



talent works

Recruitment Process Outsourcing

How strategic RPO helps
to *break the vicious circle*

Change how you hire. Everywhere. In every way.

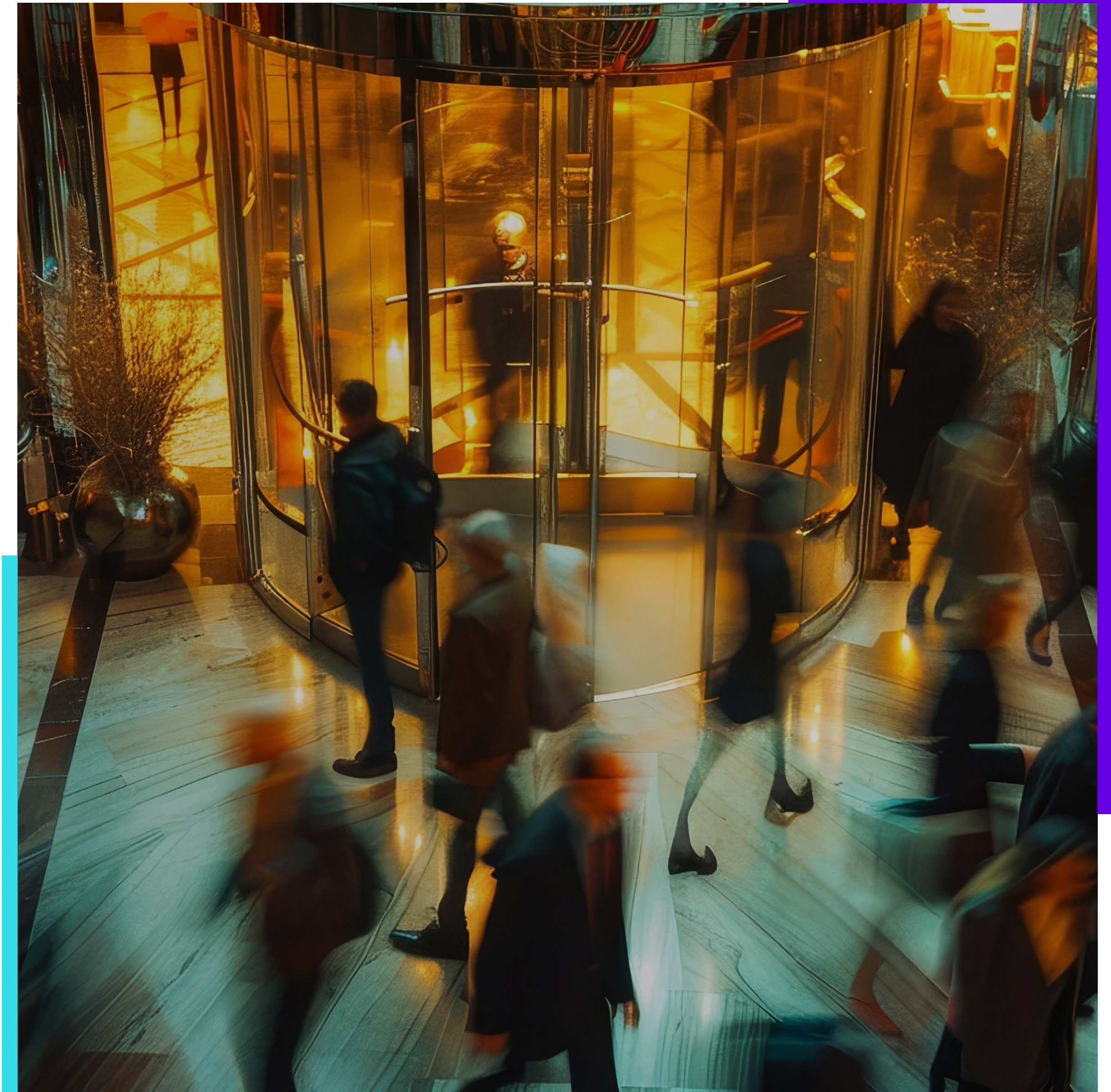


Introduction

For many organisations, recruitment is an expensive necessity. Even when the economy is sluggish and businesses struggle to drive profitable growth, the revolving door that brings talent in and out of the business continues to turn. As those costs become harder to bear, the spotlight shines more harshly on talent acquisition and budgets are cut.

The challenge that those organisations have is that cutting budgets will impact on the quality of talent that they can bring in. So, it becomes a vicious circle. A lack of growth means a reduced talent acquisition capability. A reduced talent acquisition capability means organisations become less competitive in the labour market. The inability to recruit talent effectively impacts on growth.

