mind, organisations will need to move fast to create an integrated workforce consisting of key core specialists, contractors, freelancers and temporary workers.

RPO providers therefore need to think about how they help clients build and grow this integrated future workforce. Rather than opting for basic outsourced processes, organisations will require a Total Talent Management Solution; one that goes beyond the number of hires to assess what skills the organisation needs, how long they need those skills for, and evaluate where to source them from.

AI adoption in recruitment has seen significant growth, with **87% of companies** incorporating AI into their recruitment processes.

Demand





What you need to look for

Nowadays, you can't just post a job ad and expect a stream of quality applications. Modern RPOs need to understand exactly what makes their clients (and their candidates) tick. But with so many providers to choose from, organisations can struggle to make the right choice.

To ensure you partner with a strategic RPO, you'll need to assess whether a prospect can:

Build an EVP (Employee Value Proposition) and employer brand

Strategic providers can build a creative, recognisable employer brand and EVP to engage a wide range of candidates. They can ensure candidate conversations are powered by the right messaging to not only enhance candidate experiences, but also improve talent attraction and retention.

Target key audiences and utilise different channels to reach passive candidates

Talent acquisition teams are often overwhelmed by a vast choice of platforms and audiences. Your RPO should not only guide you on what tools to select, but also engage with specific communities of candidates before they're actively looking for a new role.

Create, maintain and measure recruitment marketing campaigns

Whether you need a campaign for finding candidates or advertising vacancies, the best providers will be able to target, track and optimise your campaigns. They'll help you decide on key elements of your marketing, including paid advertising, social media, email and digital content.

Recommend and implement technology platforms, understanding the implications of owning and transferring candidate data

Innovative RPOs will be able to leverage technology to your advantage, offering everything from candidate management systems and improved market research to insight analytics. They'll also understand how to securely store and manage candidate data, ensuring you abide by GDPR.

Advise and shape recruitment processes that remove bias and ensure diverse candidates are encouraged

Removing biases through the recruitment process is a vital element of any D&I strategy. Progressive RPO providers will be able to support this, helping you create effective onboarding experiences for a diverse range of candidates.

Adapt to skills-based hiring models and support hiring managers

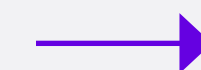
As organisations continue to grapple with skills shortages, RPO providers must create a clear strategy to bring the right skills to the table. They can support HR leaders and hiring managers tap into new generations of specialist contingent workers to support business growth.

Be more agile in the solutions they deliver

Instead of locking yourself into an inflexible outsourced recruitment contract, you should find a dynamic partner who can scale up and down to meet changing demands. An agile RPO will quickly develop and implement proactive workforce strategies and forecast future hiring needs.

Taking responsibility for the quality of applications and the quality of talent, rather than just the volume

Quality always trumps quantity. To ensure you're gaining access to the best candidates around, total talent solutions providers will be able to utilise talent mapping to improve the quality of hires in both the long and short term.



Conclusion

If your recruitment strategy is to be a success, it has to be more than a numbers game.

As we accelerate into a new world of working, organisations will need an RPO partner who can provide cutting-edge innovation and meet candidate demands. While every organisation will have its own specific needs, it's important to look for a provider who offers knowledge, agility and flexibility to help you gain an edge over your competitors.

Strategic RPOs may still be a rare thing, but those who can demonstrate their value will stand out from the crowd.





To find out more about our offering, or to discuss how we can support your business, **please get in touch.**

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