



THE MOST EFFICIENT RECRUITMENT STRATEGY FOR MANAGING A LARGE WORKFORCE IN 2018

10 KEY FACTORS THAT DETERMINE YOUR NEED
FOR A MANAGED SERVICE PROGRAMME (MSP)



Guide Overview:

As the UK's employment rate continues to thrive and remains at the highest it's been in 42 years, the need to attract and retain the best staff continues to be increasingly important for businesses with a large temporary workforce.

In our latest guide, we explore 10 key business factors that justify implementing a Managed Service Programme (MSP).

Included in this guide:

- What is a MSP?
- 10 key factors that determine your need for a MSP
- Customer testimonials and comments
- Insight into Omega's MSP
- An alternative solution for extremely high volume operations



Introduction

As the UK's employment rate continues to thrive and remains at the highest it's been in 42 years (Trading Economics, 2018), the need to attract and retain the best staff continues to be increasingly important for businesses with a large temporary workforce.

Those organisations that use multiple recruitment businesses to source their entire (or even a large proportion of) their temporary workforce risk damaging their brand, being overcharged by suppliers and even being non-compliant with legislative requirements.

What is a Managed Service Programme (MSP)?

In simple terms, an MSP is a recruitment strategy that involves the collective management and implementation of an organisations' entire recruitment process, from initial application right through to post-employment attendance management.

Omega Resource Group's MSP works through a 'single engagement, multi-sourced' model, meaning only one point of contact for every aspect of the recruitment and post-employment process.

Whilst this has the potential to completely harmonise an entire temporary workforce, it also gives Hiring Managers an opportunity to focus on their day-to-day operations, rather than being pushed to spend time on recruitment such as sifting through CV's and managing various suppliers and costs.

The question you need to ask yourself is, 'Do I need an MSP?'. So, to help you and your business evaluate whether you need to implement an MSP solution, we have listed a number of key factors that will highlight if your organisation will see maximum benefit of an MSP.



1

High Volume

Having a large temporary workforce can often (if not managed effectively) cause high levels of risk. Simply, the larger the workforce, the more difficult it becomes to manage, and the greater potential for something to go wrong.

“

...Omega took on our core values, understood them, and they've been delivering with us ever since.

Laithwaite's
..... WINE

From previous experience, we suggest that a workforce exceeding **50** full-time temporary workers could in most cases require an MSP solution.

It is common place for organisations to use more than one recruitment agency to ensure that the desired number is met, but this can often create more risk and become more time consuming, as less time is taken over auditing suppliers and more importantly, the candidates that they are putting forward.

Importantly the seams that occur between suppliers can often cause a gap in communication too.

Omega currently deliver
MSP's to clients with a temporary
workforce between 50 – 550.



2

Inconsistent Levels of Support & Communication

When using multiple recruitment agencies, it is extremely important that you receive the maximum level of support from each one.

“

They invest the time and effort to understand clients' needs...

Delphi Technologies

Using offsite agencies can often lead to inconsistent levels of support, and could well result in experiencing supply issues such as a high level of non-starters, high absence and a high attrition rate.

Implementing an MSP solution provides you with an on-site account team that are able to offer full analytics and compliance reporting, real-time communication between hiring managers and arguably most importantly, offer on-site support to temporary staff that have any work-related issues and/or questions regarding their work hours, for example.

An MSP will bring unrivalled consistency to any agency-based labour provision.

Omega's onsite teams operate a formal process of daily, weekly, monthly, quarterly and annual reviews



3

Varying Supplier Costs

This is an extremely common issue when using various recruitment agencies.

“

They are helpful, responsive and often bring new solutions and ideas to enhance our success with recruitment.



It's likely that, depending on the volume of agencies used, you may experience fluctuations in margin rates and find it difficult to manage the varying costs.

Often, and in addition, varying costs can highlight a variance in pre AWR pay rates and in extreme circumstances compliance, beware of unregulated Umbrella schemes for example which could implicate your business in costly tax bills.