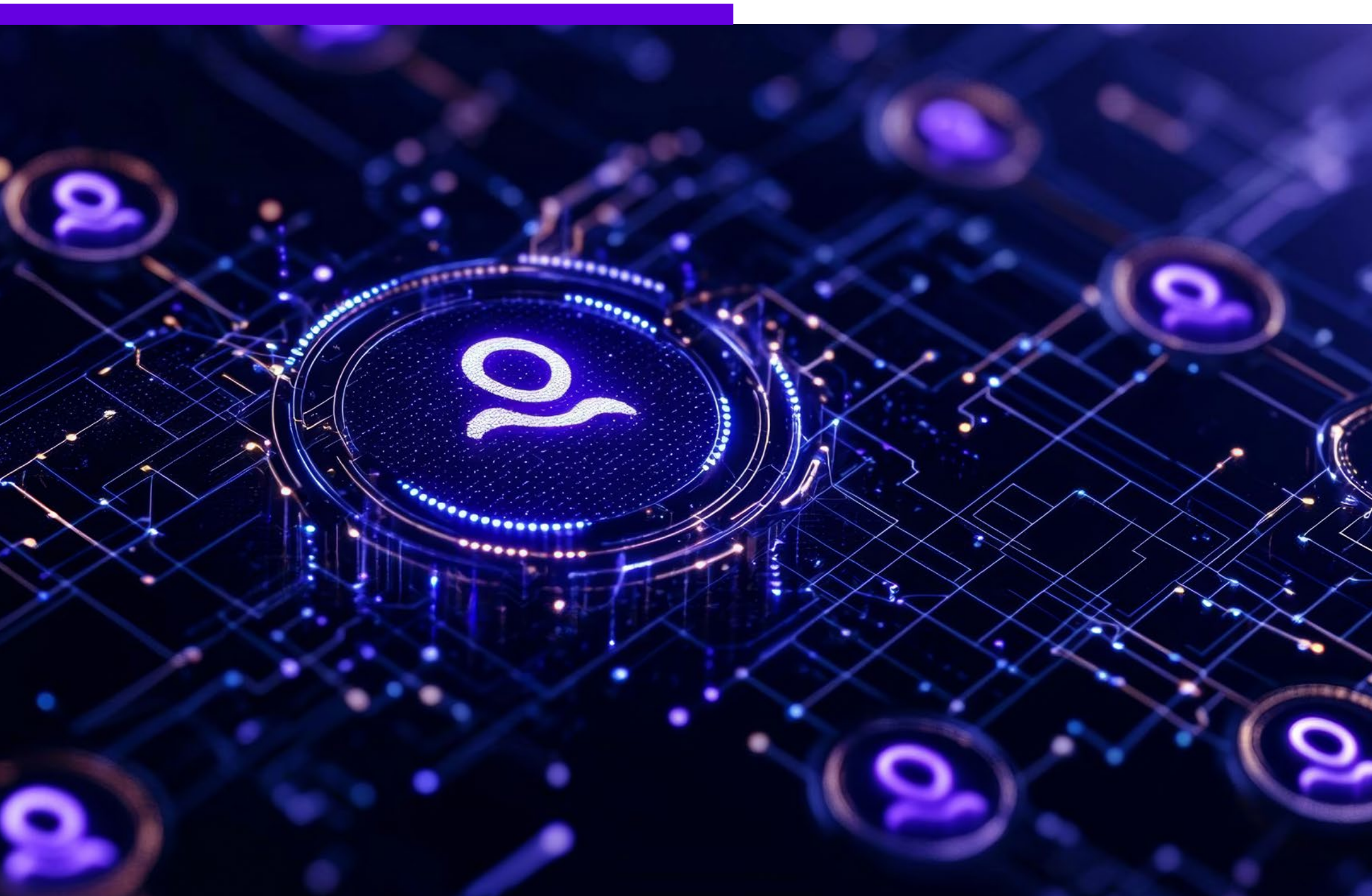
If organisations want to avoid this cycle, they have to think more strategically about RPO. Traditionally, RPO has been viewed by some organisations as a cost that should be minimised or avoided. The reality is that RPO can be an asset that can drive significant value for organisations in different ways: including talent acquisition, operational efficiency, scalability, and strategic growth.





What is RPO?

Over the years, RPO has changed. The days of recruitment outsourcing being a purely transactional arrangement have long disappeared. RPO companies still offer services such as sourcing, screening, interviewing, and hiring candidates, but the challenge now is to offer these services as part of a more integrated, strategic solution. Why has this change happened? Because no longer do organisations just want a provider to deliver on numbers. They want to be able to embrace new technologies, deliver better quality candidates, understand how to improve diversity, stay abreast of new technology and find ways to reduce costs and drive continuous improvement. Solutions need to be scalable, flexible and tailored to the specific needs of the client, not a one-size-fits-all approach.



