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FORTUNE 500 CONSUMER GOODS ORGANIZATION CAPTURES \$2.5 MILLION IN LOST REVENUE WITH MAU'S RPO SERVICES

Situation

MAU's client, a consumer goods manufacturer, was suffering from inefficient recruiting and hiring processes in its medical supplies sales division. The sales managers relied on over 12 third-party recruiting firms to hire new sales people. Lengthy hiring times ensued and vacancies went unfilled for excessive periods of time resulting in unrealized sales. In addition, the lengthy interviewing process proved cumbersome for candidates and oftentimes allowed competing companies to recruit top candidates before the client completed the entire interview process.

Problem

The problem for the company was one of time and efficiency. Without a single-source accountable for identifying, interviewing and quickly hiring quality candidates, months were added to the hiring process with candidate comparison and coordination issues. The sales divisions' ownership of the recruiting processes resulted in more time spent filling open positions, which included handling daily interruptions from third party recruiters, reviewing unqualified candidates, scheduling interviews and other administrative tasks. Ultimately, all these challenges proved to be distractions that reduced the sales teams' time spent selling in the field. Short term, managers needed to fill vacancies in their sales force due to unplanned turnover. Long term, a streamlined process was needed to manage the recruitment of top sales-people from the limited pool of qualified candidates in the sales territories.

Solution

The clients' sales division partnered with MAU to develop and implement a comprehensive outsourced recruiting and hiring process completely transparent to applicants and hiring managers, but standardized across the US and Canadian sales teams. MAU also created a Vendor Management System to manage all outside recruiters and vendors, which brought standardized delivery of candidates by using uniform checklists and assessments. As MAU took on the non-core functions associated with hiring, the client's managers were free to focus on more value added activities.



OUTSOURCING OBJECTIVES

- + Decrease hiring times while increasing candidate quality
- + Allow client's sales teams to focus on core competencies
- + Create one point of contact that standardized the presentation & delivery of candidates.

MAU OUTSOURCING SOLUTIONS

- + Standardize the process, selection criteria, interview guides and process forms
- + Institute quality checks with short feedback cycles to expedite the recruiting/selection processes
- + Identify top talent for consideration by Sales Managers
- + Seamlessly qualified, partnered with, and coordinated all 3rd party recruiting agency activities
- + Coordinate all paperwork, travel, pre-offer, offer letter, background checks and drug screens reducing administrative burdens on sales teams.



The client was able minimize time spent reviewing submitted candidates since MAU summarized each candidate's education, work experience and overall fit for the position for the Hiring Manager. MAU's outsourced recruitment process saw improvements in all key areas compared to the previous hiring process, including savings through less sales vacancies and reduced time to fill. As a respected partner, MAU proved its ability to deliver the right candidate, with the right qualifications at the right time.

Results

+ **IMPROVED PROCESS TO INCREASE SELLING TIME**

The client was able to reduce their involvement in the placement process by 60%, from 42 steps to 13 steps as MAU conducted the most time consuming functions.

+ **TIME TO FILL VACANCIES WAS REDUCED**

The amount of time to fill vacancies was reduced from 182 days to 106 days – a reduction of 41.9%.

+ **CANDIDATE QUALITY WAS INCREASED**

1 out of every 5 candidates was hired under the new process compared to 1 out of every 10 candidates previously-a 50% increase of quality.

+ **NEW BUSINESS MODEL WAS ESTABLISHED**

The effectiveness of MAU's outsourcing solution proved that hiring and recruiting functions could be effectively outsourced. MAU's hiring process was so successful that the client instituted RPO models across all operations globally.



● CLIENT = 42 STEPS
 ● RECRUITER = 2 STEPS
TOTAL = 44 STEPS

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● CLIENT = 42 STEPS → 13 STEPS
 ● RECRUITER = 2 STEPS → 20 STEPS
TOTAL = 44 STEPS → 33 STEPS

COMPANY TESTIMONIALS

“We engaged MAU to design and implement a lean Recruitment Process Outsourcing (RPO) solution for our sales and marketing organization based on their expertise and industry best practices. The results of our partnership were immediate. Within the first year, **our recruiting/hiring processes were standardized and centralized, reducing our time to fill by over 40%, and allowing us to capture in excess of \$2.5 million in lost revenue** from open sales positions.”

—Director of Global Performance and Productivity

“Working onsite with [our client] allowed me to be fully integrated, and truly centralize the recruiting function at [its] headquarters. From there, I was able to **partner the field sales offices with MAU's team of recruiters to meet each sales team's specific needs and timelines.** This close-knit relationship generated a constant line of communication, benefiting both companies.”

—Corporate Recruiting Supervisor, MAU Workforce Solutions

ABOUT MAU WORKFORCE SOLUTIONS

With more than forty years of industry experience, MAU Workforce Solutions is one of the nation's top diversity-owned temporary staffing and recruiting agencies. MAU offers a full scope of services, including: temporary staffing, professional recruiting, outsourced, outplacement and managed services, and personnel assessments.



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