



Not every RPO reaches
the right candidates

Is your RPO provider strategic or reactive?

Change how you hire. Everywhere. In every way.



Introduction

Recruitment Process Outsourcing (RPO) has become an integral part of modern talent acquisition strategies. By partnering with specialised agencies, companies can streamline hiring, reduce costs, and tap into broader talent pools. However, a critical question remains: is your RPO reaching the right candidates? Effectively engaging and attracting the ideal candidates is the cornerstone of successful recruitment – but all too often, RPOs are rushing to get numbers through the door when the strategy needs to come first.





An RPO is an RPO, isn't it?

Short answer, no. Long answer - there are recruitment partners that partner with their clients at a strategic level to build talent solutions.

And there are those that don't.

The truth is that Recruitment Process Outsourcing has become more nuanced, particularly over the last decade. There is no one-size-fits-all and many organisations choose to outsource parts of the candidate journey, rather than the entire end-to-end process. RPO providers have had to evolve and become more agile, focusing on client partnerships, shared strategic goals and longer-term objectives.

It is more common to see an RPO provider supporting an in-house TA team, rather than being brought in to replace them. Increasingly, RPO providers are working alongside TA and recruitment teams to understand workforce strategy, reduce costs, improve candidate experiences and ensure that the talent pipeline is delivering the resources, skills and candidate suitability that hiring managers need.

The effectiveness of an RPO is not solely measured by the speed of hiring but by the quality and suitability of the candidates they attract. If the talent pipeline is consistently misaligned with your company's culture, values, or role requirements, it may be time to reassess the approach.



Signs your RPO may not be reaching the right candidates

1. High Turnover Rates

If new hires frequently leave within their first year, it may indicate a mismatch between candidates and organisational expectations.

2. Lack of Cultural Fit

While skills are essential, cultural alignment is equally crucial. If your RPO is presenting candidates who struggle to integrate with your company's ethos, it can impact team cohesion and productivity.

3. Prolonged Hiring Processes

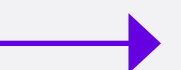
If decision-making is slow, it could be because your RPO is not shortlisting candidates effectively and making the hiring process more difficult.

4. Frequent Candidate Rejections

A high rate of candidate rejections during the interview stage may suggest a disconnect between your RPO's sourcing strategies and your company's requirements.

5. Limited Diversity in Candidates

Diversity and inclusion are pivotal in fostering innovation and growth. A lack of diversity in candidate submissions could indicate that your RPO's sourcing practises are not broad or inclusive enough.





What should your RPO be doing differently right now?

RPOs get set in their ways. They get stuck in a rut. They get out of tune with the market or lose sight of business goals because they can only see as far as roles to fill. Traditional RPOs can be slow to change their mindset.

What should your RPO be doing differently right now?

1. Sourcing Passive Candidates

Where is your RPO sourcing candidates from? The most effective RPOs utilise diverse platforms, including job boards, social media, professional networks, and niche industry sites. They also tap into passive candidate pools, engaging individuals who may not be actively seeking new roles but are open to opportunities.

2. Building your Employer Brand

Your RPO should not just understand your culture and values. They should be able to help you articulate, build and communicate your brand, through effective recruiter conversations and creative marketing. Strong employer branding attracts candidates who resonate with your mission, leading to better hires.

3. Driving continuous process improvement

A strategic RPO will work with you to reshape processes and elevate the candidate experience. A thorough, informed screening process is vital, enabling recruiters to go beyond the job description and identify whether a candidate has the right mindset, softer skills and long-term potential to succeed.

4. Providing insights and reporting

Is our RPO using data-driven strategies to refine their approach? Analysing metrics such as time-to-hire, candidate quality, and source effectiveness can provide insights into areas for improvement.

5. Encouraging Feedback

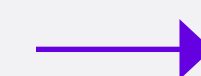
Open communication is key. Does your RPO seek regular feedback from hiring managers and candidates? Are they willing to adjust strategies based on this feedback? An adaptive approach ensures continuous improvement.

When to reassess your RPO partnership

When is the right time to reassess your RPO partnership? It is never something that can wait. Your RPO should be driving continuous improvement, exploring new sources of candidates, building your employer brand and talent communities – right from the outset. If that mindset is not a part of their culture, it can be very difficult for them to evolve quickly enough to stay ahead of the market.

Some things to watch out for:

- **Misalignment with company culture and values**
- **Lack of transparency and adaptability in processes**
- **Ineffective communication and feedback loops**
- **Lack of diversity in candidates sourced**





Conclusion

An effective RPO partnership can significantly enhance recruitment outcomes, but only if it consistently reaches and engages the right candidates. By evaluating your current RPO's sourcing strategies, screening processes, employer brand and recruitment marketing capability – and their all-round ability to adapt to change, evolve and innovate - you can ensure alignment with your broader business goals and values.

Ultimately, the right candidates are those who not only meet the technical requirements but also align with your company culture and aspirations. It's a harder set of criteria to measure, harder to find candidates that match – but that is exactly why some RPOs are succeeding where others are being left behind.





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

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