Applying an MSP to your operations will considerably stabilise margin costs and administrative burden, all through harmonised commercial rates and increased support. The process is simplified further through having a single contractual relationship and consolidated monthly invoice.

During **supplier audits, Omega** have uncovered **margin variances** within same skill set recruitment of between **10-15%**

4

Inaccurate Reflection of Branding & Culture

Your brand and culture is what differentiates you and your business from your competitors.

“

They have a proven track record of understanding our business, culture, operations and provides the very best talent.

Ultra
ELECTRONICS

When using multiple recruitment agencies, you need to ask yourself whether there is a consistency in how they are portraying your brand. For example, how are they conveying your core messaging when releasing job adverts, are you managing this aspect?

Another aspect to think about is candidate experience, it will be most likely that your permanent staff are experiencing a completely different application and on-boarding process to that of your temporary workforce, being managed by multiple recruitment agencies.

One of the main benefits of an MSP is the consistency that it provides. Working alongside and in complete partnership, the account team are able to convey a true reflection of your brand & culture and completely mitigate risk of a diluted brand.

Our **teams** are fully integrated into operational culture and process, providing an extension to your management team



5

Regular Requirement in Mass

It is often common to find that large businesses have a consistent requirement and large peaks on a seasonal basis, whereby workforce ramp-ups are required depending on the time of year/economic changes.

“

This has been a partnership approach and has been really beneficial to our recruitment process.

Pennant

Those businesses that need a regular requirement throughout the year will benefit hugely from having an MSP in place. This is again a matter of consistency, as the more agencies you use for the same role, the more diluted the role becomes and therefore candidates from different agencies can progressively become confused about the key responsibilities and job scope.

Having an MSP in place will allow for complete transparency due to consistency in job postings, job description and key responsibilities, as it is all regulated by a consolidated team.

Additionally, assessment & test centres can be organised and implemented by an onsite team (depending on the seniority/role nature), giving every candidate the same application experience and ensuring a harmonised process, so that you can be fully supported during your peaks.

The first stages in retaining the best workers
begins with the understanding of your
environment and how this is portrayed during
recruitment



6

Lack of Reporting & Analysis

In order to calculate whether your business is seeing an acceptable Return on Investment (ROI) on your recruitment spend, you need to be provided with the necessary analytics and reporting by your recruitment agencies.

“

I would highly recommend Omega as a recruitment partner.

T-Tech

But when your managing multiple agencies, the collation of this analytical information can often become a burden and difficult to combine to get a rounded ROI.

We recognise that providing the most accurate and detailed analytics, from the application and interview process through to absenteeism, is essential for any business. A large benefit of implementing an MSP is the frequent reporting schedules, KPI analysis and accurate audit trails, through the use of bespoke onsite Applicant Tracking System (ATS) and Customer Relationship Management (CRM) platforms.

It reduces the administrative burden further when you have a single set of figures provided by your recruitment partner, making it easier to find a more accurate ROI value.

Omega include a full management information suite, specifically tailored to your business



7

Low Risk Management and Compliance

When it comes to employment and industry legislation, it's vital that your business and your recruitment agencies are compliant and up-to-date, as it's often the end employer that gets the bulk of the penalty incurred.

“

The support offered and delivered afterwards is first class and I would have no hesitation in recommending them.



If you don't thoroughly audit your agencies and their workers, you could risk employing illegal workers and/or underpaid employees, which not only can have an immediate impact on the reputation of your business, but may result in a thorough HMRC investigation and substantial fines for your organisation.

Implementing an MSP can completely mitigate risk against illegal workers and underpayment of staff. With all Rights to Work (RtW) and similar documentation kept in a secure CRM system, our onsite teams are able to provide a full audit-trail for each employee and their relevant employment information and proof of identification.

Additionally, with the introduction of new legislation such as GDPR, employers need to be even more mindful of their agencies and their data collection and storage processes, something Omega Resource Group are well educated in.

