



Reducing agency usage from 80% to 10%

Leading global chemical company builds best-in-class internal recruitment function and fosters a culture of hiring excellence leveraging SocialTalent's e-learning platform

Challenge

The company's goal was to build a best-in-class recruitment organization

After an internal review, one of the world's leading global chemical companies made the decision to build out its own internal recruitment function. Its goal was to create a best-in-class recruitment organization. Integral to this was the need to establish Talent Acquisition Consulting teams across both Asia Pacific and EMEA to drive hiring excellence.

Reduce agency costs and assert more control and influence over the global hiring process

Previously, HR had managed recruitment and preferred to use external recruitment agencies. With agency usage rates in excess of 80%, there was a strong desire to reduce these costs, and to gain greater control and influence over the hiring process, as well as drive consistency in hiring best practices globally.

Need to drive better alignment between TA and hiring managers

With tens of thousands of employees across the globe, one of the challenges facing the company was driving better alignment between the Talent Acquisition teams and hiring managers. It wanted to develop its TA teams' consultative skills so they could better partner with the business. It was very important for hiring managers to see them as true business partners.

Create an efficient sourcing engine to deliver enough candidates to the TA teams and to the business

Another challenge facing the organization was finding enough of the right candidates fast enough for the business. The company wanted to reduce its time to hire while maintaining the highest quality of candidates. It knew it needed an efficient candidate sourcing engine to enable the company to deliver enough candidates to the TA consultants without having to rely on external agencies.



Approach

Adopting a full 360° life cycle approach to hiring

Owning and managing the candidate experience, as well as understanding and managing the full life cycle of the hiring process, were considered key building blocks to developing a strong internal recruitment function. Therefore, the strategy was to train the TA teams in both Asia and EMEA to become TA consultants and to manage the 360° life cycle of the hiring process, from sourcing to hiring.

Developing the TA teams into consultants to manage the full hiring life cycle leveraging SocialTalent's e-learning platform

The company chose SocialTalent as its learning and development platform to deliver industry-leading hiring training to upskill its Talent Acquisition teams into full life cycle TA consultants. Its aim was to empower its teams with the knowledge and skills to manage the full life cycle of the hiring process, from beginning to end, and to become true business partners to the hiring managers. SocialTalent is used to continually develop and enhance the skills of its TA consultants.

Creating "Talent Hubs," or Sourcing Centers, to deliver a consistent pipeline of candidates

To augment this life cycle approach to hiring, the company also created additional candidate sourcing centers, or 'Talent Hubs' – two in Asia and one in Europe. These talent hubs were focused exclusively on sourcing the right candidates and delivering enough candidates to the TA consultants. The goals were twofold. Firstly, to supplement the sourcing efforts of the TA consultants and improve their efficiency by helping to fill their immediate open requisitions as quickly as possible. Secondly, time and resources could be allocated to building healthy pipelines of talent, as agreed with the hiring community and Talent Management.

Partnering with SocialTalent to provide ongoing online training and development to the sourcing teams

SocialTalent also provides ongoing online training and development to the sourcing teams in the talent hubs – empowering these teams with the very latest in best practices in how to source the best candidates. Learning paths were created in the SocialTalent platform specific to the different needs and levels of sourcing specialists – from beginners to advanced. Engagement was high across the board among the sourcing specialists and was driven by the TA leaders on a regional level.



Business Impact

Reducing external agency usage from 80% to 10% while developing regional hiring excellence

As a result of the ongoing training for the sourcing teams, and the comprehensive training to enable the TA Consulting teams with the 360° knowledge of the hiring process, **reliance on recruitment agencies now trends below 10%**. With previous recruitment agency usage rates in excess of 80% prior to building out its own internal recruitment function, reducing these rates to below 10% represents a very significant decrease in agency usage and spend for the company.

Driving alignment between hiring managers and TA resulting in better quality of hires

And crucially for the TA Consulting teams, they have reported a **strengthening in the relationship between talent acquisition consultants and hiring managers**, resulting in much better alignment than previously seen. The business trusts in the ability of the consultants to consistently and efficiently deliver quality candidates. By growing their consultative skills, the TA teams are seen internally as partners.

Elevating the candidate experience

By equipping the TA consultants with the skills to manage the entire hiring life cycle and drive a consistent approach to hiring practices across all their regions, this has enabled the company to significantly improve and elevate their candidate experience.

Reducing the time to fill positions

Lastly, the company has also reported a reduction in its time to fill positions. Creating an efficient candidate sourcing engine in the form of the company's talent hubs, or sourcing centers, has been a huge contributor to this. One of the benefits to creating these laser focused sourcing centers, and having a repeatable process for quickly training up new sourcing specialists, is that it makes it easy for the company to quickly scale up its recruitment efforts in the event of increased hiring needs.



One TA consultant in one of the Asian Talent Hubs was hired in December 2019, having never sourced or used LinkedIn before. She was trained on the SocialTalent platform and by February 2020 she had sourced, shortlisted and hired a candidate in Japan, **saving the company \$35,000-\$40,000** in agency fees on a single hire.



About SocialTalent

SocialTalent is the world's only learning platform dedicated entirely to hiring. We give teams the skills and knowledge to find, hire, onboard and engage great talent. Learn from leading industry experts on an intuitive platform that can be easily tailored to your specific needs. SocialTalent is the solution for hiring excellence.

If you would like to learn more about how SocialTalent can help you and your organization to develop your skills to find, hire, onboard and engage with top talent, contact us today.

LearnMore@socialtalent.com