RPO as a strategic asset

The evolution of RPO has seen RPO leaders rethink the services offered and the solutions delivered.

1. Access to Expertise and Technology

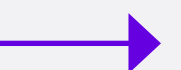
Strategic RPO providers are less likely to be just made up of recruiting teams. Recruiting the best talent has become dependent on a series of intersecting, highly specialised disciplines that require in-depth knowledge. Areas such as sourcing strategies, employer branding, recruitment marketing, candidate assessment, compliance regulations, advanced technology and recruiter enablement. Increasingly, RPO providers are staffed by diverse teams who can fill the gaps in expertise that in-house TA teams do not have. It is less about purely recruiting, more about tapping into the skills gaps and knowledge required to build a really effective solution.

By leveraging RPO, companies gain immediate access to these resources, which can significantly enhance the quality and speed of the recruitment process. This expertise and technology also help minimise the risk of bad hires, a costly mistake for any organisation.

2. Cost Efficiency Through Scalability

While it may seem counterintuitive, RPO can actually be a cost-saving solution in the long-run. Many organisations, especially those experiencing rapid growth or seasonal fluctuations, face challenges in maintaining a consistent and effective recruitment process. In such cases, RPO provides scalability —allowing businesses to quickly ramp up recruitment efforts without having to hire additional internal recruiters, invest in new technologies, or train new staff.

RPO providers can quickly adjust to the changing needs of an organisation, whether it's increasing hiring volume during peak periods or reducing recruitment efforts during quieter times. This flexibility not only allows businesses to meet their hiring needs efficiently but also helps them manage recruitment costs more effectively. Instead of bearing the overhead costs associated with maintaining an in-house recruiting team, organisations can rely on RPO to scale their recruitment efforts up or down as needed, paying only for the services they require.





3. Improved Talent Quality and Hiring Speed

In the war for talent, speed and quality are two of the most important factors that determine an organisation's ability to attract and retain top candidates. RPO providers are often able to fill positions faster and more effectively than in-house teams due to their extensive networks, expertise, and access to sophisticated recruitment tools. The speed of the recruitment process is critical to ensuring that organisations don't lose top candidates to competitors who are able to hire more quickly.

Additionally, RPO providers utilise data-driven approaches to improve candidate quality. With the help of advanced assessment tools, psychometric testing, and AI-based screening technologies, RPO providers can ensure that only the most qualified candidates are shortlisted for interviews. This leads to better hiring decisions and reduces the likelihood of costly turnover, which can be a significant drain on resources and productivity.

4. Focus on Core Business Functions

One of the greatest advantages of RPO is that it allows organisations to focus on their core business functions without being distracted by the time-consuming and resource-intensive task of managing recruitment internally. Recruitment is a complex process that requires significant attention and can divert valuable resources away from more strategic initiatives. By outsourcing recruitment, businesses can free up their internal teams to focus on key activities that drive growth and innovation, such as product development, customer service, and sales.

Outsourcing recruitment to an expert provider also ensures that recruitment processes are handled efficiently and consistently, freeing up the HR department to focus on other vital tasks like employee engagement, training, and retention strategies.





5. Enhanced Employer Branding and Candidate Experience

Employer branding plays a crucial role in attracting top talent, and RPO providers can help companies enhance their reputation as an employer of choice. A strong employer brand not only attracts candidates but also fosters long-term loyalty and engagement from existing employees.

RPO providers often work closely with their clients to create and promote a compelling employer brand that resonates with the target talent pool. Additionally, they can help improve the overall candidate experience by ensuring clear communication, timely feedback, and a seamless recruitment process. Candidates who have a positive experience during the hiring process are more likely to speak highly of the company, which can contribute to a stronger reputation in the marketplace.

6. Data-Driven Insights and Continuous Improvement

RPO providers utilise data analytics to continuously monitor and improve the recruitment process. By tracking key performance indicators (KPIs) such as time-to-fill, cost-per-hire, and candidate quality, RPO providers can identify areas for improvement and optimise recruitment strategies over time. These data-driven insights enable organisations to make more informed decisions about their hiring processes and adjust their strategies to meet changing market conditions or business needs.

This focus on continuous improvement ensures that the recruitment process is always evolving, helping companies stay competitive in the talent market.

Conclusion

Recruitment Process Outsourcing is not merely a cost to be managed but a strategic asset that can help organisations achieve significant long-term value. From access to expertise and advanced technology to enhanced scalability, improved talent quality, and risk mitigation, RPO can drive operational efficiencies and contribute to the overall success of a business.

Rather than viewing RPO as an expense, companies should recognise it as a powerful tool that can help them attract top talent, reduce turnover, and focus on their core business functions. By embracing RPO as an asset, organisations can position themselves for growth and success in an increasingly competitive business environment.





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

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