

# Global: An End-to-End Solution to Attract Highly Sought-After STEM Talent

## Business Issue

An international data storage and technology company enjoyed a strong and widely known brand, but they struggled with driving candidate attraction and developing talent communities to keep passive candidates engaged. The company faced a complex set of regulatory and market challenges due to operating in an industry characterized by highly skilled, hard-to-fill roles, aggressive competition for talent—often by equally well-known brands—and its hiring needs across multiple countries.

The client operates in an extremely volatile market and hiring needs that scale up and down with production cycles and changing market trends. Contract recruiters initially supported a relatively small in-house team, but this structure didn't provide the needed flexibility. The client was in search of an RPO provider who could support their business growth and recruitment needs, and who also had the knowledge and experience to support their global operations, while standardizing the worldwide recruitment process.

## Solution

ManpowerGroup Solutions was selected to provide an end-to-end hybrid model of on-site and virtual resources. This includes a dedicated account Project Manager, team leads in 4 locations, supported by a team of recruiters and coordinators. They are fully dedicated and serve as liaisons between the client and the full ManpowerGroup Solutions' team.

The two pronged solution is defined by three factors: flexibility, efficiency and expertise.

**Flexibility:** The team is designed to be flexible and responsive to a rapidly changing business environment. Part of this includes a long-term plan to transition to a fully



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outsourced model, so the team is able to scale up as necessary. In addition, team members from ManpowerGroup Solutions' Center of Recruiting Excellence provide virtual sourcing support to build talent communities and drive attraction from the company's headquarters in Milwaukee. This ensures sourcing resources that are able to scale up and down according to the client's needs

**Efficiency:** Efficiency is a core requirement and is built into the solution. The key to this is having a strong team of senior recruiters, who are able to work with the client to clarify needs as early in the process as possible and help them arrive at decisions more efficiently. This team is particularly experienced in global recruiting practices. Because of the client's need to streamline global recruiting processes, specialized expertise is essential. The team operates in a consultative manner to understand local hiring processes, policies and regulatory environments, and identify where opportunities to standardize exist across the recruitment lifecycle. This also involves examining onboarding practices and identifying ways to improve overall candidate experience from a global lens.

**Expertise:** Based on the client's near-term plans, the RPO team is looking to fill 60 STEM roles in Europe, the Middle East and Africa, and another 30 in Central and South America over the next year. These positions include software engineers, IT, sales, operations, analytics and customer support roles. These are difficult to fill roles in any context, but the client also recognizes the need to improve gender diversity. As a result, ManpowerGroup Solutions is working with the client to better engage female talent. ManpowerGroup Solutions is also able to leverage its exclusive relationship with the Professional Diversity Network to help the client reach a larger, more diverse audience.

The solution launched mid-2013 in the United States. Through a series of acquisitions, new requirements have emerged in Europe, Mexico and Asia. To address emerging needs, the team leverages a global network of colleagues to ensure the continued efficiency of the solution.

## Results

ManpowerGroup Solutions has consistently met or exceeded all metrics established in the program's service level agreement. Examples include:

- **Hiring for hard-to-fill roles:** ManpowerGroup Solutions has hired more than 500 STEM positions for the client since the program began.
- **Hiring Manager Satisfaction:** The metric has hit 100% for hiring managers over the past three quarters.
- **New Hire Satisfaction:** Follow up with new hires reveals a 95% satisfaction rate over the past three quarters,
- **Time to Fill:** The established goal is 60 days for management and 45 days for professional roles. Current time-to-fill is trending well below the metrics – 18-22 days for management and 30-38 days for professional (STEM) roles.