With **fin**es of up to **£20k** per each **illegal worker**, actions should be taken to **ensure** candidates are being **correctly audited**



8

Lack of Added Value Solutions

Whenever you use a recruitment agency, you need to ensure that you're getting good value for your investment and an 'above and beyond' service.

“

Omega have an excellent understanding of our business needs and I am more than happy to recommend Omega as a key supplier.

mabley bridge

The best agencies are those that offer added value solutions that assist in the recruitment process, such as candidate attraction strategies and bespoke advertising, rather than just posting a job advert and waiting for a response.

Omega Resource Group offer a variety of added value solutions when implementing an MSP, which include: biometric time and attendance systems, targeted social media advertising, a web-based microsite on our 'Featured Employers' page, Google Display Network, PR & general advertising, collateral design & print, events & assessment centres and more.

Omega's MSP solution is more than just recruitment, with the aim of long-term relationships the focus is on continuous improvement and being a true partner to your business



9

Unable to Support Growth

In most cases, organisations that have a large temporary workforce that isn't managed effectively and consistently are unable to take on new business.

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[The recruitment process] is always efficiently smooth and that's because they understand our needs...



It may be that these companies have a growing order book, but don't have the capacity or time to focus on a new project and therefore risk falling behind their competitors.

Having an MSP in place, amongst various other benefits, drastically reduces the administrative burden and time-consuming activities of your hiring managers.

So, if your workforce needs to grow to accommodate new business, your hiring managers will have more time to plan for a ramp-up strategy, which will be supported by an Omega onsite account team.

Omega's MSP works in full synergy with other areas and divisions of Omega, providing a seamless recruitment provision from operative to senior hire



10

High Absenteeism and Attrition Rates

An extremely common symptom of poor management within a large temporary workforce is rising absenteeism and attrition rates.

“

...Omega have been spot on and have done what they said they would do, when they said they would do it.

BT Fleet

Without having regular management processes in place to control and satisfy the issues, these problems are likely to progress and snowball.

Our MSP provides proactive and dedicated absence management, including biometric Time and Attendance recording systems and trend analysis, allowing our onsite teams to predict absence trends and execute a strategy to significantly reduce absence rates.

Our onsite teams have also introduced assessment centres and a more rigorous application process for those clients that were experiencing high attrition rates, mainly due to the underestimation of labour required.

Typically, **Omega** have delivered a **30-40%** reduction for our clients on both **absence** and **attrition** KPI's within the contract term



So, do you need an MSP?

If your business is experiencing any of the above, we highly recommend that you re-evaluate your recruitment strategy.

Having a poorly managed temporary workforce can significantly hinder your ability to grow and can often cause internal disruption, as well as unnecessary risk for non-compliance.

Omega Resource Group are currently offering a **FREE** consultation and workforce audit in order to evaluate what best MSP strategy to implement. If you're experiencing any of the above issues, or would just like to have a discussion about your workforce, feel free to contact me using the details provided.

About Mark Norton:



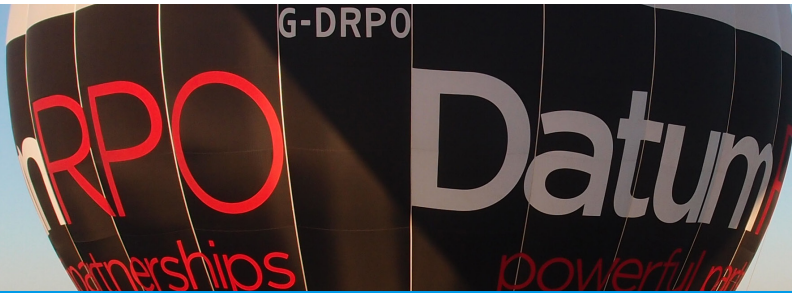
Mark joined Omega Resource Group in 2004, initially responsible for new client sales and business development across various Omega divisions. Since then, he has managed multiple branches across the UK, succeeded as regional manager and presently oversees all Managed Services operations across the group. Mark's several years of managing high volume environments and on-site solutions enables him to offer bespoke services for our clients and guidance on efficient management of large workforces.

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powerful partnerships

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